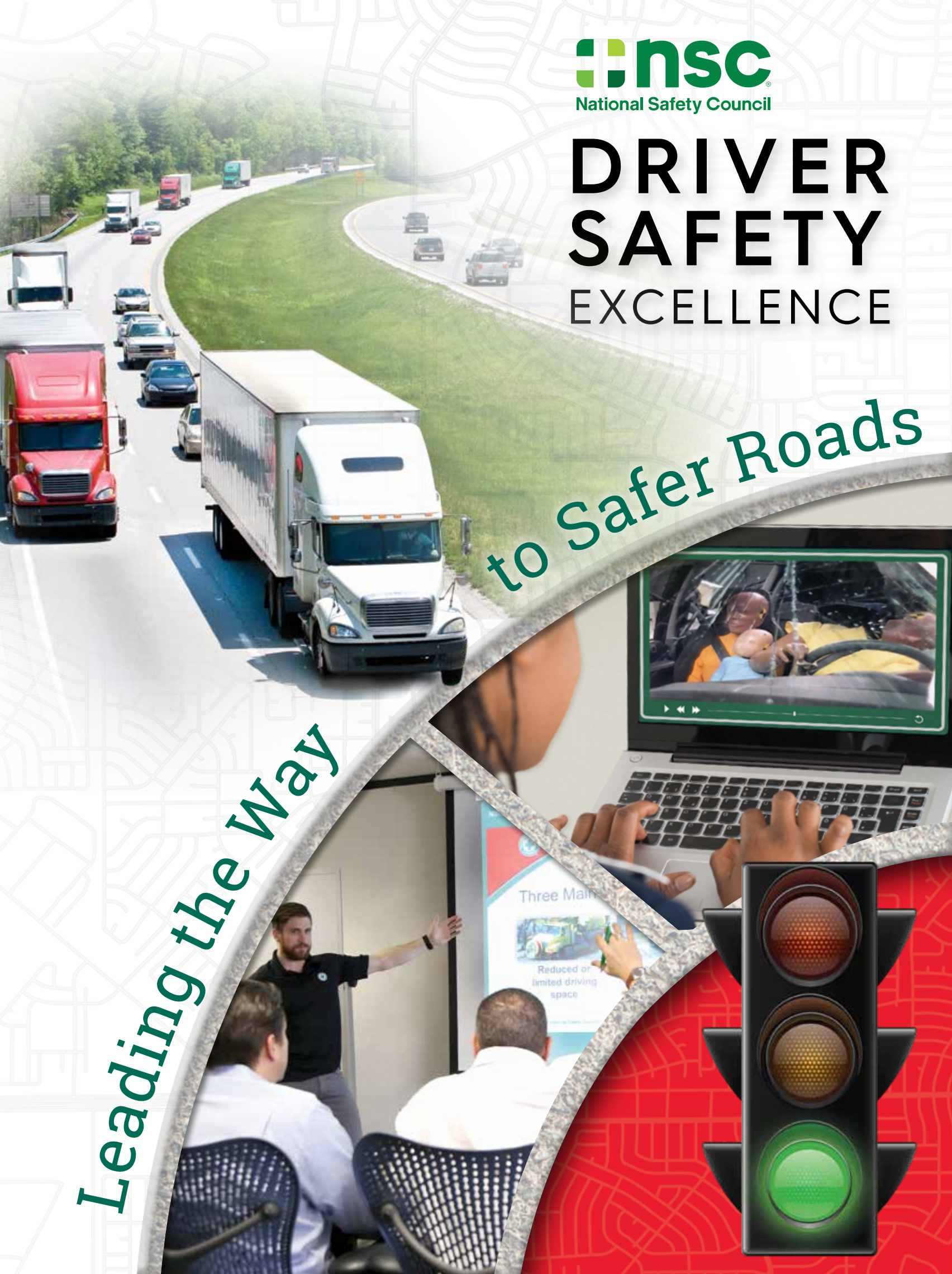


# DRIVER SAFETY EXCELLENCE

to Safer Roads

Leading the Way



# Pioneering

## safer driving & safer roads

For more than 100 years, the National Safety Council has led the world in efforts to prevent injuries and save lives.

The National Safety Council is the only safety organization to be chartered by Congress and recognized for its leadership in safety programs and advocacy. In 1964, the Council pioneered the country's first defensive driving course. Since then, NSC has trained nearly 80 million drivers in all 50 states and around the world.

