The Logistics of Caring: Road Safety
Why road safety?

Since 1913, when UPS® acquired its first Model T Ford delivery car, road safety has been a priority for the company and its people. The UPS Foundation’s Community Safety strategy includes a focus on road safety, with UPS Road Code®—a program designed for young or inexperienced drivers—as its centerpiece.

Road safety is a major global issue. Around the world, road traffic incidents are one of the top 10 causes of death. Without intervention road fatalities are expected to rise in the next several years as access to vehicles becomes more prevalent throughout the world. Progress to mitigate road dangers has been slow. Many countries lack comprehensive road safety legislation or do not have the enforcement capacity needed to promote the use of seat belts, motorcycle helmets and child restraints. Many of these same locations have lax enforcement of drunk driving and speed limits.

In fact, there are fewer than 30 countries in the world with laws that address the five fundamental risk areas identified by the World Health Organization: speed, drinking and driving, helmets, seat belts and child restraints. These countries represent only seven percent of the world’s population. However, positive change is occurring. International organizations, governments, businesses and citizens are uniting together through public-private partnerships to make the world’s roadways safer. UPS is helping drive this change toward a safer world.

WHO’S AT GREATEST RISK?

YOUNG AND NOVICE DRIVERS

Motor vehicle fatalities are the largest threat to people aged 15-29 around the world. In the United States, it is the leading cause of death in teens, with more than one-third of teen deaths occurring as a result of a road traffic accident. Young drivers are at greater risk of road accidents because they lack experience as well as the basic, instinctual skills required for safe driving. The UPS Foundation is engaging soon-to-be and novice drivers through UPS Road Code—an interactive, educational environment that helps them identify their own risky behaviors, limit future distractions and gain a better understanding of what it takes to drive safely.

PEDESTRIANS, CYCLISTS AND MOTORCYCLISTS

These three demographics comprise half of all global road traffic fatalities. Bikes and two-wheeled motorized vehicles are one of the main modes of transportation in many developing countries, but this alone does not explain why these groups comprise a large proportion of traffic fatalities. These key demographics must often traverse roads that lack quality infrastructure, and they often dwell in locations with numerous urban planning deficiencies—no footpaths, caution signs, crosswalks or stop lights.
Safety is our mantra

As a company, UPS devotes substantial time and resources to improving the safety of its delivery services for employees, customers, communities and the environment. The company’s drivers log approximately 3 billion miles each year. Through its safety culture and its employees’ collective on-road experience, the organization has unique insight into road safety—a fundamental, yet underserved, public safety issue.

To keep its training current and relevant, UPS continually assesses the safety issues associated with its services—including the behaviors of individual drivers on their specific routes. Before UPS drivers deliver their first package, they must meet comprehensive training requirements. UPS Integrad® is a state-of-the-art training program designed to offer hands-on learning for new drivers in the United States. Integrad is a one-week, 46-hour training course with four distinct subject matters: Safety and Compliance, Service and Performance, UPS Customer Service, and UPS Professionalism. UPS Integrad locations operate in their own fictitious city—Clarkville, which is a 40,000-square-foot facility designed for drivers to practice delivery and pickup skills in a real-world environment. After Integrad, drivers begin a 30-day training period where they deliver packages to customers and receive one-on-one training from a supervisor. Many of UPS’s tractor-trailer drivers are hired from its experienced pool of package car drivers. Tractor-trailer drivers receive an additional 40 hours of hands-on classroom training before beginning 40 hours of one-on-one driver training on a route.

UPS invests more than $100 million each year for the safety training of employees working with vehicles, airplanes or in freight handling roles. These UPSers spend more than 3.8 million hours a year on safety training in more than 150 formal courses. In addition, regular and comprehensive training is provided with a constant focus on increasing the safety of UPS facilities and equipment and enforcing stringent policies governing work and rest hours. The company recognizes those employees with outstanding safety records, including the more than 7,200 drivers in the UPS Circle of Honor, a program recognizing those drivers who have gone 25 years without an avoidable accident.

