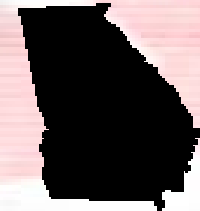




Network of Employers for Traffic Safety



G E O R G I A



Ben Harper

Georgia Traffic Injury Prevention Institute

Scott Barker

United Parcel Service

Traffic Safety Facts

- **16.4** million traffic crashes annually
- **28** million damaged vehicles annually
- **5.3** million injuries annually

Traffic Safety Facts

- 42,815 traffic crash related fatalities
- A person is killed in a traffic crash every 13 minutes
- 115 people die every day in traffic crashes

***DON'T JUST SEE THE NUMBERS WHEN YOU READ THE STATS!!!
SEE THE LIVES!!!***

Traffic Safety Comparisons

- **42,000 traffic fatalities per year**
- **115 traffic fatalities a day**
- **3,175,000 traffic fatalities to date**
- **1 traffic fatality every 13 minutes**
- **58,000 fatalities-Vietnam, 10 yrs.**
- **115 Value Jet crash fatalities**
- **1, 140,000 fatalities-all wars**
- **1 homicide every 26 minutes**

Traffic Safety Economics

- **2.3%** of U.S. Gross Domestic Product
- Economic impact on business in America:
 - **\$61 billion** in lost work productivity per year
 - **\$31 billion** in insurance costs to companies per year (NETS data)
- **\$230.6 billion**
= **Total Economic Impact**

Traffic Safety Economics

State of Georgia

- **\$7.85 billion** (total cost)
- **8,185,610** (total population)
- **\$959** (average cost per person)