The Council's ongoing initiatives and training programs educate drivers to make the right decisions to prevent motor vehicle collisions and traffic violations. These efforts ultimately lead to reduced injuries, fatalities and costs to employers, families and communities.

### What are you doing about driver safety?

What you do matters – to you and your employees. Keep in mind that all employees are exposed to crash risks. That includes commercial vehicle drivers, field sales and technicians, as well as employees who drive to meetings or run errands as part of their job. Employers bear high costs for injuries in crashes, both on and off the job. By joining forces with the National Safety Council and offering a driver safety program in your workplace, you can help save lives, prevent injuries and reduce costs.

*The most dangerous part of your employees' workday is when they're on the road.*

**Motor vehicle collisions are the leading cause of death and injury in the workplace.**

# The Road to Safety

## begins here.

### #1 cause of occupational fatalities: vehicle-related crashes

The National Safety Council has been actively working to reduce motor vehicle collisions for more than five decades. We pioneered efforts to reduce traffic crashes, which helps save lives as well as lower costs for companies.

Nearly  
80 million  
drivers  
trained

#### Nearly 80 million drivers trained since 1964

Thousands of companies have used NSC Defensive Driving Courses to train their employees. Fortune 100 corporations, independently owned businesses, nonprofit associations and community service agencies all depend on NSC driver safety training to educate their employees and professional drivers.

#### NSC SPOTLIGHTS:

“LogistiCare is the largest non-emergency medical transportation manager in the country. Each year, we coordinate 69 million trips by developing and overseeing a network of 5,000+ transportation providers. LogistiCare and its contracted providers have enrolled more than 80,000 drivers in the National Safety Council Online Defensive Driving Course (DDC) since 2011. DDC Online helps us elevate the quality of the drivers providing transportation on behalf of our clients. A measureable reduction in driving incidents serves as a true testament to the effectiveness of the defensive driving strategies and techniques presented in the Course. LogistiCare takes great pride in being the industry leader — a reduction in driving incidents means millions of dollars saved, riders are receiving superior service and our transportation providers are offering compliant and SAFE service.”

Gordon McInnis, Safety Director

LogistiCare

“OmniTrans, the primary public transit provider in the San Bernardino Valley area, transports approximately 16 million passengers each year. Every single OmniTrans coach operator has taken the NSC Defensive Driving Course – it has been a standard portion of our Student Coach Operator driver safety training and refresher training for decades. NSC sets a high standard in driver safety training and is a major reason our preventable accident rate has decreased from 1.28 preventable accidents per 100,000 miles to an all-time low of .74 preventable accidents per 100,000 miles. National Safety Council Defensive Driving Courses continue to play an active role in this significant reduction. I heartily endorse other companies to make it part of their driver safety training.”

Don J. Frazier, Fleet Safety & Training, Supervisor

OmniTrans

## Everyone wins

The payoff for driver safety training is not only improved employee driving attitudes and behaviors on the job, but also safer roads in our communities. And it works.

# Prevention is the key

Motor vehicle collisions are the leading cause of death and injury in the workplace. Unfortunately, the total number of crashes has been steadily growing each year.

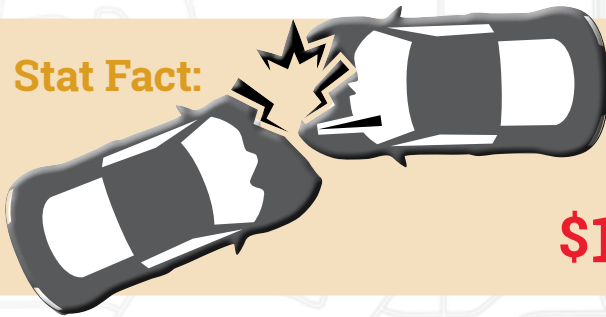
Most deadly crashes are caused by speeding, safety belt use and alcohol. While not all collisions are preventable, many of them are, and NSC can help. Each of our courses address these top causes of deadly vehicle crashes.

## Paying the price

Occupational fatalities are most often caused by vehicle-related crashes, leaving behind a steep price to pay. For everyone. And while the human costs are incalculable for employees and their families, companies also face a very tangible bottom line impact.

