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a new vision.

Dear friend,

Each of us and our loved ones, friends, colleagues, neighbors and fellow citizens confront the real possibility of injury every day. In 2007, more than six million people suffered disabling injuries and 120,000 people died of their injuries. Unintentional injury is the fifth leading cause of death in the United States. However, it is the only one of the top five that is completely preventable. Injuries do not have to happen.

Tragic injuries occur despite considerable effort and investment to prevent them. We want to tell you why the progress that has been made in preventing injuries in America is not nearly enough and why the National Safety Council must accelerate its efforts to prevent these tragedies.

NSC members and safety-conscious organizations in the public and private sectors have, for many years, made substantial commitments to safer workplaces. NSC always has been a leader in workplace safety, establishing and promoting best practices. We are committed to remaining a leader by giving NSC member companies the knowledge, skills and training they need to continue to drive down injuries among their employees and their employees' families on and off the job. NSC members are safety's frontline people, engaging in life-saving work.

Safety Council saves lives by preventing injuries at work, on the roads, and in homes and communities through leadership, research, education and advocacy. We are committed to ensuring they get what they need from the NSC — knowledge, skills and perspective that will help them continue to prevent even more injuries in their organizations and save even more lives.

NSC member companies also increasingly understand that preventing injuries at work is only part of the challenge. They know that over the last 15 years the injury death rate in our homes and communities has increased by 44 percent. They know that their investment in workplace safety has paid off in reduced work injuries and deaths. Now they must consider making investments in preventing injuries outside of work to their employees and their families.

Our members know that their employees are 11 times more likely to die of an injury off the job than on the job. They also know that being concerned for their employees on and off the job is not just the right thing to do from a values perspective, but it is a good business decision because employers pay the cost of medical care regardless of where injuries occur.

We will continue to engage our members, chapters, partners and donors to generate the kind of commitment and investment needed to discern the underlying issues that cause injuries and deaths away from work, such as distracted driving, teen driving and falls. The NSC is working with government agencies, private sector partners and other nonprofits to generate more resources and better understand and address these issues. NSC has long been a partner with many others in the public and private sectors to improve traffic safety. Stronger laws and enforcement, coupled with effective campaigns managed or endorsed by the NSC, have contributed to reductions in traffic deaths from impaired driving, non-use of seat belts and teen drivers. In addition, NSC trains millions in defensive driving techniques, with more than 1.7 million participants last year alone. We will continue to lead and join with members, chapters and partners in the public and private sectors to educate and advocate for best practices proven to save lives.

There are two areas in particular that we will emphasize. First, we are accelerating our initiatives in teen driving. NSC is a recognized leader in teen driving safety, through our work in documenting the effectiveness of Graduated Driver Licensing (GDL), advocating for legislation and teaching 500,000 teens each year in *Alive at 25* programs. We know these efforts can save the lives of teens. However, we know that comprehensive GDL laws and education programs for parents and teens today are reaching just a small portion of the eight million 16 and 17-year olds who are driving. Our goal is to save even more lives by educating many more teens and their parents, working with legislators to enact comprehensive GDL laws and implementing Alive at 25 in every state.

The second area of special concern in traffic safety is distracted driving. One study for the National Highway Traffic Safety Administration reports that driver inattention contributes to 80 percent of all crashes and near-crashes. There can be many causes of inattention, but numerous scientific studies make clear that cell phone use while driving is among the worst. Studies show using a cell phone while driving increases one's crash risk by four times. What makes the cell phone problem more serious than other distractions is that over 100 million people are believed to engage in it. The scope of the problem is so large, and growing, that we must act to educate people on the risk and encourage legislative action to address the problem.

We know the challenges are enormous. We are asking you — our past, present and prospective members, chapters, partners, and donors who have a passion for safety — to join with us.

Each day, those of us associated with the National Safety Council can ask ourselves, did we make our world safer? Did we make a difference in preventing injuries and deaths? Did we bring together all the pieces in the public and private sector necessary to make a significant, lasting impact on a national scale?

These are important questions. They are the kinds of questions that drive us. In this report, we share how we are answering these questions. We also share the stories of four people associated with the NSC who are taking action in their own circles.