Traffic Safety Economics

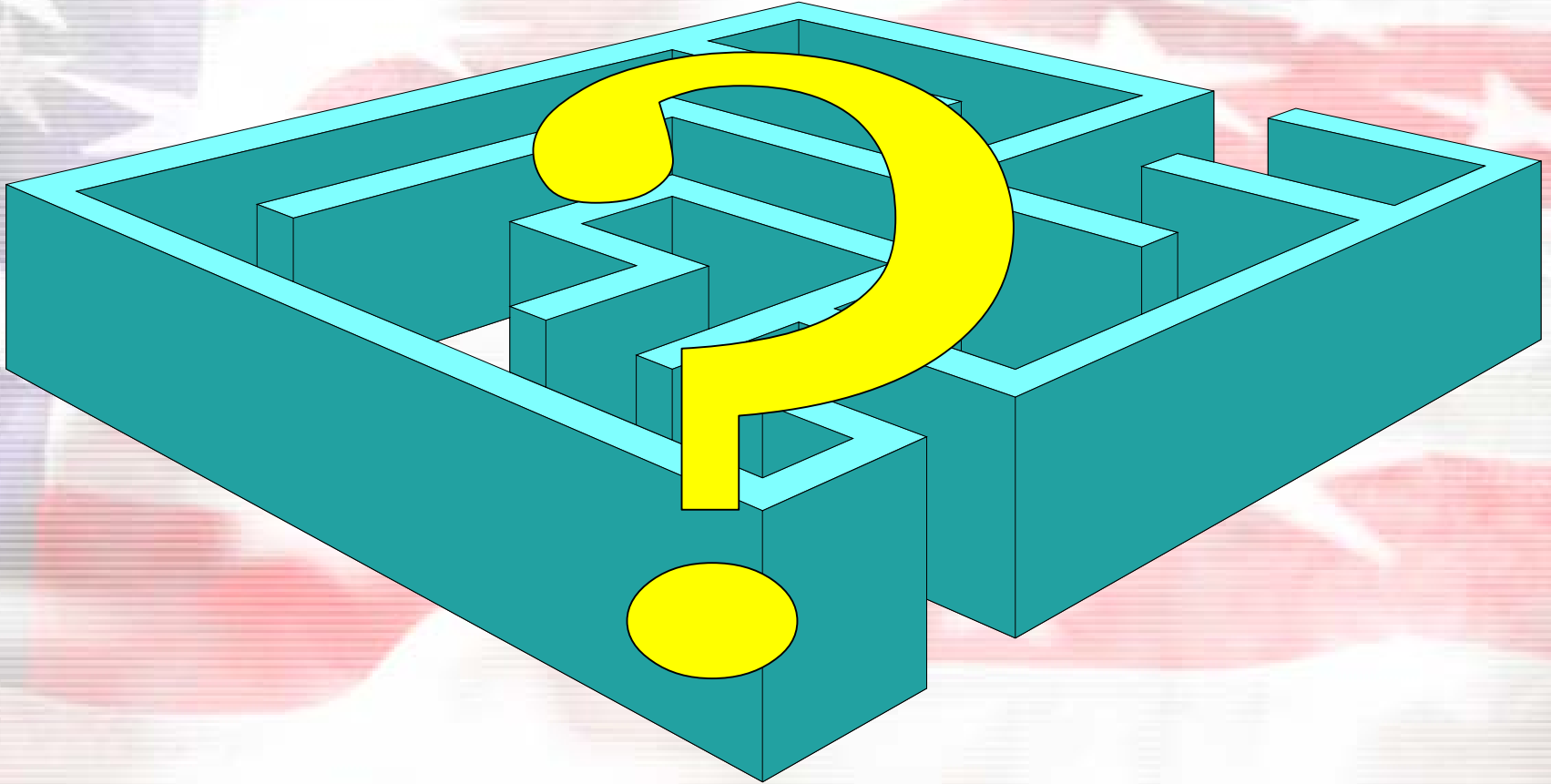
Georgia Employers

- **\$16,500** (average cost per employee)
- **\$504,400** (cost per fatal crash)
- **\$73,750** (cost per non-fatal crash)*
(* does not include long-term disability costs)

Traffic Safety Economics

- **Cost Factors:**
 - **Productivity Loss**
 - **Property Damage**
 - **Medical and Rehabilitation Costs**
 - **Legal and Court Costs**
 - **Emergency Services**
 - **Insurance Administration**
 - **Other Costs to Employers**
 - **W/C or Disability cost**
 - **Employee Replacement cost**
 - **Cargo Damage or Loss cost**
 - **Non-insured Equipment Replacement cost**

The Critical Question



**How do we get there
from here?**

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NETS
Network Of Employers
For Traffic Safety



serious

about

safety



Southeast Region



Georgia NETS Advisory Board



National Safety Council



GEORGIA DEPARTMENT OF LABOR



Getting There from Here...

- **Know the scope of the problem**
- **Never underestimate the enemy**
- **Believe that we can get control**
- **Form strategic alliances**
- **Be about the work**

The Scope of The Problem

- 1 person every 13 minutes
- 115 people per day
- One commercial airliner a day
- 42,000 people per year
- One small American city per year
- Many dollars

- 14 - World Trade Center attacks
 - Lost loved ones
 - Grief and pain
 - Confusion
 - Lost support
 - Suffering
 - Nightmares

Know The Enemy

- **Terrorists ?**
- **Communists ?**
- **Socialists ?**

LOOK IN THE MIRROR !

Know The Enemy

- **Apathy**
- **Lack of Involvement**
- **-Personal Responsibility**
- **-Social Responsibility**
- **"Bystander Effect"**

LOOK IN THE MIRROR !

Believe...

- Does something need controlling?
- Is it worth the effort?
- Can it be controlled?
- Who is responsible?
- What will it take?
- Can I make a difference?

"Determined people make conditions - they do not allow themselves to be victims of them... Determined people working together can do anything."

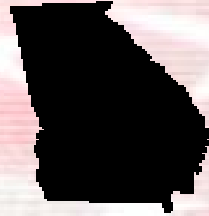
Jim Casey

1947 UPS Managers Meeting

Strategic Alliances...

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- **Traffic Crashes Involve People**
- **People Can Die in Crashes**
- **People Are Employees**
- **Work-sites Are Controlled by Employers**
- **Employers Influence Employees**
- **Everyone WINS!**

Strategic Alliances...



- **Early Involvement**
- **National Advisory Board**
- **State Advisory Boards/Councils**
- **Value Returned:**
 - *Employees who believe you are genuinely concerned about their safety and health "off the job", will be much more likely to work safely "on the job".*
- **Everyone WINS!**

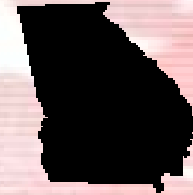
Strategic Alliances...

YOU

and

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- Access to resources
- Community involvement
- Corporate citizenship
- Off-job traffic safety improves
- Work-place safety improvement
- Employee relations improvement
- Potential cost reductions
- Everyone WINS!

The Georgia NETS Vision...

GOHS / GMTA
State Advisory Board
Ben Harper & Guy Young

Metro Atlanta
NETS
Greg Averett

Macon
NETS
Steve Smith

Augusta
NETS
N.A. Padgett

Savannah
NETS
Rob Gordon

Albany
NETS
Michelle Demott

Carrollton
NETS
Ginger Jakins

Gainesville
NETS
Blaine Goss

Continue to expand throughout the state.

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Lives Are Being Lost...

LET'S GET TO WORK!

