

DEVELOPING EFFECTIVE SAFETY GOALS AND OBJECTIVES

May 20, 2016

1:00 PM – 2:00PM

Cottingham & Butler

Presenter



RICH A. MOLDSTAD, CDS
Safety Consultant

Rich.moldstad@cb-sisco.com
219.477.3682

Welcome!

Attendees are in listen-only mode.

- Questions will be answered by email following the presentation.
- Supporting information for this Webinar will be emailed out shortly after the presentation.

Contact: Rich.moldstad@cb-sisco.com

Objectives

- Understand how and why
- Develop effective objectives and action items
- Measuring progress

Insanity: doing the same thing over and over again and expecting different results.

-Albert Einstein

Safety Performance

Why safety goals and objectives?

The history of safety goals and objectives

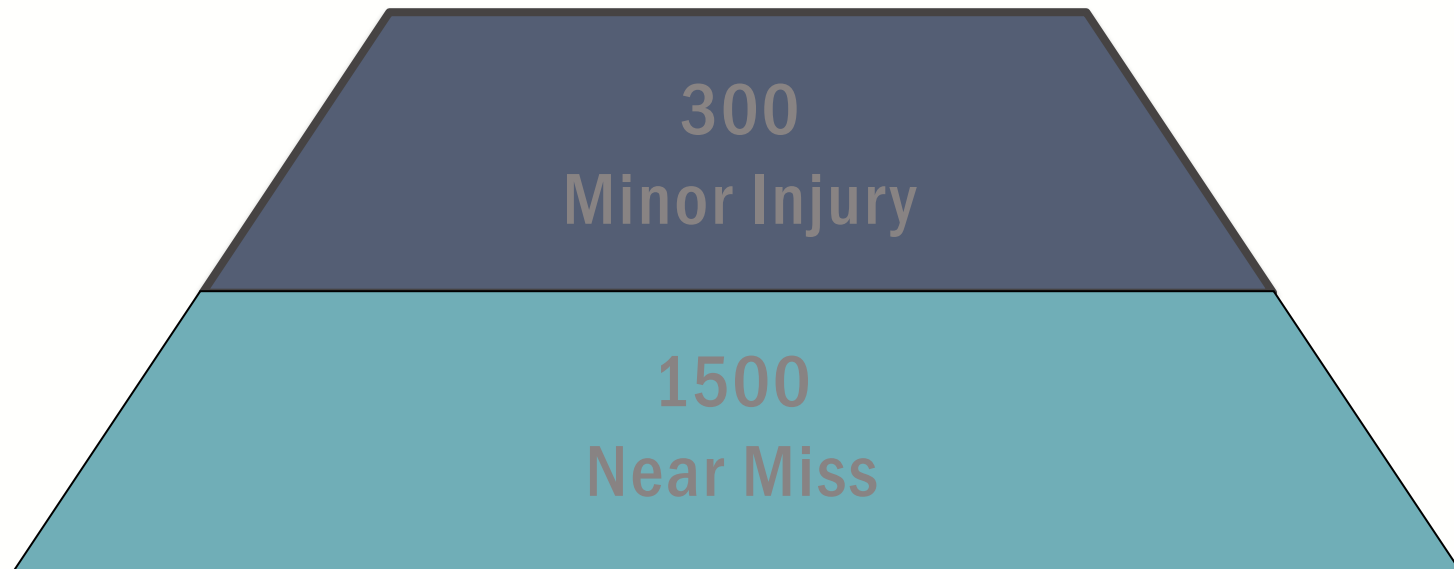
- H.W. Heinrich Theory of Causation
- Remove the unsafe act and the accident/injury will not occur

