

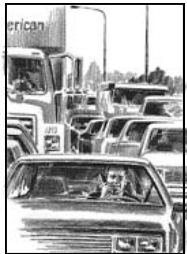
## The Problem:

The indisputable fact, based on extensive research, is: **traffic crashes are the leading cause of death in the workplace.**

Today's workplace is not the workplace of a generation ago when the primary focus was on manufacturer's production lines, or businesses dependent on repetitive motion or movement of materials within a shipping, receiving or storage area.

Today's workplace has become mobile and has moved to the highways that crisscross our state and nation.

By definition, a workplace is a place where commerce is conducted. This means our highways are workplaces and motor vehicles are tools used for the delivery of products and services.

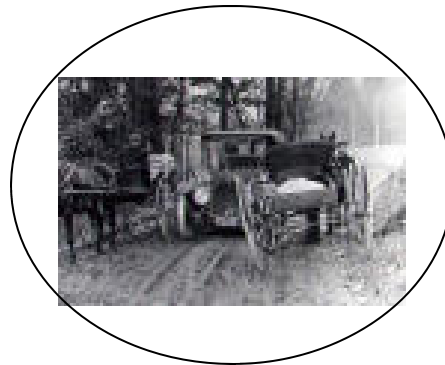


The proper use of tools in the workplace ensures safe working conditions.

The ripple effect of that is a reduction in the cost of doing business and an increase in production enhancing the bottom line of a business.



## Project Road-Safe A Workplace Traffic Safety Program



An Investment in Workplace Traffic Safety will reap substantial profits for your organization.

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## Employers: Take Note of Workplace Traffic Safety



An Investment in Workplace Traffic Safety will reap substantial profits for your organization.



Project Road-Safe  
*A Workplace Traffic Safety Program*



## Reasons for Crashes

### Five Major Reasons for Traffic Crashes

- 1) Inattention
- 2) Speeding
- 3) Driving While Impaired
- 4) Disregard of Traffic Control Devices (stop signs and red lights)
- 5) Failure to Yield Right of Way



Contact us:  
[www.labor.vermont.gov](http://www.labor.vermont.gov)

\* Under "Business" click "Workplace Safety"  
\* Then click "Project RoadSafe"



## Economic Impact

### Every Traffic Crash Can Be Very Costly

On-the-job crashes cost employers almost \$22,000 per crash and \$100,000 per injury, not to mention the unseen costs of loss of productivity and the loss of business.

It is critical that businesses know that traffic crashes are often the hidden costs of doing business.

These costs directly impact personal injury, employee benefits, property damage, replacement transportation, replacement labor, as well as third-party costs including property damage and bodily injury.

The key to mitigate the financial impact of traffic crashes on Vermont businesses is "avoidance."

A program promoting economic benefits of avoiding traffic crashes will have beneficial results for Vermont's business community.



## The Employer's Guide for Reducing Traffic Crashes

The Occupational Safety and Health Administration (OSHA), National Highway Traffic Safety Administration (NHTSA), and Network of Employers for Traffic Safety (NETS) have joined forces to create the 32-page **Guidelines for Employers to Reduce Motor Vehicle Crashes**, featuring a 10-step program outlining what an employer can do to improve traffic safety performance and minimize the risk of motor vehicle crashes.

The document includes success stories from employers who have benefited from effective driver safety programs, including Pike Industries with operations in Vermont.

The booklet is available to employers from: [norman.james@state.vt.us](mailto:norman.james@state.vt.us). Ask for the Guidelines for Employers to Reduce Motor Vehicle Crashes. The booklet will be sent in the mail, so be sure to include your mailing address.

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**REMEMBER - BUCKLE  
YOUR SEATBELT -  
EVERY TIME!**