COMMUNITY SAFETY INVESTMENT STRATEGY

The UPS Foundation’s work in road safety is part of its broader Community Safety strategy. As one of the Foundation’s four Focus Areas, Community Safety efforts are designed to “leverage UPS logistics expertise, resources, and philanthropy to enhance the safety and well-being of communities through support of organizations involved in humanitarian relief, road safety programs and local community safety initiatives.”

Circle of Honor Driver Tom Camp
50 Years of Safe Driving
The UPS Foundation’s Road Safety approach: 
*Leveraging the UPS legacy and its safety expertise helps save lives around the world*

There are nearly 3,400 traffic fatalities on the world’s roads every day. With more than 100,000 ground vehicles in its global logistics network, UPS cares about road safety. The UPS Foundation engages with organizations around the globe to discuss safe-driving best practices as well as provides funding and employee expertise in an effort to create safer roads and drivers.

Efficient transportation is the backbone of global commerce. Ensuring roads and highways are accident-free serves the best interests of communities and their businesses—because a safer world is a more sustainable world.

The UPS Foundation is committed to a multi-tiered road safety strategy that offers long-term solutions to the many traffic-related dangers around the world. From global, policy-oriented organizations to grass roots programs focused on individual community needs, this strategy’s success hinges on the formation of strategic partnerships among organizations with a shared commitment to improving road safety.

**COLLECTIVELY, UPS CIRCLE OF HONOR DRIVERS HAVE LOGGED 5 BILLION MILES OF SAFE DRIVING.**

**THAT’S ENOUGH TO CIRCLE THE EARTH MORE THAN 200,000 TIMES!**

**OUR MULTI-TIERED ROAD SAFETY STRATEGY**

- **THOUGHT LEADERSHIP AND POLICY**
- **UPS ROAD CODE**
- **GLOBAL NONPROFIT PARTNERSHIPS**
- **MOBILIZATION OF UPS BUSINESS UNITS**
UN Decade of Action for Road Safety 2011-2020

More than 80 countries around the world sponsored a United Nations resolution declaring a Decade of Action for Road Safety in May 2011. The resolution aims to save an estimated five million lives by 2020 through a five-pillared approach: improved road safety management, safer roads and mobility, safer vehicles, safer road users and an improved post-crash response.

The U.N. initiative has already produced a series of “how to” manuals designed to assist governments in implementing recommendations from the World Health Organization’s report on road traffic injury prevention. Additional manuals cover topics such as pedestrian safety, seat belt use, drinking and driving and helmet safety.

The UPS Foundation has supported these efforts as a member and donor to the U.N. Decade of Action since its inception in 2011. In fact it was one of the first private foundations to join the movement. Participation in this global venture provides UPS with a suitable venue for sharing its thought leadership and unparalleled road safety track record to assist in developing effective and sustainable road safety initiatives. This interaction with other organizations dedicated to improving road safety serves as a valuable platform for advancing its mission and strengthening its global community safety impact.

#RoadsKill -- AN INTERACTIVE MAP OF ROAD SAFETY

*Source: Pulitzer Center on Crisis Reporting

DECADE OF ACTION FOR ROAD SAFETY 2011-2020: SAVING MILLIONS OF LIVES

*Source: World Health Organization, Global Status Report on Road Safety 2013

FOLLOW THE ROAD SAFETY MOVEMENT ON TWITTER

@UNRSC
Five hours can save a life—UPS Road Code®

To help address the risk that young, inexperienced drivers pose, The UPS Foundation has partnered with community youth organizations around the world to deliver its own driver education experience. UPS Road Code is a five-hour program based primarily on the same safety training provided to UPS drivers, and trained UPS employees act as its volunteer instructors.

The young and novice drivers participating in the program receive four sessions of classroom-based instruction. Each of these four sessions offers a 75-minute lesson that drills down on safety principles from basic safe driving instruction to the consequences of risky behaviors such as talking on cell phones, texting and drinking while driving. Throughout the program, each teen has the opportunity to apply what they have learned by getting behind the wheel of a virtual driving simulator. The simulator features a computer screen that serves as a windshield to the animated road ahead, a steering wheel and realistic gas and brake pedals.