We ask you to join us. Work with us to educate your families, employees, communities. Partner with us in developing education and advocacy. We also ask you to please consider making a financial contribution to help the National Safety Council take on this large and important challenge.

Individually, we can make an impact in our own circles of influence. Together, our actions will save many lives.

9. 7. Munfins

Joseph Ucciferro Chairman, Board of Directors

fanet Soutech

/ Janet Froetscher President & CEO

Good leaders bring people together around a common vision.

They understand the past, but focus primarily on the future and how they can influence it. They work to make their vision a collective one around which they can rally their entire team and mobilize others whom they can engage in achieving it. They build partnerships to create positive change. They show the way and are creative in overcoming challenges. They see how, not why not, *something can be done*. They deliver results.

Leaders inspire and instill passion in others. For safety and health leaders, their passion is saving lives. They fill others with their passion, because they know many must be engaged to achieve a significant, lasting impact on America's safety culture and saves lives.

leadership.



6 | 7 LEADERSHIP

Safety leaders in the public and private sectors — government agencies, businesses, nonprofits like the NSC, and countless individuals — come together to create positive change. For safety leaders, there is always more to do. What causes injuries today is different than what caused them yesterday or what might cause them tomorrow. The goal of any safety initiative is zero incidents and zero injuries. For NSC, safety leadership is unending.

A story of safety

people were killed.

"It was my first field safety accident," explains Joseph Ucciferro, now a Group President & CEO at Day & Zimmermann, a diversified company engaged in engineering and construction services and other businesses. "It took a huge emotional toll on me."

As a young professional, Ucciferro found the experience transforming. "I had a much greater appreciation for safety as a result of the accident, but because I was an office worker, I had no broad impact on safety," he says.

What Ucciferro did do was commit himself to safety leadership and he has carried that commitment with him throughout his career.

Today, Ucciferro chairs his company's Safety Council, which oversees the safety programs of all its businesses, including engineering, validation, construction, maintenance, security, personnel services, defense services and munitions production.

engaging others.

At 10 a.m. Thursday, April 27, 1978, a young engineering manager received a call to come to a construction site where a serious accident had occurred. His company was overseeing the building of a large coal-fired power plant. A cooling tower was being constructed when the scaffolding supporting the workers broke loose. Fifty-one

"With such a wide variety of businesses, and 24,000 employees around the world, I asked how we, as leaders, could advance safety and drive it down through the organization as part of its mindset and culture," he says. "We began by instituting world-class safety standards and showing by example that we were engaged, active and visible safety leaders."

Demonstrating accountability, Ucciferro has never missed an opportunity to talk with participants of frontline safety programs, regardless of where they were gathered.

A strong safety culture stems from core values evident in all aspects of an organization. "It's important that employees see us as open and honest," says Ucciferro. "This kind of leadership starts at the top."

Ucciferro joined the National Safety Council Board of Directors in 2001 and was elected Chairman in 2007.

"I saw an opportunity to take safety issues beyond the workplace," he explains. "At NSC, there is a lot of passion around accomplishing our mission to drive down injuries and save lives in the United States."



Action initiatives 2008

Safety leadership at NSC starts with a vision to save lives and prevent injuries. This vision is the rallying cry for all NSC does nationally and in states and local communities through its chapters. NSC has more than 18,600 member companies that further extend this vision to more than 8.5 million employees at more than 55,000 sites. Members promote safety as a core value and create a culture of safety throughout their organizations.

Challenging the nation.

Each June during National Safety Month the NSC energizes the nation to focus on safety in everyday life. Proclamations drawing public attention to safety issues and the role of the NSC were issued by President George W. Bush and various state and municipal leaders. NSC and its chapters offered educational materials, online resources and webinars to safety leaders at NSC member companies, reaching millions of people with life-saving tips to protect themselves and their families on and off the job. In 2008, the primary focus was on four important issues: emergency preparedness, distracted driving, prescription drug overdoses and older adult falls.

