



Dear Safety Ambassador:

Thank you for engaging with the National Safety Council as we reach out to local communities, families, and businesses. Each year, hundreds of thousands of people suffer disabling injuries or are killed from unsafe behaviors. The National Safety Council is committed to making a difference, but we can't do it alone. With your help, we can educate people about key hazards and help them make smart choices.

The Safety Ambassador kit equips you with fundamental information to share with your constituents. You'll find posters, awareness flyers, and presentations. We encourage you to use these tools to reach out to your community.

We have identified areas where the greatest number of people are being hurt and killed as a result of unsafe behaviors. These areas are:

**Motor vehicle safety** – Teen drivers, mature drivers, speeding, impaired driving, distracted driving, and occupant restraints are the areas we focus on. Too many lives are changed forever by injuries and deaths in these areas.

**Falls** – At work and at home, falls are a rapidly increasing concern, especially falls among older adults. Bring attention to this issue by helping others know how to create safe environments and develop best practices.

**Unintentional drug overdoses** – Non-medical use of prescription pain relievers is taking the lives of thousands of people each year. On a search to get high, people are using pills from friends and family members. Help bring attention to this growing issue.

**Overexertion** - is a leading cause of sprains and strains to the back, resulting in a significant number of back injuries. Help us educate others on back injury prevention.

We hope you find these materials helpful. We would like to hear your thoughts about the Safety Ambassador program so we can continue to support you and provide materials to make you successful. We will have updates and provide new materials on the Safety Ambassador web page that can be found at [safetyambassador.nsc.org](http://safetyambassador.nsc.org). While there, please fill out a short survey and tell us your thoughts on the program. If you would like to contact us, please call 800.621.7619.

Thank you for joining as a Safety Ambassador. Your involvement is critical to our success.

Sincerely,

Janet Froetscher  
President & CEO