



CORPORATE PARTNER PROGRAM

Kimberly Chesser, Director

September 21, 2022

OVERVIEW

- The Corporate Partner Program was implemented in 2006 to address the growing need of businesses to educate their employees about the importance of traffic safety both on and off the clock.
- Corporate partners have proven to be an invaluable resource in assisting OHS in reaching the travelling public with highway safety messages.

CORPORATE PARTNER COORDINATOR

- Responsible for the creation and implementation of traffic safety initiatives that provide education and outreach to the corporate community.
- Over the last several years the program has changed in size and scope to include non-profit and state-run agencies, as well as the corporate community.

OUR PARTNERS

- We currently have 196 corporate partners
- These partners include, but are not limited to:
 - Local law enforcement agencies
 - State agencies
 - Local healthcare facilities
 - School districts
 - Local businesses, such as:
 - Walmart Transportation
 - Perdue
 - Mountaire
 - Kraft
 - AAA



WHAT DO WE OFFER OUR CORPORATE PARTNERS?

OHS sends quarterly informational mailings to each of our Corporate Partners. Mailings provide OHS partners with posters and flyers to share with their employees, customers, and clients.

- Corporate partners also receive a monthly e-newsletter focused on a traffic safety priority area.



April 2022

Traffic Safety Newsletter Distracted Driving



April is National Distracted Driving Awareness Month. Distracted driving is now the leading cause of all crashes. **Ending distracted driving is everyone's responsibility.** Between 2012 and 2019, nearly 26,004 people died in crashes involving a distracted driver. In 2019 alone, NHTSA reports that there were 3,142 deaths linked to distracted

TRAFFIC SAFETY NEWSLETTER

Traffic Safety Spotlight



Perspective from the Patrol Car
Cpl/3 Juanita Huey
Delaware State Police

Eighteen years ago, this month, I started my journey to become a Delaware State Trooper. I recall during the first few days at the academy there was a drill instructor who asked us, "Why?, Why are you here?" For the recruits, the answer, in one way or another was- to help people. Although now, true crime TV and mass media perspectives may paint a picture of law enforcement with the focus being on criminal apprehension, large scale drug investigations and other negative incidents that are the exception to the rule; yet the underlying driving force still remains the desire to help people.

TRAFFIC SAFETY NEWSLETTER



PHYSICAL MAILINGS

- Sent quarterly
- Consist of posters and tear-off pads

OTHER BENEFITS OF BEING A CORPORATE PARTNER

- Meetings
- Social Media Toolkits
- In-person outreach events and assistance with hosting traffic safety activities or developing traffic safety policies.
- Webinars and other on-line learning opportunities
- Awards

WHAT CAN BUSINESSES DO?

- Click It or Ticket – Seatbelt awareness campaign
- Holiday mocktail events, driving simulators, and safe driving pledges
- Pedestrian Safety – Distribution of lights and reflective materials

PERDUE MILFORD SAFETY TEAM MONTH LONG CIOT PROGRAM



DELAWARE NATIONAL GUARD INSTALLED THE BUCKLE UP STENCIL AT ARMORIES STATEWIDE



OUTREACH EVENTS - MOCKTAILS



PLEDGE BANNERS



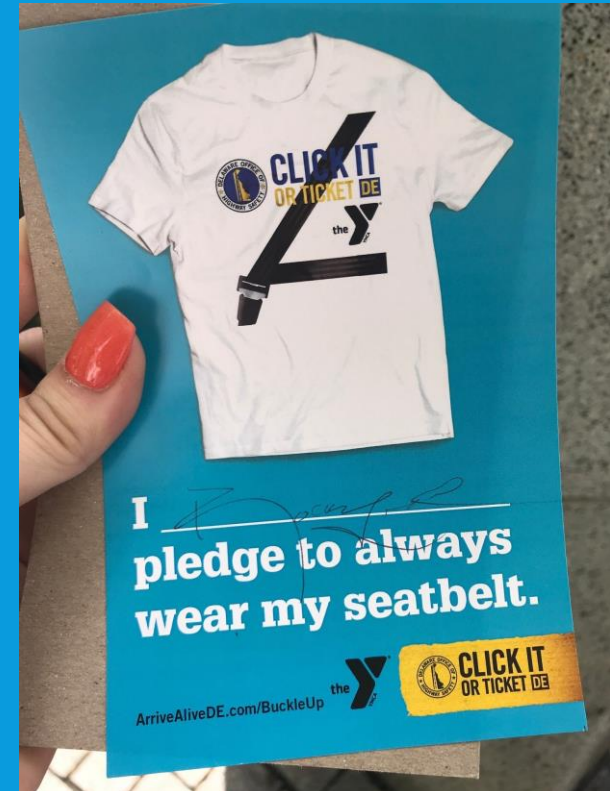
CREATE A PLAN OF ACTION

- Monthly e-newsletter and drop-in newsletter articles
- Print and video resources for internal monitors
- Incentive items
- Presentations, safety briefings, and information tables
- Web conferences
- Networking opportunities



MEASURABLE RESULTS

- Pre and post program surveys
- Written attitude surveys
- Pledge cards



RECOGNITION

- Provide incentives for making a commitment to drive safe
- Reward outstanding effort



POSITIVE OUTCOMES

- Increased morale
- Decreased absenteeism
- Increased knowledge of safety both on and off the clock
- **Prevent injuries and save lives**