Responding In emergencies. (2)

The first week of National Safety Month coincided with the first National CPR and AED Awareness Week, co-sponsored by the NSC, American Heart Association and American Red Cross to underscore the need for public education in cardiopulmonary resuscitation and use of automated external defibrillators. More than 300.000 Americans experience sudden cardiac arrest each year and about 95 percent of cardiac arrest victims die before arriving at the hospital. Effective bystander CPR delivered immediately after cardiac arrest—before medical personnel have time to arrive—can double a victim's chance of survival.

Identifying emerging issues. (1)

NSC researchers raised alarms about a growing problem in American society—drug overdoses caused by abuses of prescription drugs, of which more people are now dying than by overdoses of heroin and cocaine, combined. Drug-related deaths are increasingly associated with the use of prescription opioid analgesics, which include commonly prescribed pain medications such oxycodone, methadone and hydrocodone. The greatest number of these deaths is occurring among white men ages 45 to 54 —up nearly 6,000 in a decade. Death rates are increasing fastest among white women—up more than 300 percent. NSC is partnering with other groups, including the U.S. Centers for Disease Control and Prevention, to lead the development of strategies to counter this growing epidemic. The Council convened its first Accidental Overdose Prevention Panel at the 2008 NSC Off-the-Job Safety and Health Symposium and began work on a Guide to Prevent Unintentional Drug Overdoses. Set for release in 2009, the Guide will be among the most comprehensive tools available for increasing employee awareness of prescription drug-use risks, on- and off-the-job.

Taking the lead.

In partnership with the Centers for Disease Control and Prevention (CDC), the NSC launched a ground-breaking news-delivery system for businesses in the event of a public safety or health emergency. The new Emergency Alert Network is used to identify employers via phone, email or text messages of a significant emergency. The network will help shape America's response to local, regional or national emergencies by electronically communicating news and emergency instructions rapidly to those who might be affected. Employers can then use this national communications network, or their own internal communications systems, to reach their employees or others with life-saving information during emergencies.







Preparing nationally.

The NSC's 95th Annual Congress & Expo, the world's largest annual gathering of safety and health professionals, brought about 10,000 people to Chicago and also emphasized the preparedness theme, featuring at its Opening Session the Honorable Thomas J. Ridge, the first U.S. Secretary of the Department of Homeland Security, and Dennis Schrader, Deputy Administrator of the National Preparedness Directorate, Federal Emergency Management Agency (FEMA).

Global, local reach.

NSC chapters took their leadership to new heights by leading the World Health Organization's Safe Communities initiative in their communities. The WHO has designated the NSC as the lone U.S. affiliate to lead Safe Communities America. The NSC helps communities identify their greatest safety and health needs, and then develop and continually re-evaluate long-term, sciencebased programs to address them. NSC chapters are collaborating with local leaders from law enforcement, schools, park districts, fire protection districts, citizen groups, businesses, government and public health organizations. Communities undergo a rigorous process to define and manage their safety and health, and must reach prescribed levels of accomplishment to be designated a "Safe Community." In 2008 the NSC designated two new Safe Communities: Omaha, Nebraska, and Springfield, Missouri. During the year, twelve other communities began working on their plans and processes to advance toward future designation.

Expanding world-class safety.

Through its global affiliate, the International Safety Council, the NSC promotes health and safety programs worldwide and participates in global forums to discuss common areas of interest. In 2008, during the XVIII World Congress on Safety and Health, the NSC was a signatory to the Seoul Declaration recognizing basic safety principles as a fundamental human right. Also during the year, the NSC completed a five-year \$2.3 million grant from the U.S. Department of Labor to improve mine safety in China. European Union officials met with the NSC to examine how to improve quality and productivity at work while preserving workers' health and safety. The NSC also participated in the United Nations General Assembly Conference on Global Road Safety, which set a resolution to improve road safety in low- and middle- income nations.

IO II LEADERSHIP



CEOs who get it. (1)

2008 marked the sixth year that NSC's Safety+Health magazine recognized "CEOs Who Get It," corporate leaders who understand the benefits of employee safety and health to their bottom line.

