

Developing Effective Safety Goals and Objectives

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Presented By | Rich Moldstad, CDS



PRESENTER



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WELCOME!

Attendees are in listen-only mode.

You may ask questions throughout the presentation using the Question panel. Questions will be answered via email after the webinar.

You may also send your questions directly to Rich with the email address below.

Supporting information for this Webinar will be emailed out shortly after the presentation.



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



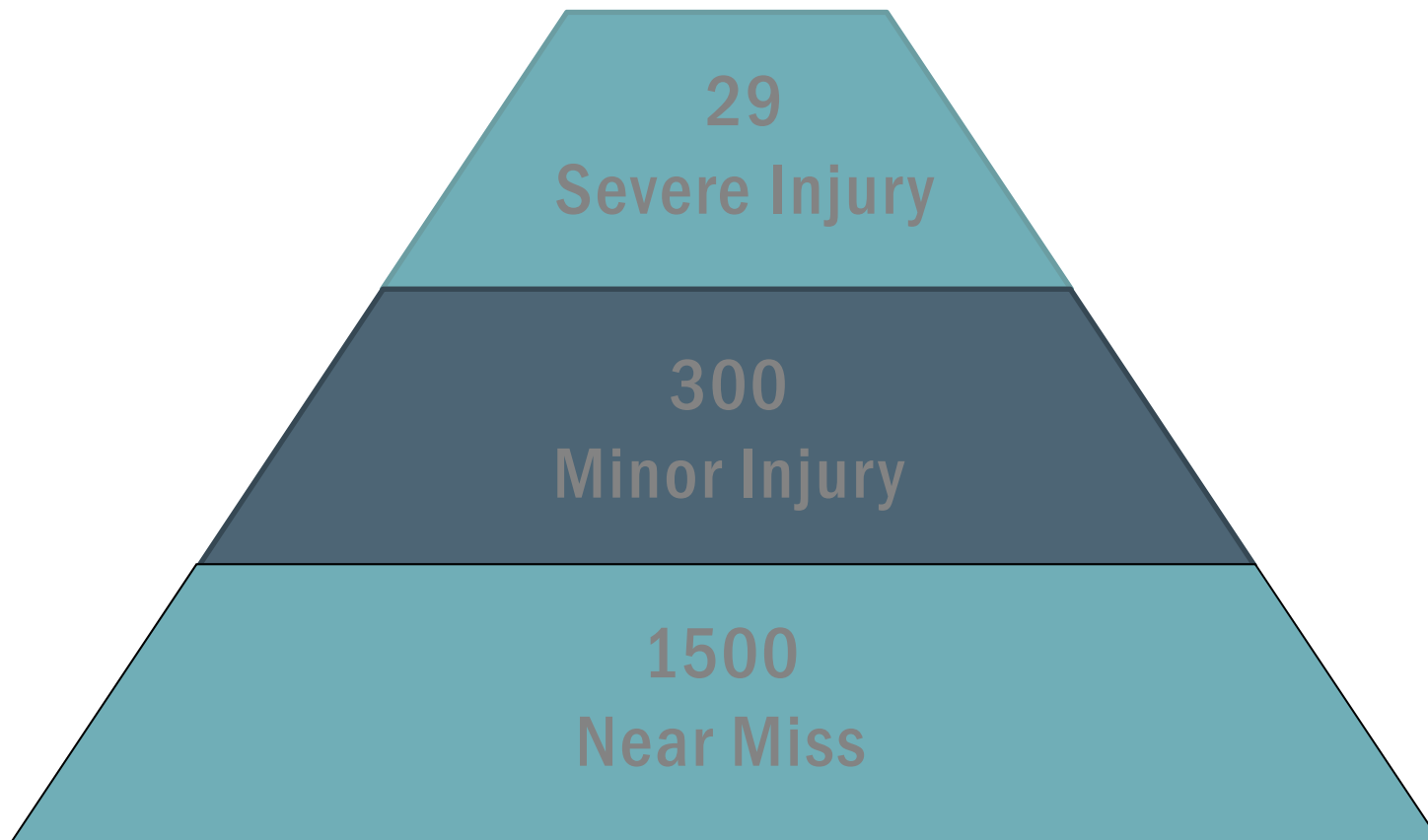
ACCIDENT PYRAMID



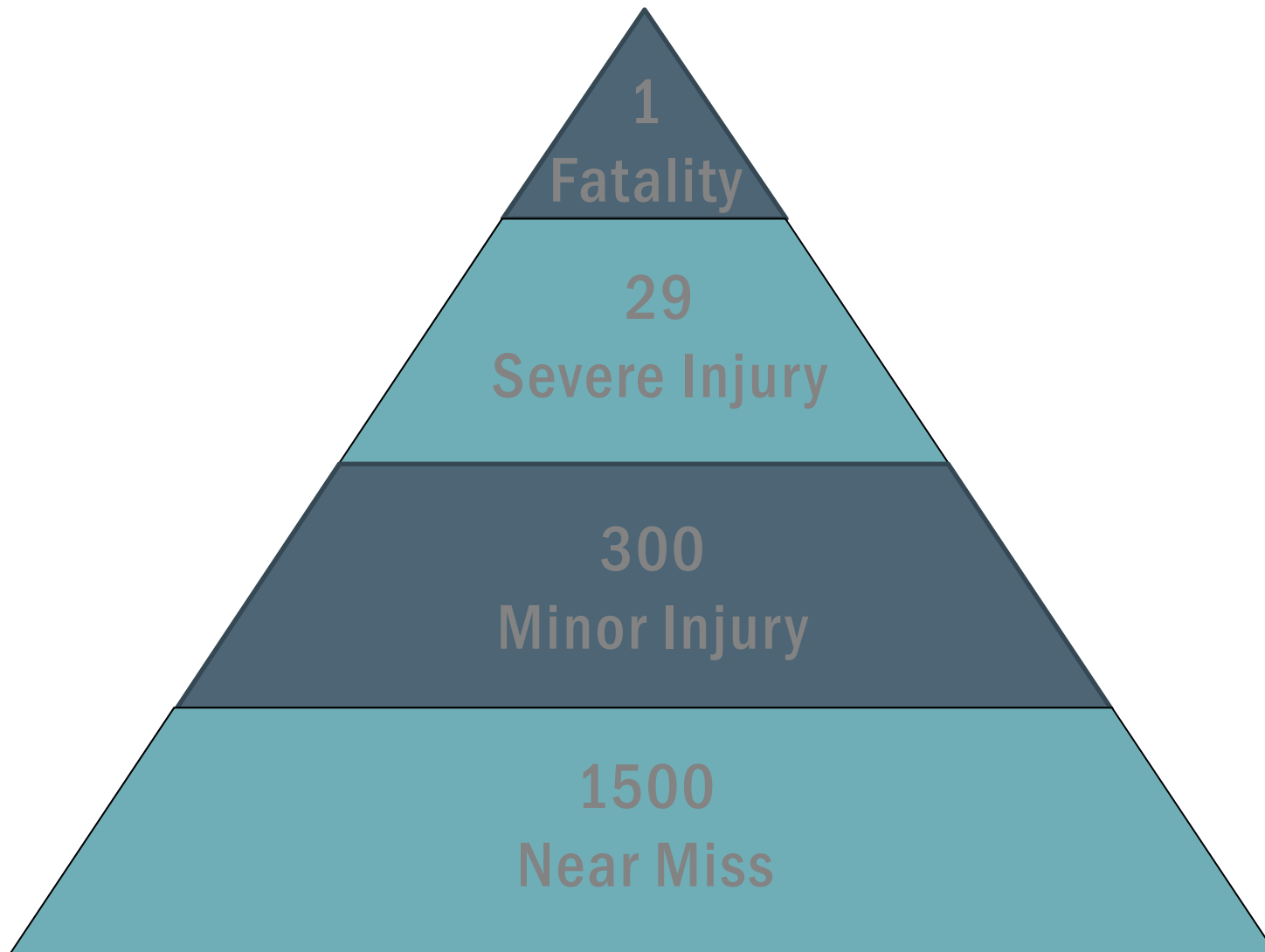
ACCIDENT PYRAMID



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

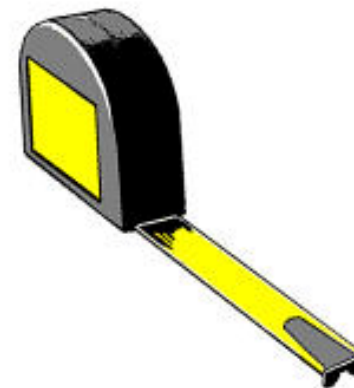
- What are we going to do?
- Who is going to do what?