- **Lost time, decreased productivity following injuries**
- **Increased fleet insurance premiums**
- **Increased workers' compensation expenses**

### Stat Fact:



disabling injury:

**\$92,000**

cost per fatality:

**\$1,600,000**

\*Injuryfacts.nsc.org

## Legal liability: are you prepared for it?

When your employee is involved in a traffic collision, your company is exposed to increased liability risk, legal costs and judgments. The costs could be astronomical if your employees don't receive safe driver training that addresses many of the common unsafe driving behaviors, such as distracted driving.

## An estimated 3,000 lives are lost each year due to distracted drivers

With today's acceptance of and reliance on cell phones, all drivers must realize the consequences of driving while using the phone – even if the use is hands free. A recent National Highway Traffic Safety Administration study noted that many drivers cite work-related communications as a reason to use their cell phones while driving. And while the employee may be involved in the collision, employers are responsible for ensuring their compliance with existing regulations and will pay if they don't. These crashes – and jury settlements – all happened to other companies, and it could happen to you.

**\$4 million**

because off-duty police officer was texting moments before a fatal crash.

**\$21.6 million**

because employee was talking on a cell phone to her husband at the time of a fatal crash.

**\$500,000**

because employee involved in fatal crash was making "cold calls" as he drove to non-business-related event.

# Driver Safety Training

## that reinforces the fundamentals of safe and responsible driving

Our Defensive Driving Courses let you create a safe driver training program for all age groups, vehicle types, driving records and behaviors. Some corporations train those who are new to the company, those who need a refresher course on safe driving, those who have experienced multiple driving incidents, or those who have special driving responsibilities, such as van, truck or emergency vehicle drivers. You decide what your employees need.

### The right course content, the right duration and the right learning environment

The NSC safe driver program also allows companies to choose the course – or courses – most suited to individual groups of employees. Different formats, including classroom, online and self-study, provide additional flexibility for companies, as well as students. Whatever the format, all courses provide practical knowledge and techniques for avoiding collisions and violations. Here is an overview of our courses:



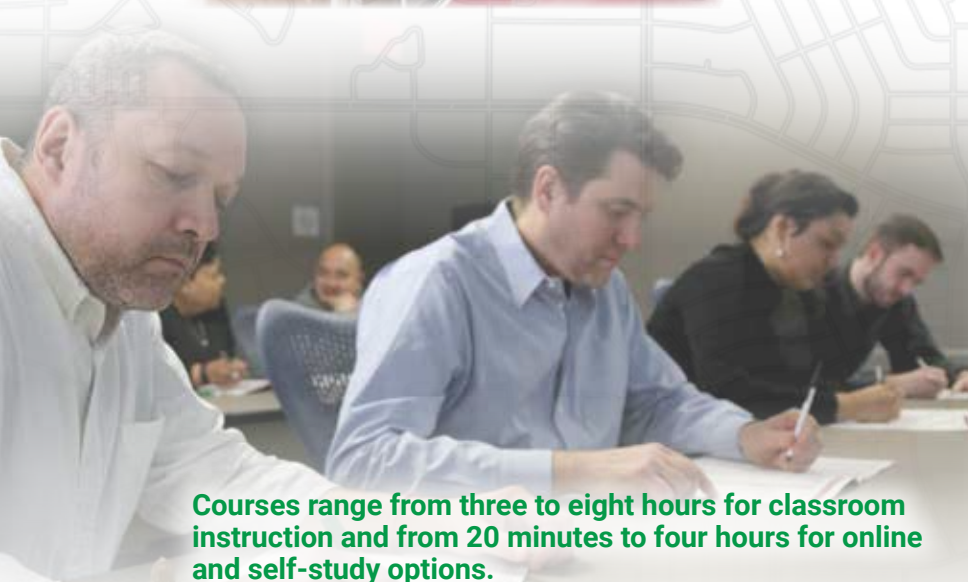
#### Flagship programs

The cornerstone of NSC safe driver training offerings, our Defensive Driving Courses are offered in a range of formats, duration and content. They incorporate highly interactive, state-of-the-art technology to engage drivers of all skill levels. While helping drivers choose safe, responsible and lawful driving behaviors, the courses also teach hazard recognition and healthy attitudes.