CEOs recognized include: **Richard H. Anderson**, CEO, Delta Air Lines (airlines; 50,000 employees) **Dave Brown**, former president and CEO (retired), Owens Corning (building materials and composite solutions; 18,000 employees) **J. Brett Harvey**, President and CEO, CONSOL Energy Inc. (coal mining and energy extraction and transportation; 7,500 employees)

Moir Lockhead, Chief executive, First Group PLC (passenger transportation: rail, transit bus and school bus; 80,000 employees)

Scott Lynn, President and CEO, Guy F. Atkinson Construction LLC (heavy and civil construction; 500 employees) Rick Muench, President and CEO, Wolf Creek Nuclear Operating Corp. (nuclear power plant; 950 employees) Richard A. Sperber, President, ValleyCrest Companies (Landscape services; 10,500 employees)





Awarding leaders

Distinguished Service to Safety Award

Distinguished Service to Safety is the NSC's singular award presented to individuals who have demonstrated outstanding career achievements in safety and health.

2007 Distinguished Service to Safety Award winners included:

Henry B. Bongers, Senior Manager of Safety and Security, Kerry Americas, Beloit, Wisconsin

Eugene Crovetti, Vice President (retired), IBEW Local Union 150, Highland Park, Illinois

Robin L. Elliott, Director, Occupational Health and Safety, University of Delaware, Newark, Delaware

Dr. J. Nigel Ellis, President, Ellis Fall Safety Solutions, Wilmington, Delaware John B. Keeler, President (retired), Arizona Chapter, National Safety Council, Phoenix, Arizona

James N. Robinson, Assistant Director, Life Safety Systems, University of Maryland, College Park, Maryland Ronald W. Thackery, Senior Vice President, Professional Services and Integration, Emergency Medical Services Corp., Greenwood Village, Colorado Colonel Mark V. Trostel, Chief, Colorado State Patrol, Denver, Colorado

The Green Cross for Safety Medal (2)

The Green Cross for Safety Medal is the NSC's highest honor of a company and its CEO that demonstrate exemplary leadership in promoting round-the-clock employee safety and health. Honored were Delta Air Lines and Delta CEO Richard H. Anderson for a corporate safety culture dating back to the company's first passenger flights in 1929.

The Robert W. Campbell Award (3)

The Robert W. Campbell Award annually advances best practices in employee safety and health by saluting a company or companies that best demonstrate the business case for corporate leadership in safety. The Bahrain Petroleum Company earned the 2008 Campbell Award after a rigorous evaluation process including on-site assessors, for illustrating how safety, health and environmental activities are directly connected to its daily business performance and global productivity. The NSC works with Campbell Award winners to promote their model systems as best practices in safety and health management, for educational purposes worldwide.

Research is discovering. Researchers conduct experiments, tests, polls and other methods of gathering information. They collect, interpret and share data in ways that others can learn from and use. Much research follows rigorous scientific methods. Hypotheses are created and tested. New knowledge is uncovered or created as a base to understand key questions and their answers.

Many individuals and organizations have passion and good intentions to save lives. Their opinions and beliefs may guide their strategies and actions. However, having good ideas is not enough. Ideas become real solutions adopted by others when they are grounded in science.

1

research.

The NSC advances, contributes to and uses research that provides the knowledge base for its education and advocacy initiatives. Data and facts focus, validate and guide NSC injury-prevention programs. "Proven to work" is not just a slogan for preventing injuries, it is a guiding principle that informs NSC's research capabilities that encompass safety engineering, perception surveys, epidemiology, social psychology and statistics.

A story of safety

Rex Butler is well-versed in the demands of safety and environmental compliance. As a safety professional at Central Iowa Power Cooperative, he has dealt with a variety of safety issues. However, his professional training and experience did not prepare him for the unexpected tragedy that occurred outside his workplace.

unremitting pain.

"He had been taking hydrocodone for pain relief but developed a tolerance for it," explains Butler. "His doctor then prescribed methadone. What Bill didn't understand is that methadone accumulates slowly and remains in the body for a longer period of time than hydrocodone."

REX BUTLER IS THE MANAGER OF ENVIRONMENTAL & SAFETY AT CENTRAL IOWA POWER COOPERATIVE, WHICH IS BASED IN CEDAR RAPIDS. FOR THE LAST YEAR, HE HAS SERVED AS PRESIDENT OF THE BOARD OF DIRECTORS OF THE IOWA-ILLINOIS SAFETY COUNCIL.

making linkages.