UPS Road Code launched in 2009 with the purpose of preparing young drivers for road hazards not addressed in traditional driver education courses. In addition it lays the groundwork for enabling teens to become safety ambassadors and catalysts for change within their families and their networks.

Boys & Girls Clubs of America partners with UPS to deliver Road Code domestically at 51 sites in 37 U.S. cities. Road Code expanded internationally in 2011 through partnerships with other organizations interested in providing similar driver education to their youth. Programs are now operational in Canada through the Boys & Girls Club of Canada, Germany through Johanniter-Unfall-Hilfe and in the United Kingdom through UK Youth. In 2013 UPS Road Code opened in Shanghai, China, through collaboration with four partner universities and HandsOn Shanghai, a nonprofit intermediary that pairs volunteers with local charities.

More than 250 UPS employees volunteered as instructors in this program throughout 2013, a year that saw the program expand to 70 sites around the world. More than 15,000 teenagers and novice drivers have participated in the program since its inception.
Helmets for Kids: A hardheaded solution

One of the strategic partners in the Decade of Action for Road Safety is the Asia Injury Prevention (AIP) Foundation. AIP Foundation provides life-saving traffic safety knowledge and skills to the developing world through targeted programs; public awareness education; global and legislative advocacy; helmet production; and research, monitoring and evaluation.

The UPS Foundation began working with AIP Foundation in 2012 to reduce the number of traffic crash injuries and fatalities in Cambodia, Thailand and Vietnam. Support from The UPS Foundation is improving the safety of those riding on two-wheeled vehicles by increasing access to road helmets and comprehensive road safety education through the Helmets for Kids program.

The program works with local schools and governments to inform the public on proper safety measures and techniques while promoting comprehensive traffic standards. UPS support provides Helmets for Kids with educational programming, awareness raising activities and helmets through 2015. The company’s role will significantly contribute to the program’s overall goals for 2012 to 2015: Donate 85,000 helmets across Cambodia, Thailand and Vietnam; impact 955,000 young people through education; help prevent 80,000 child fatalities and injuries.

UPS-sponsored helmets are produced by AIP Foundation’s Protec Helmet Factory, a non-profit social enterprise that reinvests all of its profits to fund further traffic safety interventions. UPS has already donated nearly 15,000 helmets to students and teachers at nine primary schools across the three targeted countries.

The Helmets for Kids program employs a rigorous monitoring and evaluation methodology developed in collaboration with the U.S. Centers for Disease Control and Prevention. It identifies high-risk road users, tracks progress toward targets, adapts to changing circumstances and contributes to the dissemination of best practices.

WATCH “VACCINE=HELMETS,” A SHORT DOCUMENTARY BY AIP FOUNDATION
Working for real-world solutions

Through its relationship with Fleet Forum, The UPS Foundation partners with other global organizations—including non-governmental organizations, the U.N., academic institutions and other corporations—to develop standards-based solutions that improve road safety and other related issues in the developing world. Fleet Forum was established in 2003 with a mission to convene all of the various stakeholders that play a role in road safety and fleet efficiency to discuss road safety practice and policy. The organization’s goal is to draw attention to the critical issues that road safety, transport and fleet management issues present to the world.

The UPS Foundation was the sole funder for the rollout phase of the Fleet Forum Modular Driving Program, which targets small to mid-sized commercial fleet operators in developing countries where effective driver training is difficult to obtain. Professional driving schools are often nonexistent in these markets, so there are no effective on-road curriculums or classroom-based training courses available to new drivers. Although one-on-one training may be available, it takes veteran drivers off the road and reduces overall productivity.

Support from The UPS Foundation helped build the Modular Driving Program’s technical training platform, the creation of road safety certification programs and the development of a sustainable marketing and sales strategy to ensure the driving program’s long-term viability. So far, 5,000 drivers are enrolled and have begun completing the Road Safety and Driver Health modules. An additional 10,000 drivers will receive training throughout 2014. Fleet Forum has also utilized UPS support for a pilot road safety education program in Jaipur, India, which impacted more than 800 students. The successful pilot program will soon expand to more cities throughout India.