#### Specialty vehicle programs

Drivers of all types of trucks and tractor-trailers, utility and construction vehicles, commercial and passenger vans, fire trucks and ambulances have different safety concerns. In courses designed for each of these types of vehicles, drivers learn how to recognize potential hazards and how to avoid collisions during everyday and emergency situations.



**Courses range from three to eight hours for classroom instruction and from 20 minutes to four hours for online and self-study options.**



# Behavior-based programs for drivers with risky driving habits

## Alive at 25®

This four-hour classroom course targets drivers younger than 25. Its engaging, highly-interactive approach teaches these young drivers about accountability and consequences for their driving. As they learn to make positive, respectful decisions, they are more likely to choose safe and legal driving attitudes and behavior.



## Attitudinal Dynamics of Driving and Chronic Offender

These courses are designed for drivers with poor driving habits and risky driving behaviors, or those who have received multiple traffic violations or had their license suspended. In these advanced, behavior-based courses, drivers learn how to make respectful and responsible driving decisions so they can safely operate their vehicles with other drivers on the roadway. Exercises help them understand the connection between choices and consequences, while practical content teaches them defensive driving techniques. Participants also develop a personal action plan for practicing good driving behavior.



## NSC SPOTLIGHT:



**National Safety Council**

**SOUTHEASTERN CHAPTER**

*In 2007, the state of South Carolina had one of its deadliest years on record, with 278 vehicular deaths among young drivers in the 15-24 age group, including the loss of six students at a local high school. These tragic losses prompted the South Carolina Chapter, National Safety Council to kick off Alive at 25.*

*Since then, the state's annual death toll among drivers 15-24 years old has dropped 36% on average, with 98% of Alive at 25 participants saying they will change their driving behavior after taking the course.*



# Three options for delivering driver safety training

Flexibility is important for both corporations and employees. Therefore, the National Safety Council offers options to meet a variety of training needs and styles.



## Classroom training: Become a certified NSC instructor

The National Safety Council not only leads the industry in developing highly effective driver training programs, it also leads in developing instructors who are trained, coached and supported in administering classroom Defensive Driving Courses. To ensure our courses are taught consistently throughout the world, only certified Instructors can teach them.

Becoming an NSC certified instructor is more convenient than ever because the eLearning Instructor Certification Program can be taken in the office or at home to accommodate work or after-work schedules. Program content is data-driven and addresses the key elements in safe and responsible driving: attitude, behavior, accountability, risk and hazard recognition and defensive driving strategies. Using an interactive, web-based format, eLearning certification provides core knowledge about NSC Defensive Driving Courses, facilitation techniques and guidelines, as well as skills to deliver a successful driver improvement program.

### WHO BENEFITS?

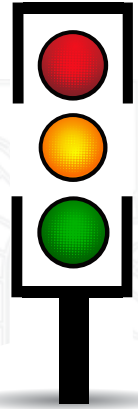
This certified instructor option is available to two groups:

- *Companies that want to have a certified instructor on staff, so they can train employees and conduct courses as needed.*
- *Companies running a commercial driver training program.* Having certified instructors provides greater credibility because of the association with NSC, the leader in driver safety.

### HOW DO THEY BENEFIT?

Having staff become certified by the NSC to teach driver safety training provides a number of ongoing benefits to companies and instructors, including:

- Teaching materials, including Instructor Manual, Student Course Guide and instructor multi-media presentations.
- Ongoing support from a personal, professional training coordinator to help with course administration, registration and ordering.
- The Information Highway, an online exchange, provides instructors with information and resources.



## Online and self-study

Not every company has the space or on-staff personnel to conduct classroom training. For companies with remote locations or those needing intermittent and post-incident training, online or self-study courses present a convenient option. Recognizing that many employees are capable of an independent learning experience, NSC offers many of its courses in online or self-study formats. The advantage for employees and corporations is that students can learn at a time and place that is best suited for them, and at a pace that ensures successful learning.



## Onsite training

NSC has highly skilled master instructors experienced in conducting safety courses who can teach at your offices, on your schedule. Onsite training is one of the most effective ways to facilitate your organization's learning and development goals. Every company requires a different onsite training solution with a focus on the topics relevant to your employees' driving profile, safety challenges and corporate training expectations. To start planning your onsite training program, call **(800) 621-7619** or request more information at **[nsc.org/onsite-driver-training](https://nsc.org/onsite-driver-training)**.