Butler's 33-year-old brother, Bill, died of an accidental overdose of methadone on July 12, 2006. A machinist dealing with severe lower back pain for most of his life, Bill had been preparing for surgery to relieve the

Bill took too large of a methadone dose from which he never woke up, leaving behind a wife, two sons, a large extended family and many friends. Tragically, he joined a burgeoning number of Americans who are succumbing to unintentional drug overdoses. The NSC is among the few research-based organizations across the country calling attention to this alarming national trend.

"I am tremendously encouraged and pleased to see the National Safety Council address an issue that calls for a national platform," stresses Butler. "It's a noble and worthwhile cause that could save thousands of lives each year."

He continued: "My brother was injured at work, but he overdosed at home. So obviously, this isn't a concern isolated to the workplace. It is an issue that could impact anyone, regardless of income, age or circumstance."

Clearly, Butler believes in the importance of a safe work and home environment. "I never want to see another person fall victim to addiction, overdose or lack of knowledge when it comes to prescription medication," emphasizes Butler, who has a family. His personal tragedy has energized him to do what he can to awaken people to the hazards of misusing prescription drugs.

"Organizations need to get information out to their employees and help employees understand the gravity of prescription drug use," Butler says. "It's a life or death situation."

I4 I5 RESEARCH



Action initiatives 2008

Research lays the foundation of the NSC's leadership direction and initiatives in advocacy, public education and occupational training. Research projects are targeted to better define and understand issues and trends in unintentional injury and injury prevention, helping the Council channel its resources most effectively and set its future course.

Expanding *Injury Facts*. (1)

Injury Facts is the Council's internationally recognized, annual reference source for safety statistics. Injury Facts presents the most current occupational, motor vehicle, home, community, state and international injury statistics on deaths, nonfatal injuries and their costs, obtained from more than 30 different government agencies and other authoritative sources. The guide is used primarily by safety professionals to compare their company's experiences with their industry generally or with the nation at large. In 2008, Injury Facts added additional emphasis on the impact of intentional injuries on society, including homicide, suicide and assault.

Understanding a growing problem.

For several years, NSC researchers have monitored a growing societal problem in the U.S. They analyzed data to understand why an increasing number of Americans are dying of unintentional drug overdoses. The knowledge is being used by NSC leaders to develop appropriate and effective strategies to address the issue nationally.

Securing federal support.

NSC partnered with others in the injury prevention and elder care communities to seek more extensive research on older American falls. That partnership resulted in enactment of Federal legislation to provide an additional \$3 million in research support to the CDC to address falls and their possible solutions.

Setting the standard for employee safety.

More than 400 companies participated during the year with NSC in measuring the perceptions of their employees about their safety programs. NSC staff work with companies to measure employee attitudes and opinions, evaluate their occupational safety programs, prioritize items for action planning, and motivate improvement through regular measurement. The NSC survey database now includes thousands of companies that have participated in the program, making NSC better able to provide a comprehensive benchmarking tool for companies to assess their safety programs.

An ancient approach to injury prevention.

A project funded by the CDC's National Center for Injury Prevention and Control is translating a proven effective, communitybased falls prevention strategy into a workplace-based strategy designed for employees and their family members. The strategy uses the ancient Chinese martial art Tai Chi to improve muscle strength, balance and flexibility among participants, and reduce their risk of falling, either on- or off-the-job. The program is also exploring whether employee safety programs can be introduced and sustained in community settings through partnership between business and local stakeholders.

Tracking trends in safety and health. (2)

The Journal of Safety Research is the pre-eminent peer-reviewed scientific journal in the safety field. Its scholarly articles present basic and applied research in all areas of safety, including traffic, industry, farm, home, school and public. The Journal's most popular papers during the year examined the key dimensions of a workplace safety culture, the positive and negative safety effects of emerging technologies on teen drivers, and risky behaviors of cell phone using versus non-cell phone using drivers. At its core, education is the process of obtaining and sharing knowledge and seeking out new ideas, information and skills. Education is fundamental to the human experience and a powerful, usually necessary, requirement to build lasting change. Education can help influence changes in attitudes, opinions, behaviors and actions. Effective education changes lives, cultures, societies, nations and the world. Education at NSC is grounded in science-based understanding of injuries, their causes and their most effective prevention measures.

education.



