

Case Study 9: Safety Organizations on Program Implementation

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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 implementation. A separate case study deals with safety program selection and design.

- Safety campaigns are often seasonal (e.g. motorcycle campaigns in the Summer) as well as situational, by targeting specific groups (e.g. underage impairments).
- Use diverse messaging delivery methods appropriate for all employees, drivers, and other stakeholders, for example media driven, especially social media, email blitzes on selected topics, supplemented by videos, press releases, twitter and workplace posts.
- Attempt to collect feedback, evaluation and metrics from all stakeholders, even partners.
- The larger and stronger the organization, often the better the traffic safety programs, however if an organizational leader, like an owner or CEO, becomes a traffic safety champion, then that person influences the companies they work with too. Their behaviors influence the behaviors of organizations around them.
- Larger companies often support their subcontractors who drive, by disseminating safety information and programs. You don’t have to make it all; others will share with you.
- Smaller organizations often don’t have money for safety spending; however some reframe the spending as an effort to avoid or reduce worker compensation claims.
- By participating in employer provided programs, employees gain benefits like reductions in lost productivity. These benefits may extend to their families because they pay less for health care and insurance.
- Safety training makes really terrible situations (like when an employee is killed while driving, or where an employee kills someone else while driving), less likely.

→ Several years ago, a truck driver had a crash at a railroad intersection. The organization bought the wreck and now uses the crushed truck as a training aid.

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 make your organization safer.