



SOUTH CENTRAL REGIONAL SAFETY COALITION

Assumption - Lafourche - St. Charles - St. James - St. John the Baptist - Terrebonne

[Date]

[Name]

[Company]

[Address]

[City, State, Zip]

Re: Save Lives and Money by Establishing Safe Driving Policies for Your Organization

[Dear Name:]

The South Central Regional Safety Coalition is reaching out to you in hopes that you will join our team of partners in saving lives on our region's roadways by promoting safe driving practices in your organization and establishing Distracted Driving and Seatbelt policies.

Why should you establish these policies?

- To save lives and to reduce the risk of life-altering injuries within your workforce.
- To protect your organization's human and financial resources.
- To guard against potential company and personal liabilities associated with crashes involving employees driving on company business.

Motor vehicle crashes are a leading cause of death and injury for all ages. Crashes on and off the job have far-reaching financial and psychological effects on employees, their coworkers and families, and their employers. Employees are an employer's most valuable assets. Workplace driver safety programs not only make good business sense but also are a good employee relations tool, demonstrating that employers care about their employees. **Promoting safe driving practices also helps your bottom line.** Motor vehicle crashes cost employers \$60 billion annually in medical care, legal expenses, property damage, and lost productivity. They drive up the cost of benefits such as workers' compensation, Social Security, and private health and disability insurance. In addition, they increase the company overhead involved in administering these programs. The real tragedy is that these crashes are largely preventable.

Recognizing the opportunity that employers have to save lives, a growing number of employers have established traffic safety programs in their companies. No organization can afford to ignore a major problem that has such a serious impact on both their personnel and the company budget. Allow us to help you in establishing these policies and promote safety culture within your organization. Contact our Regional Safety Coordinator, Cassie Parker, at cassie@scpdc.org or via telephone at 985-851-2900 for more information.

Sincerely,

[Your Name]

[Your Agency]

[South Central Regional Safety Coalition]

Cassie M. Parker

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