16 | 17 EDUCATION

NSC education and training reaches millions each year through our members, partnerships, chapters, training agencies and state and local programs for traffic law violators. Through several modes of delivery designed to engage different interest groups — classroom or online instruction, symposia, workshops, printed materials, or communications and advertising campaigns — NSC educates.

A story of safety

In 2000, Galounis worked for a telecommunications company and was enjoying life with his wife and four sons. The family also welcomed Josh, the best friend of his son, Philip, into the family as something of a fifth son. Galounis recalls cooking dinner for the boys one January evening. That was the last time he saw Josh. Two days later, Josh was killed instantly when thrown from his family's vehicle in a car crash.

they happen."

A year later, Galounis joined the NSC, first leading the Chicago chapter and now leading the Council's chapter network. "Safety is about people," he says. "The Council

enabling action.

Vago Galounis has a simple message on his company e-mail signature. It's also a simple message he shares regularly with most people he meets: "Buckle Up: everybody, every seat, every time!" This may not seem surprising for Galounis, an NSC staff member. What most people don't know is that for him, seat belt safety is a deeply personal, life-changing issue.

Understandably, the tragedy hit the family hard. Galounis went online to search for an organization to donate funds in Josh's memory. "When the National Safety Council appeared, I knew what I needed to do," he explains. "Rather than promoting safety in the wake of accidents, I needed to refocus and help prevent accidents before

sets a safety agenda and it is carried out on a personal level by many committed people in our local chapters. Through the NSC, I know I've helped others make a difference, as evidenced by NSC injury-prevention activities nationwide."

Philip has taken action in Josh's memory also, promoting seatbelt education and collaborating with the NSC and MLS Chicago Fire soccer team. A gifted soccer player, Philip created a "Juggling for Safety & Health" campaign that raised awareness of seat belt use, and in the process set an American record by assembling a large group of people who juggled the most soccer balls in motion at one time. He also earned numerous television appearances in which he not only displayed his soccer skills but used the opportunity to promote seat belt use.

Shortly after Josh's death, Philip wrote a book in honor of his friend, which Galounis keeps in his office as a reminder of why he comes to work each day. "Josh's death changed his whole family, friends and neighbors," he stresses. "I now say to everyone, 'you put on a seat belt.' The bottom line is, you may not be able to control someone else's behavior but you can change your own."



Action initiatives 2008

Education and training programs are at the core of the NSC's mission and its path to equip others to safeguard their workplaces, homes and communities— and save lives.

Imparting a core value.

More than 80,000 participants attended the NSC's 5,500 trainings and seminars held nationwide, including 430 who achieved their Advanced Safety Certificates.

Meeting grassroots needs.

As leaders of local, state and regional outreach efforts, NSC Chapters conducted 30 annual tradeshows attracting more than 13,500 total participants. These meetings offer important education and training opportunities for professionals seeking to enhance their safety skills, as well as potential for developing partnerships to advance safety and health.

Spreading the word. (1)

Safety + Health, NSC's flagship publication, has the largest circulation among safety industry magazines, reaching 86,000 safety professionals. It also looks great. Safety+Health earned an American Graphic Design Award last year from Graphic Design USA magazine. In total, the NSC publishes 15 print and online publications devoted to pressing safety issues, totaling a circulation of 500,000.

Training the trainers.

More than 400,000 rescuers received NSC emergency care training in 2008, provided by 9,500 authorized trainers at 1,600 training sites. Classes developed for instructors and professional first-responders include an unusual depth and breadth of subjects in safety and health, such as first aid, CPR, automated external defibrillation and blood-borne pathogens. NSC training reached beyond U.S. borders to countries including Mexico, Argentina, China, Hong Kong, Canada, Brazil, India, Japan, Saudi Arabia and Oman. In 2008 the Council was awarded several contracts with major U.S. corporations and the nation's largest public transportation system to provide training in emergency preparedness and occupational safety and health.

