



#SafetyBlitz 2022: Motor Vehicle Accidents

The concept for the Safety Blitz was born during the inaugural Risk Management Advisory Committee (RMAC) meeting. The focus for our second annual Safety Blitz was the leading causes of Motor Vehicle Accidents (MVAs) and how they are preventable. The format was extended beyond a week to the entire month of October. Each week focused on a different topic or cause for MVAs. So, what did we learn from this past year? How do we make it even better next time? And what will the focus be for this year's Safety Blitz campaign?

Solutions

FIVE WEEKS WAS A LOT. Cramming all of our amazing content into one week was overwhelming for most companies during the first Safety Blitz, but stretching five categories over five weeks saw a fall in participation over the last two weeks. This year we're going to meet in the middle and try to keep content and material to 2 weeks.

YOU CAN USE YOUR NOTES ON THE TEST. Remember that feeling of relief before a big test when a teacher would let you use your notes? We do and we designed our quizzes to follow along with the "notes". Each week, a flyer full of information was distributed with a QR code link to the weekly quiz. Participants who scored 100% on the quiz were then put into a drawing for weekly prizes – \$100 gift cards for 5 lucky students. We awarded \$2,500 to drivers, shop employees, safety professionals, and administrative staff over the entire Blitz month!

PARTICIPATION PAYS. New this year, we evaluated the participation of each member and member company throughout the entire Safety Blitz. Social media shares, tags, quizzes taken, quizzes ACED, written campaigns... you name it, we looked at each and every one. The companies with the highest level of participation and effort were recognized during this year's ATA SMMC Awards banquet and winners were presented with a certificate and a monetary prize.



WHO IS READY TO WORK ON THEIR HEALTH AND FITNESS? One of the recurring conversations during this year's RMAC roundtable discussions was driver health and staying fit and active in a stationary role. Since it kept coming up, why not devote this year's Safety Blitz to it? Stay tuned for more information...

#SafetyBlitz2023 COMING TO YOU OCTOBER 2023! We will be kicking off our annual Safety Blitz in October! Stay tuned for more information, including how you can get your company, its drivers, and employees involved this time. And if you can't wait, reach out to your Risk Manager for more information!