

SAFETY BLITZ!

[SAFETY BLITZ] STRATEGY

- **BUILD A "BLITZ" TEAM:** Get together a group of dedicated people, ideally from various departments. Include front-line supervisors, drivers, and management. Getting more people involved creates buzz and brings different perspectives and ideas to engage the workforce. The team will also promote the campaign company-wide and conduct field observations.
- **BE ALL IN:** This is not just a Safety Department initiative; this needs to be a company-wide campaign. Owners must be on board. Driver Managers will be integral. Operations, mechanics, administrative personnel need to all be aware and involved. Motor vehicle accidents can happen to any worker, regardless of their position. Open the discussion and make it a part of the daily conversation.
- **MAKE IT FUN:** The ATA Comp Fund and Alliance Interstate Risk Service (AIR) have created entertaining videos with impersonators that will engage drivers and get them talking. Make sure you are subscribed to our [YouTube channel](#) and click the bell icon to get notifications when videos are posted. We will be sending out videos to promote the Safety Blitz. Share the link with office personnel and drivers.

[SAFETY BLITZ] STRATEGY CONT.

- **MORE CARROT, LESS STICK:** Remember, this is not a road check it is a chance to open up the conversation about safety. Reward drivers when you can "catch them in the act" of good safety behavior. Here are some reward ideas:
 - Give company swag, a gift card, or put names in a hat to win a day off (or other reward). Create buzz with safety incentives.
 - No money, no problem. Everyone likes to be recognized for efforts. A pat on the back, a company-wide shoutout, or even a certificate can go a long way.
 - Send us your photos! We will be doing gift card drawings in November once the Blitz has ended.
- **BE A HALL OF FAME COACH:** If less-than-desirable behavior is observed, use it as a teaching moment. Explain what was observed and how to improve. Share examples of injuries or other accidents.
- **COMMUNICATION IS KEY:** Use multiple communication channels with a consistent message. Repetition is good because we want to get this at the forefront of everyone's minds. Remember, every company is different and YOU know how to best reach your drivers and employees. Here are some examples of how/when to communicate your material:
 - Staff meetings / safety meetings
 - Provide weekly handouts (from ATACF/AIR)
 - Encourage everyone to take the weekly quizzes for their chance to win!
 - A simple phone call from Driver Manager
 - Provide [ATA Comp Fund/AIR videos](#) (share YouTube channel link with everyone!)