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



Totals

Cause of Loss	Number of Claims	Percent of Total Claims	Total Incurred	Percent of Total Inc	Average Incurred
All Backing Collisions	22	9.5%	287,954.76	6.4%	13,088.85
Claimant-Fault Accidents	54	23.4%	238,546.09	5.3%	4,417.52
Failure to Yield	12	5.2%	571,768.00	12.7%	47,647.33
Lost Control	10	4.3%	337,550.01	7.5%	33,755.00
Other	23	10.0%	112,187.85	2.5%	4,877.73
Physical Damage Only	3	1.3%	18,901.20	0.4%	6,300.40
Rear-End Collision	14	6.1%	1,803,775.39	40.2%	128,841.10
Sideswipe/Lane Change	42	18.2%	865,272.88	19.3%	20,601.74
Stationary Object (Non-Backing)	37	16.0%	141,790.63	3.2%	3,832.18
Turn Squeeze	14	6.1%	111,504.07	2.5%	7,964.58
Totals for All Policy Years	231		4,489,250.88		19,433.99

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



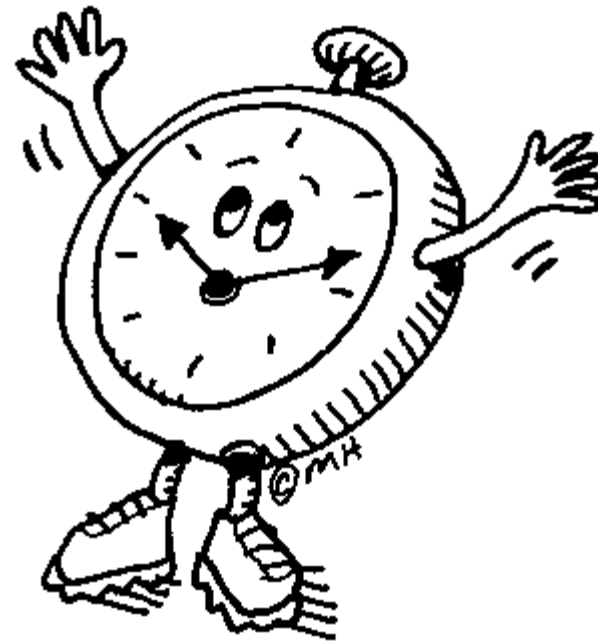
Violations	Description	# Violations	# OOS Violations	Violation Severity Weight
392.2-SLLS2	State/Local Laws - Speeding 6-10 miles per hour over the speed limit.	42	0	4
392.2LV	Lane Restriction violation	22	0	3
392.2C	Failure to obey traffic control device	20	0	5
392.2-SLLS3	State/Local Laws - Speeding 11-14 miles per hour over the speed limit.	19	0	7
392.2FC	Following too close	9	0	5
392.82(a)1	Using a hand-held mobile telephone while operating a CMV	8	0	10
392.16	Failing to use seat belt while operating a CMV	6	0	7
392.2PK	Unlawfully parking and/or leaving vehicle in the roadway	6	0	1



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



S.M.A.R.T GOALS – AUTO LIABILITY

Totals					
Cause of Loss	Number of Claims	Percent of Total Claims	Total Incurred	Percent of Total Inc	Average Incurred
All Backing Collisions	12	7.0%	81,530.57	5.4%	6,794.21
Claimant-Fault Accidents	49	28.5%	386,588.45	25.6%	7,889.56
Failure to Yield	10	5.8%	115,580.02	7.7%	11,558.00
Lost Control	2	1.2%	13,493.53	0.9%	6,746.77
Other	8	4.7%	2,130.39	0.1%	266.30
Physical Damage Only	3	1.7%	40,615.10	2.7%	13,538.37
Rear-End Collision	19	11.0%	279,239.25	18.5%	14,696.80
Sideswipe/Lane Change	36	20.9%	346,203.86	22.9%	9,616.77
Stationary Object (Non-Backing)	19	11.0%	149,721.88	9.9%	7,880.10
Turn Squeeze	14	8.1%	93,582.42	6.2%	6,684.46
Totals for All Policy Years	172		1,508,685.47		8,771.43

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



S.M.A.R.T GOALS

2020 An ACTION PLAN for IMPROVEMENT

COMPANY ABC Express, Inc.