# Make NSC your partner in safety

Becoming an NSC member offers benefits that extend well beyond safe driver training. As an NSC member, you'll have access to a range of member-exclusive content and practical solutions about safety in and around the workplace, as well as in the home and your community and on the road.

You will:

- Receive the highly rated *Safety+Health*® magazine on a monthly basis.
- Stay up to date 24/7 with the latest best practices for safety programs via the NSC member-exclusive website.
- Have free use of the benchmarking study to get a personalized report on how your company compares to others in your industry.
- Find safety toolkits, publications, timely webinars and audio programs in our online safety library. All materials are reviewed by safety matter experts.
- Receive discounts to the NSC Congress & Expo.

Join now and get a free **OSHA Inspections** book. Value \$136. Use code **OSHAddc** as your promo code.

And there's so much more.

Visit [nsc.org/jointoday](http://nsc.org/jointoday) to become a member!

## Recognize your employees dedicated to safe driving

Show your organization's commitment to driver safety with a non-competitive, member-exclusive program that lets you award individuals that drive a specific period of time or miles logged without a preventable motor vehicle collision. Motivate your drivers to embrace safe driving behaviors and avoid preventable incidents with NSC Safe Driver Awards. Learn more at [nsc.org/memberawards](http://nsc.org/memberawards).



# Which program works best for you?

## NSC can help you decide

For many companies, implementing a safe driver program has to take into consideration in-house resources, budget, schedules and so much more. The National Safety Council offers numerous training options designed to best accommodate the needs of your organization.

### First, decide who needs training

- Employees who drive every day visiting customers, making deliveries – or commuting
- Staff who drive special vehicles like vans, pick-ups, utility trucks, big-rigs – even fire trucks and ambulances
- Repeat offenders or those with high-risk driving behaviors
- Young adult drivers or teens learning to drive

### Determine what type of course is best for your needs

- You can choose from a comprehensive eight-hour classroom defensive driving course or a shorter four-hour course
- You also have the option of a two-hour online course that gives employees more flexibility about when and where they will take the training and complete the program
- Shorter, online training sessions offer more targeted content designed to address specific issues that are relevant to your employees

### Choose the learning environment that best accommodates your employees

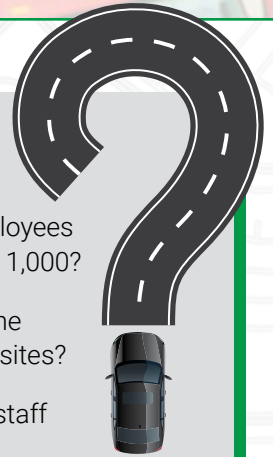
- Face-to-face interaction in a classroom setting invites active participation and open discussion with other employees
- Online or self-study training gives employees the opportunity to complete the course at their own pace, when it's most convenient for them
- You can also schedule a highly skilled NSC instructor to train your employees onsite – at your facility, on your schedule

We can offer direction in selecting the right course, or blend of courses. Speak with an NSC program specialist at

**(800) 621-7619.**

### Other questions to consider...

- How many of your employees need training – 10, 100, 1,000?
- Are my employees at one location or multiple job sites?
- Do I have someone on staff available to teach?
- Is there a room that I can dedicate to classroom training?
- How quickly do I need to train – immediately, within the next two months or refresher only?
- Do I have employees with special training considerations—closed captioning, Spanish translation, or young drivers?
- Will there be a cost savings to train online versus classroom, based on my employees' work schedules and staff resources?



# Learning format options

## What's the difference?

NSC defensive driving courses have been developed in different formats (classroom, online and self-study) to meet different learning needs and conditions. There are advantages to each, including:

### CLASSROOM



Choosing the face-to-face, instructor-led training format is what most people expect. And for those who choose it, the advantages include:

- **Greater focus**  
Without distractions from the phone or people stopping by to talk, most students are more focused on the class content.
- **Higher rate of completion**  
When students are all in the same room together, at the same time from start to finish, classroom learning almost guarantees that all students complete the class.
- **Increased comprehension**  
Training students in a shorter, condensed time frame improves not only completion but also retention. That is in part because an instructor promotes greater interactivity with students – answering questions, clarifying key points and identifying those who may be having difficulty grasping concepts.
- **Enhanced learning**  
Students often learn from each other, as well as from the instructor.
- **Flexibility**  
Class sizes can be large or small, depending on your training needs.