Accident Pyramid

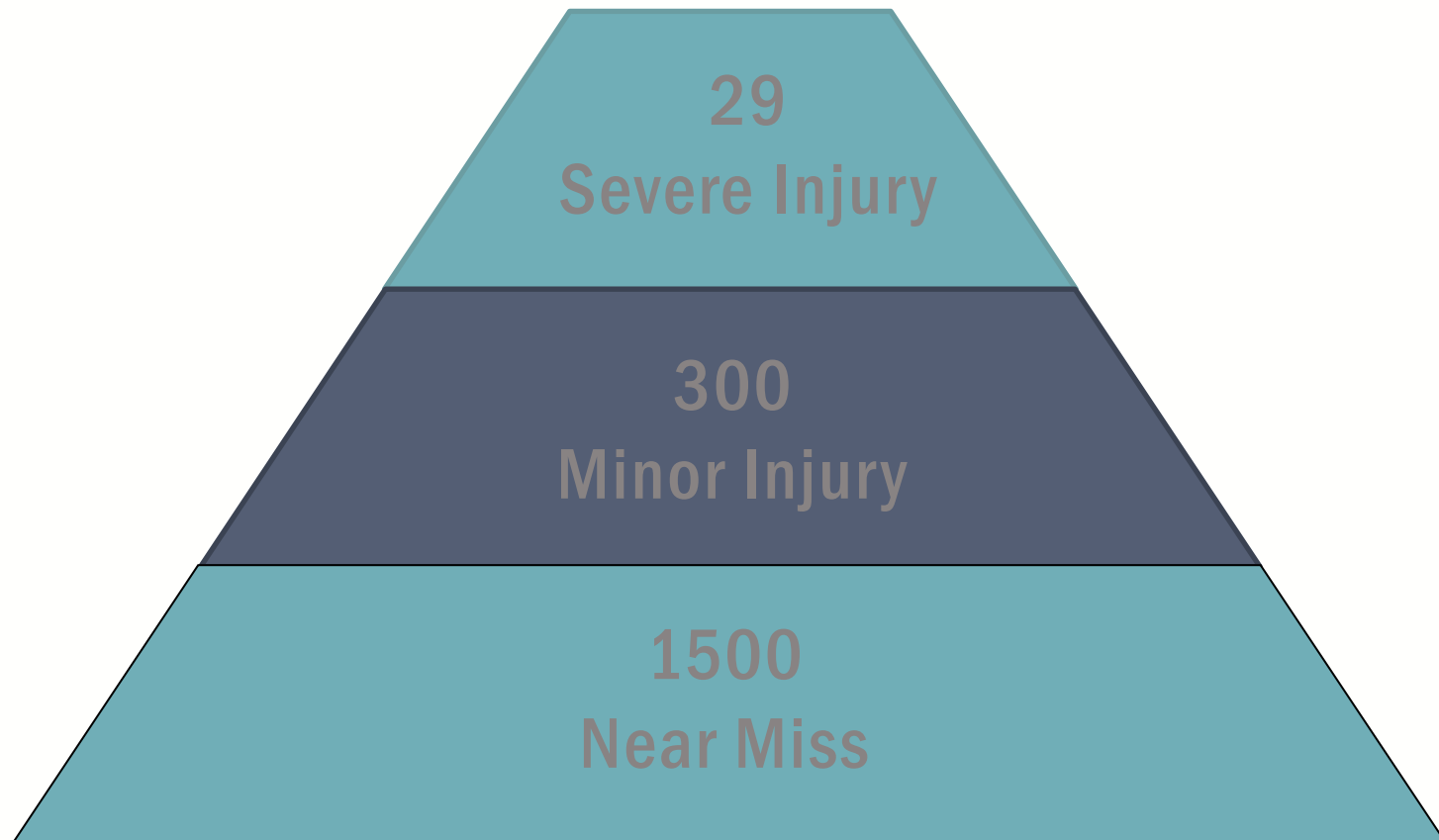


1500
Near Miss

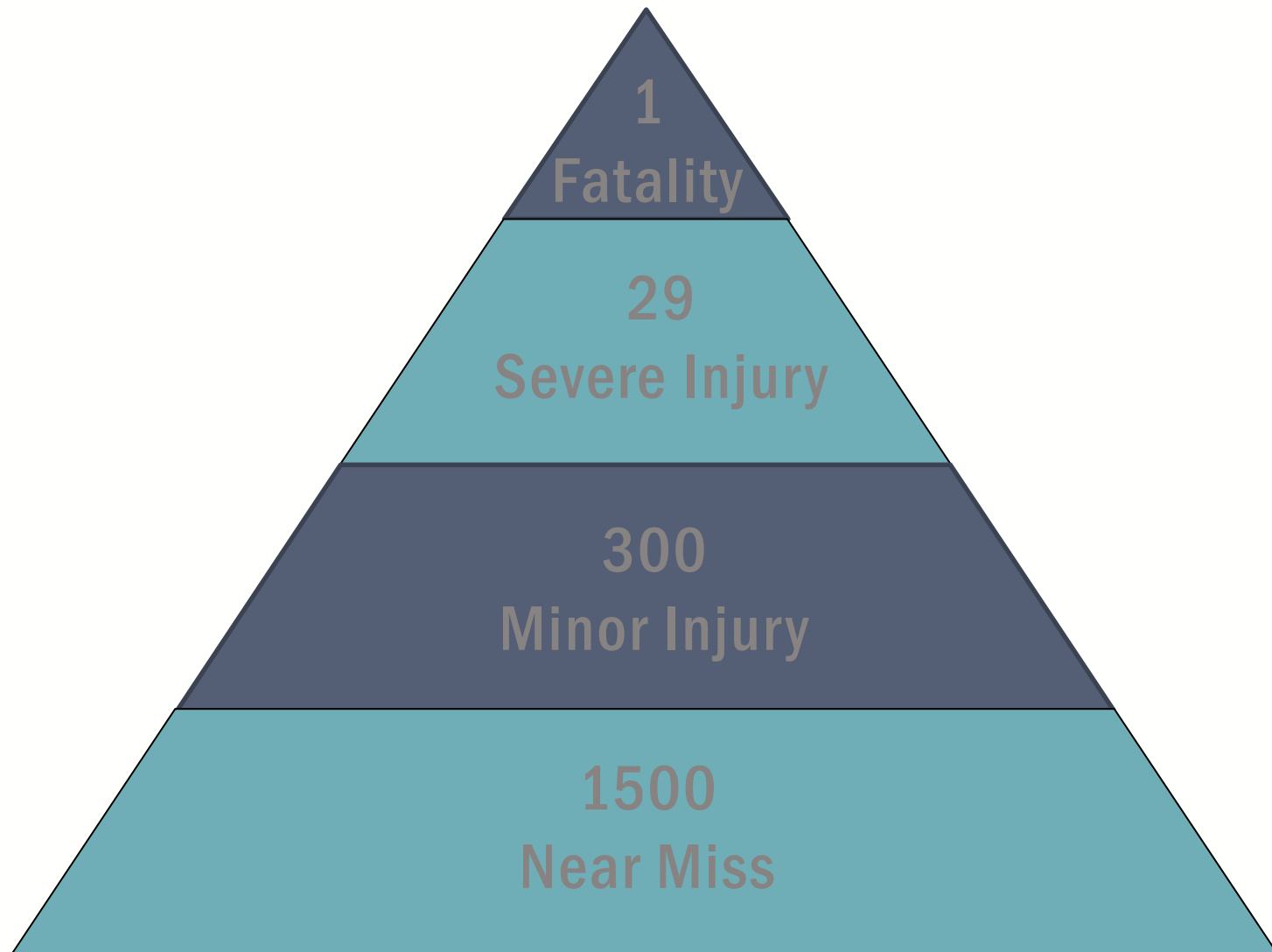
Accident Pyramid



Accident Pyramid



Accident Pyramid



Gather Information

Loss runs

OSHA 300 log

CSA/Safety Measurement
System

Near misses

Developing Safety Goals

“If you don’t have something you are aiming at, you will always hit it.”

- Management development
- Management buy-in
- Management accountability

Establishing Safety Goals

Create S.M.A.R.T. Goals



S.M.A.R.T Goals

Specific goals/objectives

- What are we attempting to achieve?

Action Items

- What are we going to do?
- Who is going to do what?

S.M.A.R.T Goals

Measureable

- Accidents per million miles, per policy year, etc.
- Injuries per hour worked
- Log book violations per month/per driver
- CSA/SMS score improvement
- Driver turnover reductions
- Overall driver health improvements