CONTACT Beth Smith

LOCATION _____

SMSC CONSULTANT _____

DATE 09/2019

OWNER APPROVAL 09/19/19

IMPROVEMENT GOAL	ACTION STEPS	STAFF ACCOUNTABLE	PROJECTED COMPLETION DATE	ACTUAL COMPLETION DATE
TO IMPROVE OUR: • AUTO LIABILITY LOSS RATE	1. The company has tested Samsara video event recorders within 25% of the fleet with positive results. The company will continue installing units into all trucks by March of 2020.	1. Safety manager and Shop manager	4/1/2020	Ongoing
	2. As the company is focusing upon rear-end crash prevention, all new-hire drivers will complete the Smith System Defensive Driving course of instruction.	1. Safety/Training manager	1/2020	Ongoing
	3. During 2020 all current drivers will also be routed through the terminal to receive the Smith System refresher (shorter version) safety training focused upon speed and space management. Drivers will be compensated with an additional 1 CPM upon completion of the course.	1. HR & Safety Mgr	2020	Ongoing
	4. Operations department will send out a daily fleet-wide safety message throughout the winter months beginning December 1, 2019 through March 1, 2020.	1. Operations Personnel	2020	Ongoing

S.M.A.R.T GOALS – WORKERS’ COMPENSATION

Totals					
Cause of Loss	Number of Claims	Percent of Total Claims	Total Incurred	Percent of Total Inc	Average Incurred
Cut, Puncture, or Scrape	1	2.2%	413.84	0.1%	413.84
Fall or Slip Injury	19	42.2%	407,311.39	56.9%	21,437.44
Motor Vehicle	7	15.6%	16,737.22	2.3%	2,391.03
Other	3	6.7%	1,800.45	0.3%	600.15
Strain or Injury By	13	28.9%	253,907.04	35.5%	19,531.31
Struck or Injured By	2	4.4%	35,667.79	5.0%	17,833.90
Totals for All Policy Years	45		715,837.73		15,907.51

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



S.M.A.R.T GOALS

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IMPROVEMENT GOAL	ACTION STEPS	STAFF ACCOUNTABLE	PROJECTED COMPLETION DATE	ACTUAL COMPLETION DATE
TO IMPROVE OUR: • WORKERS' COMPENSATION LOSS RATE	1. Driver Physicals – The company will begin performing all driver FMCSA physicals at only company approved medical facilities. Each of these physicians will have met with ABC safety and HR managers to outline company expectations and goals for health.	1. HR & Safety Mgr	1/2020	Ongoing
	2. Driver Health and Wellness Program – A health and wellness program will be developed during the first half of 2020.	1. HR & Safety Mgr	7/2020	Ongoing
	3. No Lost Time Injury Goal - Continue with our No Lost Time Injury Goals - 365 Days is the goal. Paid bonus to employees at every 6 month increment. Have had only 1 lost time injury in the last 541 days.	1. HR & Safety Mgr	2020	Ongoing
	4. Ice Cleats for Winter - for the driver's shoes in winter time – both 2010 and 2012 meeting. Slip and Fall Prevention. We continue to offer ice cleats to drivers who want them. Continue with Education – continue sending our random messages and educating our drivers regarding body mechanics and safety through PeopleNet and through payroll stuffers.	1. HR & Safety Mgr	2020	Ongoing

S.M.A.R.T GOALS

IMPROVEMENT GOAL	ACTION STEPS	STAFF ACCOUNTABLE	PROJECTED COMPLETION DATE	ACTUAL COMPLETION DATE
	5. Ratchet Binders - For the snap binder accident, we have since then offered a different type of binder. This is a ratchet binder that is more user friendly and is not likely to snap back. We have had many drivers decide to use this type of binder. The driver who was injured was using the snap binder incorrectly. If he'd been using the ratchet binder incorrectly, he would have had less of an injury. 7. Safety Essay Challenge – We are challenging our drivers to write an essay on What Safety Means to Them and How They Demonstrate Safety. We did this last Fall and the winner read his essay to the fleet at our Annual Safety Meeting. We will do this again this year.	1. HR & Safety Manager HR & Safety Mgr	1/2020 2/2020	Ongoing Ongoing

STATUS UPDATE

Estimated Completion Percentage	
Action Steps Revised	
Measurable Progress/Results	



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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