Creating a new model

to stem drunk driving. (2) Funded by the Texas Department of Transportation's Traffic Safety Section to inform employers about the true cost of impaired driving-related injuries, the Council launched a rare alliance with employers statewide to improve road safety. Intended as model for future programs in other states, the first year of this multi-year program assessed Texas employers' needs and current substance-abuse program efforts, and used their feedback to plan drivers' training guides and other materials to educate employees against drunk driving. The NSC also developed a web-based clearinghouse for employer resources and educational tools. The second-largest U.S. state, Texas has the highest rate of alcohol-related traffic fatalities in the country. In 2008, the alliance involved an estimated 5,100 Texas employers and 1.2 million employees throughout the state.





Preparing parents to educate teens.

Studies show teen drivers are among those most likely to have an accident. To better prepare parents for the risks their adolescents face, the NSC developed the "Alive at 25 Parent Program." Launched last year, the three-hour, interactive course identifies risks and helps parents reinforce their teenagers' safe driving skills. In use throughout the country, the program involves the parent as a partner in training teens to drive responsibly. After teaching their teens, parents can exchange experiences with other parents in the program.

Making teen drivers safer.

"Alive at 25" is the NSC's nationally recognized defensive driving program to build the safety skills of 15 to 24-year-olds as they learn to drive. NSC Chapters including South Carolina, Greater Omaha and North Dakota received grant funding in 2008 to implement this program in high schools across their states. During the year, more than XX young drivers took "Alive at 25."

Assisting older drivers.

The NSC conducted a nationwide survey of adult children in 2008 that showed a growing need for better communication tools to discuss driving safety with aging parents. The survey, conducted with Caring.com, found that adult children would rather talk to their parents about funeral plans than taking away the car keys. As a result of the survey, the NSC is calling upon researchers to document the science surrounding aging drivers and will use the data to shape education programs in coming years, as well as inform position statements and advocacy outreach. According to the U.S. Census Bureau, the population of those over 75 will grow from 18 million to 31 million between 2008 and 2028. With accident rates for drivers over the age of 65 higher than for any other group except teens, this large increase could result in up to 100,000 driving deaths in the same period.

Advocates influence decision They encourage, or may qui communities and other group Advocates persuade nation boards to act. They speak of to do the same. Most import Members of the NSC family

advocacy.

Advocates influence decisions and outcomes that can change peoples' lives. They encourage, or may question, positions held by businesses, associations, communities and other groups.

> al and state legislatures and local councils and out on issues of importance. They encourage others ortantly, advocates participate.

> y are advocates for injury prevention who influence enactment of laws rooted in science.



CATHERINE COLE, DIRECTOR OF ELDERLINK, WHICH SERVES OLDER ADULTS IN FAIRFAX COUNTY, VIRGINIA. ELDERLINK IS A PARTNERSHIP OF THE COUNTY'S DEPARTMENT OF FAMILY SERVICES, FAIRFAX AREA AGENCY ON AGING, INOVA HEALTH SYSTEM AND THE ALZH<u>EIMER'S ASSOCIATION.</u> NSC advocates businesses to adopt policies that protect their employees and family members. They take local action to foster best practices in home, community and traffic safety. NSC advocates work individually and with others to create lasting change that save lives today, tomorrow and long into the future.

A story of safety

Catherine Cole's clients often tell her that "aging is not for sissies." Their wisdom, thoughtfulness and gratitude make serving older adults a pleasure, explains Ms. Cole, who has been an advocate for older adults for almost 20 years. A certified case manager, Ms. Cole helps clients live independently for as long as possible in their own homes. An important part of her work is preventing what is now the leading cause of death among people over the age of 65—falls.

Ms. Cole is the director of ElderLink, a program in Fairfax County, Virginia, that provides care management services to older adults as well as community workshops on independent living. She and her staff recommend older adults adopt simple safety measures, including using non-skid throw rugs, switching to higher-watt light bulbs, installing handrails on stairs and eliminating electrical wires on the floor.

