



Risk Management Advisory Committee

Safety Blitz 2023: Health & Wellness

Our third annual Safety Blitz was even more successful in reach and participation than the last two. We had a ton of engagement, and we think this was because the topic was relatable to everyone, not just our drivers. We were even able to partner with Love's Travel Stops and shoot our videos at one of their locations. So, what did we learn from this past year? How do we continue to make it better? And what will the focus be for this year's Safety Blitz campaign?

WE'RE BREAKING [IT] UP – No, we're not calling an end to our relationship... we're going to make this a bi-annual occurrence! Rather than blocking off the entire month of October (which can be a busy time for folks), we are going to split into two Safety Blitzes per year. Starting October 2024, we will provide two weeks of material so companies can stretch it over the month if they wish. Then, we will do it all again in April 2025 with another topic!

PLAY GAMES, WIN PRIZES – For 2023, we decided to make things fun and gamify our quizzes. Participation saw an uptick and those who scored 100% in the game were put into a drawing for weekly prizes. A big shout out to Love's Travel Stops for providing discounted gift cards for us to hand out to the winners!

COMPANY PARTICIPATION – In 2022, we decided we were going to make a big deal out of the companies who embraced the Safety Blitz. Our Marketing Team monitored social media shares, tags, quizzes taken, quizzes ACED, written campaigns... you name it! The companies with the highest level of participation and effort were recognized during this year's ATA SMMC Awards banquet. Winners were presented with a certificate and a monetary reward.

#SafetyBlitz2024 COMING OCTOBER 2024! Our committee has chosen "Seatbelts" for this year's Safety Blitz topic. We will be hitting the roads October 1st – 15th to provide material, training, fun and prizes. Stay tuned for more information, including how you can get your company, drivers, and employees involved.

#SafetyBlitz2025 COMING APRIL 2025! Heads up! The focus for the April 2025 Safety Blitz will be Personal Protective Equipment (PPE).

For more information on the Safety Blitz, please reach out to your ATA Comp Fund or Alliance Interstate Risk (AIR) Risk Manager.