

# SAFETY SPOTLIGHT

**Abby Greer** August 10, 2023

*Our newest feature to The Green Light shines the spotlight on safety professionals throughout our programs to gain insight into not only their background, but also their thoughts and ideas on safety in our industry.*

Meet Liz St. Clare, a transportation professional who has been in the industry since 2008. She is the Safety Director for Deep South Freight/Commercial Hauling Co, a Birmingham, Alabama-based company, and has been with them since 2014. She is also a member of the ATA Comp Fund Risk Management Advisory Committee (RMAC), a panel of representatives from all over the industry that meet to discuss trends and changes in safety.



## **How did you get started in Safety?**

I started my career in transportation in 2008, initially onboarding and recruiting, and quickly moved to safety and regulatory compliance.

## **What do you view as the main duties of a Safety Director?**

I view the main duties of a Transportation Safety Director as being responsible for oversight, ongoing evaluation, and compliance of a wide range of health and safety programs and applicable state and federal laws/regulations. An effective Safety Director must have the personality and ability to convey information to all the members of our team in an understandable format.

## **Why is safety important to you?**

My primary goal each day is to ensure that our greatest asset, our driver, returns home safely, and that they deliver the load to our customer without negative incident or accident.

## **What has been the most challenging task in your role/career as Safety Director?**

Without hesitation the most challenging task has been getting driver's to "buy-in" to the features and benefits and additional protection for them of an on-board camera/recording device. Implementation of ELD's was easier because the majority of drivers in this day and age have been brought up with technology.

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## **How do you promote your company's safety culture? How do you get employees to get involved?**

To promote the safety initiatives and a culture of safety, each department needs to be included in the safety management cycle. This includes representation from each team of the organization in safety meetings and encouraging their input. We have a variety of safety awards and bonuses for our driver team members that encourages being "Safe by choice, not by chance."

## **What advice do you wish you had received early in your Safety career? What advice would you give to someone who is starting out in their Safety role?**

I wish I had been advised early on that despite everyone's best efforts, accidents and critical events will happen. It's important not to personalize the event. The best advice I could give someone entering the safety discipline is be prepared to "wear many hats" simultaneously and be able to think, act and analyze a situation quickly and objectively.

## **What is your "One Big Thing" you focus on in your Safety role?**

Establishing relationships and trust. Our drivers are not a number. They are talented individuals with a specific skill set that not everyone can do.

## **What would be your safety quote or message?**

Don't forget the importance of the H.A.L.T. System: Don't let yourself get too **H**ungry, **A**ngry, **L**onely or **T**ired. Feeling any one of these leads to increased stress which can contribute to less reaction time and complacency.