### ONLINE/SELF-STUDY



Today we are so used to getting not only entertainment, but news and information online, it makes sense to also provide training online. And this format offers several advantages:

- **Comfort**  
Being able to sit in the chair you like, at the time you choose can help promote learning.
- **Self-paced learning**  
Not everyone learns at the same rate and sometimes it may be necessary to review a lesson or content a few times before it is understood well, which is possible with online instruction.
- **No need for a classroom**  
If your company doesn't have a suitable room to dedicate to training for hours at a time, online learning means you don't have to look for a place to conduct training.
- **Immediate and flexible**  
Sometimes the need for training arises unexpectedly with a sudden driving occurrence or new hire. Post-incident, refresher and orientation training is a breeze with online instruction.
- **Quiet helps**  
For some people, learning is easier in a quiet room – without the distractions of other people.

# Online driver safety training

## Connecting with resources you need –

### Convenient • Effective • Interactive

The **National Safety Council Defensive Driving Online Courses** are globally recognized for their leading-edge content, hazard-recognition scenarios and interactive exercises. NSC has trained more than four million drivers online, offering a convenient solution not only for employees but also for companies facing challenges.

#### Training tailored to your unique needs:

- Employees in remote locations, multiple jobsites, or who work at home
- Limited classroom space or instructor resources
- Post-incident or refresher training needs
- Immediate training needs
- New employee orientation
- Temporary drivers and staff
- Contract drivers or fleet operations

#### Web-based instruction that meets today's learner expectations

Whether the online course you choose is a full-length comprehensive course or a "mini" training session that addresses very specific driving behaviors, tasks and conditions, each course is designed to engage drivers and improve retention. Each one features:

- High definition videos, with 3-D animation, graphic illustrations and gaming exercises
- Enhanced interactivity that includes scenario-based, real-life driving re-enactments, hazard identification and risk-assessment challenges
- Full course narration with closed captioning for the hearing impaired
- Convenient bookmark feature allows participants to stop and return to course where they left off
- Various testing methods to gauge knowledge and skill application



# Start building your online driver safety program today!

## Curriculum tailored to learner profile

Many of our online courses personalize training so participants have course content tailored to their specific driving profile. During the course, participants answer questions about themselves and their driving habits. The content is then adapted accordingly so similar personal experiences, risks and skill levels are presented. The courses then become more relatable when factors such as these are incorporated:

- Age, driving attitudes and behaviors
- Weather and road conditions
- Vehicle types and more

Defensive Driving Online	Distracted Driving Online	Professional Truck Driver Online
Our flagship <b>4-hour</b> course combines the latest technology to fully engage employees. It takes personalized training to the next level with content that adjusts to the participant's driving profile. The course is compatible with most electronic devices including PCs and Macs, tablets and mobile phones, making it more convenient and accessible to your employees. Also available in a <b>2-hour</b> abridged version.	<b>90-minute and 45-minute</b> courses address the risks and consequences of using a cell phone while driving. The courses are designed to motivate drivers to change their unsafe behaviors and attitudes about distracted driving and help organizations lower their liability risks and costs associated with motor vehicle collisions. Organizations have the option to include their corporate cell phone policy into the 90-minute course.	This <b>4-hour</b> course brings together the most relevant industry-specific content with real-life driving reenactments to improve knowledge retention. Plus, it includes an elevated level of engaging interactive exercises that adapt to the individual's driving profile.
Defensive Driving Online Modules	Motorcycle Safety Online	Alive at 25° Parent Program Online
These single-topic, <b>20-minute</b> modules offer learning sessions on some of the key issues in driving situations and conditions. They also help drivers learn hazard recognition and defensive driving strategies.	<b>2-hour</b> course for experienced motorcycle riders that includes a riding risk assessment and the appropriate defensive driving skills and street riding strategies to avoid deadly crashes.	<b>2-hour</b> course that helps parents of young drivers identify the risks their teens face and offers practical solutions to keep them safe.