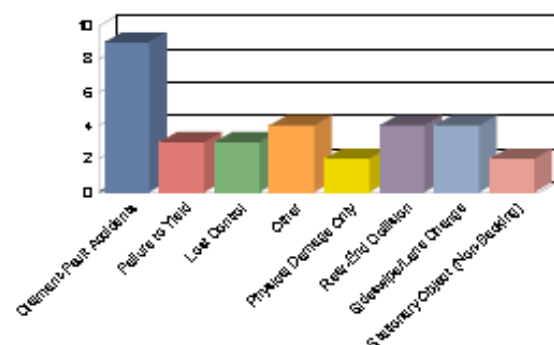


Cause of Loss -- Last Three Policy Years

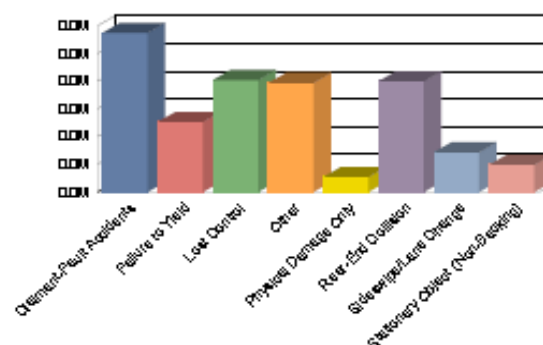
Auto Liability					
Cause of Loss	Number of Claims	Percent of Total Claims	Total Incurred	Percent of Total Inc	Average Incurred
Claimant-Fault Accidents	9	29.0%	114,937.29	24.8%	12,770.81
Failure to Yield	3	9.7%	50,531.97	10.9%	16,843.99
Lost Control	3	9.7%	80,790.87	17.4%	26,930.29
Other	4	12.9%	78,611.45	16.9%	19,652.86
Physical Damage Only	2	6.5%	10,804.53	2.3%	5,402.27
Rear-End Collision	4	12.9%	80,037.36	17.3%	20,009.34
Sideswipe/Lane Change	4	12.9%	28,574.73	6.2%	7,143.68
Stationary Object (Non-Backing)	2	6.5%	19,594.96	4.2%	9,797.48
Totals for Auto Liability	31		463,883.16		14,963.97

Loss leaders are highlighted (any cause representing greater than 15% of total claims or total incurred)

Frequency



Severity



Violations [Clear Sort]

Total Violations: 40

Violation	Description	# of Violations	# of OOS Violations
395.8(f)(1)	Drivers record of duty status not current	27	0
395.8(k)(2)	Driver failing to retain previous 7 days' logs	5	5
395.3(a)(2)	Requiring or permitting driver to driver after 14 hours on duty	3	1
395.8	Log violation (general/form and manner) (§ 395.8*)	3	0
395.3(a)(1)	Requiring or permitting driver to driver more than 11 hours	1	1
395.8(e)	False report of drivers record of duty status	1	0

<<1>> Violations per page: 50

Displaying 1 - 6 of 6 Violations

Violations [Clear Sort]

Total Violations: 31

Violation	Description	# of Violations
392.2S	Speeding (§ 392.2S*)	18
392.16	Failing to use seat belt while operating CMV	5
392.2C	Failure to obey traffic control device (§ 392.2C*)	4
392.2FC	Following too close (§ 392.2FC*)	2
392.2R	Reckless driving (§ 392.2R*)	1

<<12>> Violations per page: 5

Displaying 1 - 5 of 6 Violations

QUESTIONSPlease send questions to rich.moldstad@cb-sisco.com.

S.M.A.R.T Goals

Achievable

- Can we get it done in the proposed time frame



S.M.A.R.T Goals

Realistic

- Do I have the resources to achieve this objective



S.M.A.R.T Goals

Time

- Is there a stated deadline

“There’s a difference between interest and commitment. When you’re interested in doing something, you do it only when circumstance permit. When you’re committed to something, you accept no excuses, only results.”



Review and Measure Goals

Communicate goals throughout the company

Goals should be reviewed at least quarterly

Progress should be measured at this time

Sample Action Plans

An ACTION PLAN for WATCHLIST IMPROVEMENT 2012

MEMBER ABCD Transportation CONTACT Safety Mary
LOCATION Everywhere, USA SMSC CONSULTANT Rich Moldstad

GOAL & MEASUREMENT	ACTION STEPS	STAFF ACCOUNTABLE	DATE	DONE
TO IMPROVE OUR: UNSAFE DRIVING RATE	Review SMS website monthly	Safety	Ongoing	
	Quarterly Safety Meetings	Safety	Quarterly	
	Payroll Stuffers	Safety	Monthly	
	Clean Inspection Bonus - \$25	Safety/Payroll	Ongoing	

Sample Action Plans

An ACTION PLAN for WATCHLIST IMPROVEMENT 2012

MEMBER ABCD Transportation
LOCATION Everywhere, USA

CONTACT Safety Mary
SMSC CONSULTANT Rich Moldstad

GOAL & MEASUREMENT	ACTION STEPS	STAFF ACCOUNTABLE	DATE	DONE
TO IMPROVE OUR: UNSAFE DRIVING RATE	Begin utilizing the PSP program reports to identify drivers with pattern of unsafe driving violations	Recruiting/Safety	1/1/2012	
	Implemented in-person interview process for all applicants to be considered	Safety/Recruiting	1/1/2012	
	Develop a 3-STRIKES termination policy	HR/Safety	2/1/2012	
	Safety/training manager to attend Smith System trainers course – new hires, fleet refresher training, and remedial training	Safety	3/1/2012	
	Evaluate SpeedGauge software enhancement to Qualcomm system to identify drivers with speeding behaviors	IT Department Maintenance Department Safety Manager	2/1/2012	

Questions?



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Please contact Rich directly and he'll be happy to answer any questions you have regarding today's presentation.