



Districts Mutual Insurance

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NATIONAL SAFETY MONTH 2010

It is hard to believe, but this June it will be one year since I began this new adventure in my career with Districts Mutual Insurance. My first contribution to our monthly newsletter was on the National Safety Council (NSC) National Safety Month activities for 2009. Well, we've gone full circle and it is time to highlight what the NSC has planned for 2010. As in the past, each week will carry a theme that brings attention to critical safety issues.

Now is the time to plan your safety awareness campaigns to promote these themes to your college population. Below is a brief description of the theme with links to posters and tip sheets that can be used as part of your awareness campaign.

Week 1 June 1-6 **Prescription Drug Overdose Prevention:**

Unintentional overdose from over-the-counter, prescription and illegal drugs is the second-leading cause of preventable death in the United States. Between 1993 and 2003, a 107 percent increase in the unintentional poisoning death rate from overdoses occurred among Americans ages 20 to 64. These poisonings are often due to overdose or misuse of opioid analgesics, such as oxycodone, methadone and hydrocodone, initially prescribed to treat chronic pain. To access a poster and/or a tip sheet click on the item you would like below.

[Prescription Drug Overdose Poster](#)

[Prescription Drug Overdose Tip Sheet](#)

Week 2 June 7-13 **Teen Driving Safety:**

Vehicle crashes are the leading cause of death and injury for U.S. teens between the ages of 15-19. The death toll is equivalent to about 17 deaths per day for people involved in teen driver crashes. For teens, the likelihood of being in a crash is at a lifetime high in the first 12 months and 1,000 miles of driving. Gradually introducing novice drivers to the traffic environment in phases, also known as Graduated Driver Licensing has been proven to reduce crash risk and save lives. But, parents also play a key role in changing this trend. To access a poster and/or a tip sheet click on the item you would like below.

[Teen Driving Safety Poster](#)

[Teen Driving Safety Tip Sheet](#)

Week 3 June 14-20 **Preventing Overexertion at Work & Home:**

Overexertion is a major cause of the inflammation of joints and ligaments that results from excessive physical effort. Overexertion injuries, mainly sprains and strains, to the back or spine comprise about 40 percent of both on and off-the-job injuries. To access a poster and/or a tip sheet click on the item you would like below.

[Overexertion Poster](#)

[Overexertion Tip Sheet](#)

Week 4 June 21-27 **Dangers of Cell Phone Use While Driving:**

An estimated 28 percent of all traffic crashes – or 1.6 million each year – are caused by drivers using cell phones and texting. Cell phone use has increased dramatically during the last 15 years. According to NHTSA, an estimated 11 percent of drivers are talking on cell phones at any point of the day. We need to reverse this alarming trend. Even if you aren't using your phone while driving, it's important to be aware of others who are and to drive defensively. To access a poster and/or a tip sheet click on the item you would like below.

[Distracted Driving Poster](#)

[Distracted Driving Tip sheet](#)

Week 5 June 28-30 **Summer Safety:**

Summer is a great time to be outdoors; however, being exposed to hot weather for too long can result in serious health problems. In 2006, between the months of May to August, 611 unintentional-injury deaths occurred due to heat exposure. Take precautions to prevent heat-related illnesses and monitor children and the elderly during heat waves. Summer is also a time of increased travel on our nation's roads. Fatalities between motorists and motorcycle riders have increased 131 percent between 1998 and 2008. Remember to watch for motorcyclists this summer when navigating the roadways. To access a poster and/or a tip sheet click on the item you would like below.

[Motorcycle Safety Poster](#)

[Motorcycle Safety Tip Sheet](#)

[Sun & Heat Exposure](#)

[Canoe Safety](#)

[Safe Bicycling](#)

[Skateboarding Safety Tips](#)

[Playground Safety](#)

[Inline Skating Safety](#)

[Surviving the Hot Weather](#)

[Using Fireworks Safely](#)

[Setting up Your Child's Swing Set](#)

Insuring Risk - Sharing Rewards