Learn more  
[nsc.org/DDOnline](http://nsc.org/DDOnline)

Request info  
[nsc.org/Demo-All](http://nsc.org/Demo-All)

Call us  
(800) 621-7619



# Classroom driver safety training with an on-staff NSC certified instructor –A great choice for many organizations

Many companies choose to have a staff member become a certified instructor for their NSC Defensive Driving Course (DDC). Having a private, in-house safety operation for driver training provides **additional flexibility, cost savings and greater control** over how, when and where employees receive training. And with instructor certification, companies can be sure that whenever the course is taught, the content, presentation and learning outcomes will be consistent with NSC standards.

## Our Flagship Certified Instructor Courses:

DDC 4	DDC 8/6	Professional Truck Driver	Alive at 25°	Attitudinal Dynamics of Driving
A <b>four-hour</b> course that motivates drivers to change their risky driving attitudes and behaviors by reinforcing fundamental defensive driving skills and techniques. Participants will learn to recognize and respond to potential hazardous driving situations.	A comprehensive <b>six- or eight-hour</b> course that goes beyond the content in the four-hour course covering more safe driving strategies, hazard-recognition scenarios, and interactive group discussions and exercises.	A <b>three- or four-hour</b> course that addresses the most common causes of truck-related crashes and traffic violations. Proven collision prevention strategies are taught through hazard recognition and crash avoidance techniques and scenarios.	A <b>four-hour</b> young adult driver intervention course teaches learning-to-drive and newly licensed drivers how to take control of situations by taking responsibility for their driving behaviors.	A <b>six- or eight-hour</b> behavior-based course recommended for drivers with poor and risky driving behaviors, those who have multiple traffic violations or collisions, or are in jeopardy of having their driver's license suspended.



Learn more  
[nsc.org/instructor-courses](https://nsc.org/instructor-courses)

Watch a brief video  
[nsc.org/instructor-video](https://nsc.org/instructor-video)

Call us  
(800) 621-7619

# The eLearning Instructor Certification Program



Candidates to become certified instructors take a convenient online course that combines step-by-step instruction with a cutting-edge multi-media presentation. They learn how to teach safe driving skills using materials that include videos, scenario-based training, hazard-recognition challenges and real-life driving re-enactments.

The eLearning Instructor Certification Course allows participants to set their own pace for learning as they work their way through modules that incorporate interactive activities, videos, animations and periodic knowledge tests and quizzes. The course is designed to be not only engaging, but also clear and memorable.

## Modules in the course include:

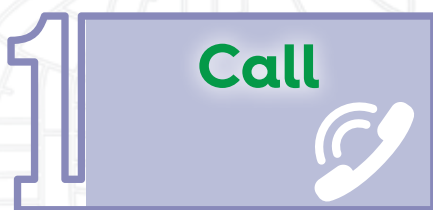
DDC Foundation	DDC Facilitation	Choice Theory	DDC course-specific instructor training
Covers defensive driving principles and strategies, terminology, the DDC Collision Prevention Formula, and more.	Focuses on the instructor's role in the classroom, learning styles and techniques of classroom management. Presents skills for effective classroom facilitation and training methods proven to engage students.	Content is from <b>Choice Theory</b> by William Glasser, MD, as well as on how to apply choice theory techniques for adopting new behaviors.	After mastering the previous modules, the student will learn the content in the courses selected for instruction.

## Beyond eLearning

After receiving certification, instructors can count on ongoing NSC support. A personal, professional training coordinator is available to answer questions and provide help throughout the training process, including during registration, ordering and course administration. Our goal is to help instructors deliver the highest quality, most effective driver safety program possible.

## Three easy steps to get started

Becoming a certified instructor today is easier than ever. Choose an employee (or two or three) to instruct your employees or clients in safe driving techniques and practices and follow these steps:



Contact NSC at **(800) 621-7619** to start the process of ordering your eLearning Instructor Certification Training and Instructor Resource Kit.\*



We'll set up your registration online – simply sign in and complete your eLearning Certification Course.\*\*



\* Payment for the eLearning Instructor Course and Instructor Resource Kit is required prior to beginning the Certification Course.

\*\* Your first year of DDC Instructor credential is included when you complete your Instructor Certification Course. Instructor recertification is billed annually after that.

The National Safety Council eliminates preventable deaths at work, in homes and communities, and on the road through leadership, research, education and advocacy.

**Thank you  
for driving  
carefully**



1121 Spring Lake Drive  
Itasca, IL 60143-3201  
(800) 621-7619  
[nsc.org](http://nsc.org)