Protecting sus niños

In 2014, The UPS Foundation expanded its road safety agenda to South America through a partnership with the Fundación Gonzalo Rodríguez (FGR). FGR aspires to protect children in Uruguay and throughout Latin America and the Caribbean from the dangers of roads and vehicles.

FGR’s three-year road safety action plan embodies three pillars from the Decade of Action for Road Safety: safer vehicles, safer road users and improved post-crash response. The organization has been a catalyst for promoting child road safety since 2007 through its EDU-CAR program, a research-based initiative that provides meaningful solutions to protect children whether they are walking home, riding the school bus or sleeping in a car seat.

Support from UPS will assist FGR with implementing a training program for Child Passenger Safety Educators (CPSE) in Argentina, Colombia, Mexico and Uruguay. These certified educators will promote child road safety practices and mandatory use of child restraint systems, also known as car seats. CPSEs will advocate for five specific causes: seat belt awareness, child restraint systems, children riding in vehicle back seats, altering driver habits and implementation of laws to strengthen enforcement within these areas.
Road Safety at the grass roots—A local approach

As an international business that goes where commerce takes it, UPS has a unique view of society and its many challenges at the global level. But the company also sees society neighborhood by neighborhood at the street level. As a result, The UPS Foundation's strategy is to allocate part of its philanthropic funding toward local grants, which support organizations in communities where UPS employees live and work.

These local grants are determined by committees of UPS employees in local business units around the world. The committees identify candidate organizations, and in order to be eligible for funding local grant recipients must have at least 50 volunteer hours from UPS employees.

Basics of driver safety

Girls Incorporated of New Hampshire has instituted the Girls Under the Hood program, where girls aged 13-16 will acquire a variety of skills to boost their self confidence in car maintenance and driver safety. Special attention is paid to the deadly consequences of drinking and driving, as well as the dangers associated with texting and cell phone use while driving. While some of the girls in the program are years away from getting behind the wheel of a motor vehicle, it’s never too early to begin learning the basics of road safety.

Dangers of distracted driving

Through its Parents Against Distracted Driving (P.A.D.D.), the Love From Afar The Christopher Allen Williams Foundation is working to save lives and make U.S. highways safer. Working with parents who have lost a child in a car accident to deliver their program, P.A.D.D. addresses the issue of distracted driving and promotes safe driving techniques in schools across the country. The parents share their personal stories while delivering the P.A.D.D. curriculum and demonstrating mock car crashes.

Through support from The UPS Foundation, P.A.D.D. programming was expanded to additional schools and its curriculum updated to include the use of car simulators so teens may experience the consequences of distracted driving in a controlled environment.

Flipping over road safety

The Verkehrswacht Celle Stadt und Land, or Road Safety Organization Celle, is a German nonprofit that aims to improve traffic safety through driving instruction and classroom education to secondary students. The students deal with situations they would typically find in real traffic situations and are taught avoidance and braking maneuvers as well as the proper handling of a vehicle while in a curve. Working with experienced instructors, the students obtain practical advice and driving tips they can implement immediately.

One of the most eye-opening experiences for the student drivers is their time in a flip-over accident simulator, which provides a realistic scenario that reinforces the importance of proper car control at all times. Support from The UPS Foundation allowed the purchase of an additional flip-over accident simulator.
Driving change toward a safer world

From bustling metropolitan centers to the most remote corners of the world, UPS is committed to building safer, more resilient communities. UPS’s global logistics network includes more than 100,000 ground vehicles, so prioritizing road safety is a business principle and moral obligation.

In 2014 UPS expanded its road safety efforts to South America while UPS Road Code celebrated its fifth anniversary with continued international expansion. By combining the philanthropic resources of The UPS Foundation with the company’s deeply embedded safety culture and the energy of its employee volunteers, UPS is making an indelible impact on road safety around the world. It’s a powerful example of how business can leverage what it does best to address some of society’s most troubling issues.