

## Case Study 8: Safety Organizations on Program Selection & Design

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For this study, “safety organizations” are broadly defined as organizations whose mission is the promulgation of safety programs, practices or awareness. Their approaches to the basic “safety organization” mission vary widely, as do their audiences/constituents. Some are industry- or mode-specific (e.g., trucking/commercial vehicles). Others focus on the legislative and regulatory environment (e.g., helping companies comply with regulatory requirements). Still others approach safety through the lens of a particular certification (so-called compliance assistance). Finally, there are discipline-specific safety organizations, which advocate for a specific profession (such as EMS providers).

At the most basic level, the common elements emanating from all safety organizations relate to safety program selection and design, and safety program implementation. This “case study” deals with safety program selection and design. A separate case study deals with safety program implementation.

- Larger organizations with 30 or more vehicles are more likely to develop training internally, however these are often based on off-the-shelf or borrowed (i.e. government agency or informally from industry peers) programs and then modified as deemed appropriate based on observations of incident rates.
- Smaller agencies tend to outsource by partnering with government agencies or borrowing from safety institutes or industry peers.
- Safety campaigns are often seasonal (e.g. motorcycle campaigns in the summer) as well as situational by targeting specific groups (e.g. underage impaired drivers, underage distracted drivers, etc.).
- There are many road maps (“paths”) to safety; customizing is common for organizations. You don’t always need a one size fits all solution. Instead multiple routes to safety work for many companies.
- Every company is unique, but by finding a like-minded company you are more likely to find an example or get ideas that you can implement. Additionally, sometimes programs don’t work at all sites, so try something else for that location.
- Insurance companies often have great programs and information. Keep them in mind as a resource.

## Comments & Takeaways

*Safety organizations can be a valuable resource. They can be helpful for all types of organizations, even those outside their immediate geographical or industry focus, as the information is often readily available and many times complimentary. More importantly, these organizations want to help you make your organization safer.*