



BROOME COUNTY TRAFFIC SAFETY BOARD NEWSLETTER

Broome County Health Department 225 Front St. / Binghamton, NY 13905

Lucas Davis, Public Health Educator - Traffic Safety Coordinator

Telephone: 607-778-2807 / Email: lddavis@co.broome.ny.us

Drive Safely Work Week 2005 – Broome County

October 3 – 7, 2005



WHETHER YOUR EMPLOYEES DRIVE ON THE JOB OR SIMPLY TO AND FROM WORK..... it is a worthwhile and cost effective strategy to promote safety behind the wheel within your workforce

October 3 through 7 celebrates the 9th annual National “Drive Safely Work Week”. This promotion is designed to spread the message of making a conscious effort to stay focused and safe behind the wheel. Today, more than ever, there are endless distractions that are simply an inevitable part of driving. According to the National Highway Traffic Safety Administration, an estimated 20 to 30 percent of all crashes are due to distracted driving. Your participation in this year’s campaign will ensure a proactive stance to show your employees that safety not only onsite, but on personal time is a priority. The Broome County Traffic Safety Program and local law enforcement are encouraging all motorists to make an honest attempt to remain focused while operating a motor vehicle on a daily basis.

ARE YOU A DISTRACTED DRIVER?

According to the AAA Foundation for Traffic Safety an estimated 4,000 to 8,000 crashes related to distracted driving occur daily in the United States. The following are several distracted behaviors that are common among motorists:

- Adjusting stereo, climate controls
- Eating
- Talking on a cell phone
- Reading directions
- Putting on makeup
- Shaving
- Tending to young children in the backseat
- Tending to pets
- Watching DVD’s
- External Distractions (Don’t be a gauker)



How Can You Be a Safer Driver?

- Buckle Up
- Avoid unnecessary distractions (eating, reading, putting on makeup, etc.)
- Leave yourself plenty of time for travel
- Drive calm, shake off unruly motorists
- Remain focused
- Arrive alive



Safe Driving is Everyone's Responsibility

Take driving for what it is serious business!!!! Join thousands of employers across the nation by designating a Drive Safely Work Week campaign within your workforce.



Be Ready, Be Set, Be Focused!

Make Safe Driving a Priority because your employer and your family need you.



Barbara J. Fiala, Broome County Executive

Graphics, and research provided by the NYS Governor's Traffic Safety Committee www.safeny.com and AAA Foundation for Traffic Safety www.aaafoundation.org, and the Network of Employers for Traffic Safety www.trafficsafety.org. The production of this newsletter was made possible through funding from the NYSGTSC.