ElderLink also offers exercise classes to improve balance, strengthen muscle tone and boost self-confidence. "These classes are a lot of fun and participants make new friends, which is good because broad social networks help older people remain independent," says Ms. Cole.

influencing change.

To Ms. Cole, these efforts are increasingly critical as baby boomers age in the next few decades. "There will be a huge population of older adults who will be at-risk for falls," she says.

On more challenging days, Cole is motivated by the memory of her great aunt who died 25 years ago. Although she had severe arthritis, the aunt was determined to remain in her family home. Rather than moving to a nursing facility, each day she crawled on her hands and knees to the second floor, the place she called her own.

"Her incredible will and fortitude keep me focused on helping people like her," says Ms. Cole.

ElderLink staff joined the National Safety Council in May 2008 at a joint panel presentation to Congressional staff on falls prevention education.

Action initiatives 2008

NSC's advocacy outreach is tailored to both local communities and the nation, presenting influential "calls to action" based on proven strategies to reduce injuries and save lives.

Advocacy priorities are science-based and target the areas where injury-prevention is in greatest demand. NSC priority issues are: distracted driving, alcohol-impaired driving, speeding, teen drivers, mature (65+) drivers, occupant restraints, unintentional drug overdoses, falls and overexertion.

Taking Aim at Speeding Trucks.

The NSC called on members of the Illinois House of Representatives to support their governor's veto of a bill proposed to increase speed limits of large trucks on Illinois interstate highways to 65 mph. Citing scientific proof that crash severity increases with speed and large trucks require much longer distances to stop than cars, the Council pointed to other Midwestern states, such as Missouri, that raised their large truck speed limits and subsequently experienced more related fatalities. Data shows the physical impact of a truck hitting another vehicle is 40 percent greater when traveling 65 mph, compared to 55 mph. The 55 mph speed limit for large trucks was upheld.

Saving teen lives.

An early sponsor of research and an international symposium on the topic, the NSC has documented the impact of graduated driver licensing (GDL) systems on lowering the number of teenager fatalities due to vehicle crashes. The lowest recorded level of fatal accidents involving 16-year-old drivers was 2005, despite this population group having swelled to its largest size (4.2 million) since 1992. Researchers attribute the reductions in large measure to the implementation of GDL systems in many states. They present evidence that passenger restrictions and night-time driving curfews have decreased teen crashes, injuries and deaths. GDL systems offer teens the opportunity to gain significant driving experience while minimizing their exposure to high-risk situations. In 2008 the NSC launched a webpage as a public resource on teen driving safety and promoted use of a specific, comprehensive GDL model for teen drivers under 18 years old with three stages: 1) A Learners' Permit period of six months or longer during which teens drive with a supervising adult; 2) A Provisional license stage with specific restrictions for unsupervised driving; and 3) Full licensure. The NSC and its Chapter affiliates are reaching out to policy-makers to encourage state-level adoption of comprehensive GDL systems nationwide.

Preventing older American falls.

In early May, the Council held a Congressional Briefing to request more funding to prevent older American falls, sponsored by the Congressional Prevention Caucus and U.S. Representative Lucille Roybal-Allard, Democrat from Los Angeles who represents the 34th Congressional District. In addition to the NSC, speakers from the CDC, AARP, National Council on Aging and ElderLink addressed the nationwide social impact of falls, increase of related health-care costs, and steps to alleviate this pressing issue. The NSC relied upon its Chapters to further leverage momentum in their local districts or in Washington, D.C. and secure passage of "The Safety of Seniors Act," which became law in April. The legislation was an important step in dealing with a growing public health crisis. The NSC began its commitment to secure a Congressional bill for the prevention of older adult falls in 2002. In later years it joined with the Falls Free Coalition to build momentum behind this effort. In addition to NSC, this campaign brought together the National Council on Aging, the Home Safety Council, AARP, the American Occupational Therapy Association and the American Physical Therapy Association. A recent Centers for Disease Control (CDC) review indicated that falls among older Americans can be reduced by 25 to 40 percent through interventions such as home modifications and exercise. In 2009, the NSC will work with the CDC's National Center for Injury Prevention and Control to conduct community-based falls prevention public education and outreach initiatives for older Americans

partnership.

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Thank you!

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