

DEVELOPING EFFECTIVE SAFETY GOALS AND OBJECTIVES

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PRESENTER



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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

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

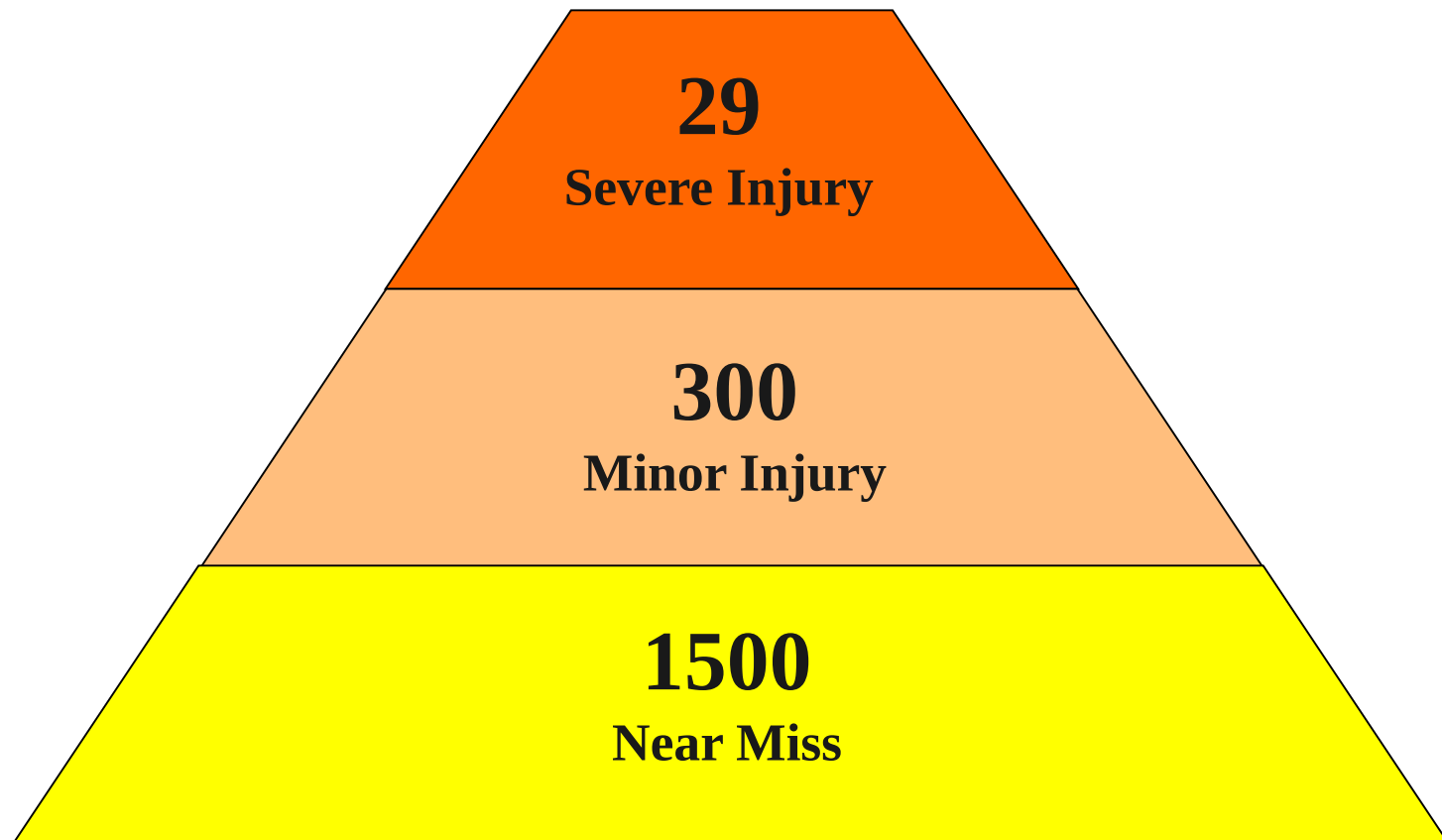
ACCIDENT PYRAMID



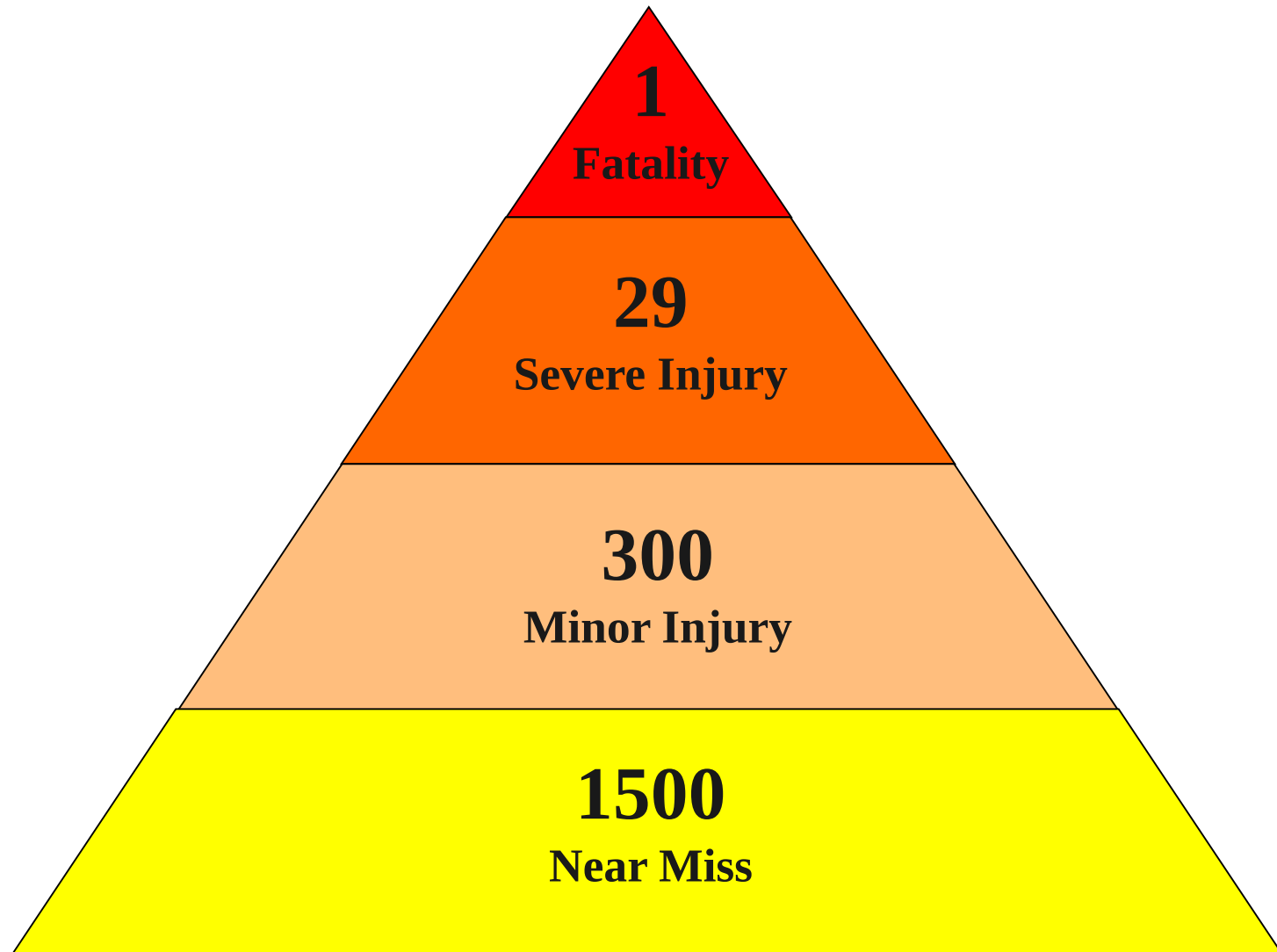
ACCIDENT PYRAMID



ACCIDENT PYRAMID



ACCIDENT PYRAMID



GATHER INFORMATION

Loss runs

OSHA 300 log

SafeStat

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?

