Daily, we hear and see stakeholders using the word “accident,” portraying road fatalities and injuries in a passive light, when in reality, a vast majority of crashes are preventable.

That’s why in recognition of World Day for Safety and Health at Work (WSD) 2018, we educated our employees and fellow road users to understand the risky behaviors that can lead to crashes and then pledge to:

- Wear a Helmet
- Look for Cyclists
- Respect Speed Limits
- Don’t Text & Drive
- Don’t Drink & Drive
- Buckle Your Seat Belt
- Be Alert & Aware
TSR members honored WSD by deploying safety technologies and campaigns to help road users change their behaviors and prevent crashes.

**ROAD SAFETY TECHNOLOGY**

- **AB InBev** invested $7 million annually in operational fleet safety telematics to monitor speed and aggressive driving, improving safe driving practices.
- Republic Services and HAAS Alert collaborated on how to prevent motorist collisions with large, slow-moving vehicles and personnel.
- LoJack integrated CrashBoxx™ into SureDrive™ connected car application to enable real-time crash response.
- Octo Telematics recognized more than 3 million UBI drivers in North America who have used telematics to improve driving behavior and become safer drivers.
- Walmart installed more than 6,000 cameras in tractors to enhance safety for its more than 8,000 private fleet drivers.

**ROAD SAFETY BEHAVIOR-BASED CAMPAIGNS**

- **AB InBev** partnered with Lyft to provide safe rides (over 125,000 in the U.S. in 2017) and help reduce drunk driving.
- AT&T’s It Can Wait campaign encouraged the public to never drive distracted, and recently launched a new VR experience that will visit over 200 stops this year.
- CalAmp hosted a thought leadership panel on road safety, provided road safety tips and challenged employees to take the TSR road safety pledge.
- PepsiCo engaged 30,000 employees on little things that make a big difference by promoting simple tips to keep drivers safe at work and home.
- UPS teamed up with community organizations around the world to educate more than 10,000 young adults on safe driving.

Together, TSR engaged nearly 250,000 people across 23 countries to be safer road users.