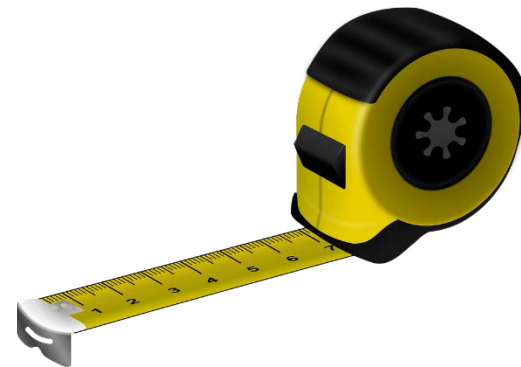
Action Items

- 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
- SEA/BASIC Scores



All Policy Years

Cause of Loss	Number of Claims	Percent of Total Claims	Total Incurred	Percent of Total Inc	Average Incurred
All Backing Collisions	734	9.7%	2,056,981.36	2.9%	2,802.43
Claimant-Fault Accidents	2,495	33.0%	11,962,205.71	16.7%	4,794.47
Failure to Yield	146	1.9%	6,595,213.06	9.2%	45,172.69
Head-On Collision	13	0.2%	1,460,279.66	2.0%	112,329.20
Lost Control	302	4.0%	10,071,756.02	14.1%	33,350.19
Other	541	7.2%	5,660,573.89	7.9%	10,463.17
Physical Damage Only	224	3.0%	2,498,197.27	3.5%	11,152.67
Rear-End Collision	625	8.3%	17,511,459.99	24.4%	28,018.34
Sideswipe/Lane Change	637	8.4%	7,011,394.48	9.8%	11,006.90
Stationary Object (Non-Backing)	1,439	19.1%	4,924,682.32	6.9%	3,422.29
Turn Squeeze	415	5.5%	1,920,749.91	2.7%	4,628.31
Totals for All Policy Years	7,553		71,673,493.67		9,466.85

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

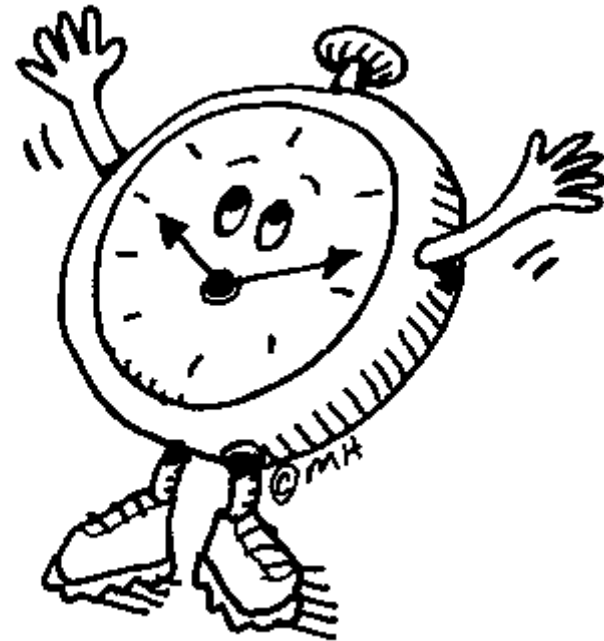
Violations [Clear Sort]		Total Violations: 31	
Violation	Description	# of Violations	
392.2S	Speeding (§ 392.2S*)	18	
392.16	Failing to use seat belt while operating CMV	5	
392.2C	Failure to obey traffic control device (§ 392.2C*)	4	
392.2FC	Following too close (§ 392.2FC*)	2	
392.2R	Reckless driving (§ 392.2R*)	1	

<<12>>> Violations per page: 5
 Displaying 1 - 5 of 6 Violations

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.” – Unknown

REVIEW AND MEASURE GOALS

Communicate goals throughout the company

Goals should be reviewed at least quarterly

Progress should be measured at this time

QUESTIONS?



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