

A woman wearing safety glasses and a dark shirt is working on a large industrial machine in a factory. She is holding a blue hose or cable. The background shows other machinery and a white truck. The image is overlaid with a dark grey semi-transparent box containing white text. There are purple diagonal lines in the top-left and bottom-right corners of the image.

5 NO-COST WAYS TO ENHANCE YOUR SAFETY CULTURE

lytx.

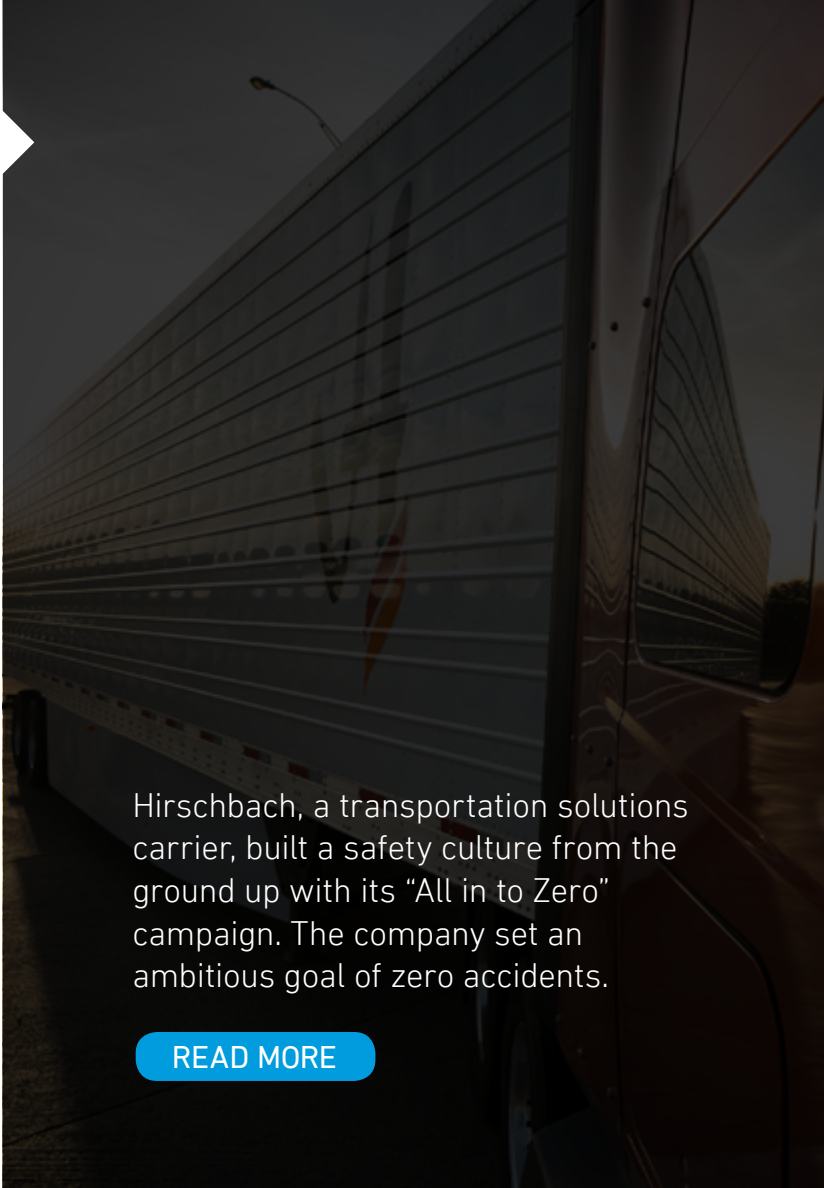
CREATE A CULTURE FOCUSED ON SAFETY

It's a nice, bold statement...but what does "safety culture" really mean? The short answer: It's the safety measures your employees take when no one is looking. It's both your theoretical values about safety, as well as the practical application of safety procedures that reduce risks for employees.

Coordinating attitudes and actions to build a culture of safety doesn't have to be complicated or cost you a

penny. In fact, you likely have existing safety procedures you can build out to develop a stronger "security net" without expending a ton of effort.

With that in mind, we'll introduce you to some effective, no-cost ways to promote safety that you can put in play tomorrow. By taking these steps, you can help better protect your employees, company, reputation, AND budget.



Hirschbach, a transportation solutions carrier, built a safety culture from the ground up with its "All in to Zero" campaign. The company set an ambitious goal of zero accidents.

[READ MORE](#)



Ultimately, businesses need to decide and influence what the public says about their brand, and they do this through their people.”

KEN SCHMIDT, FORMER DIRECTOR OF COMMUNICATIONS,
HARLEY-DAVIDSON MOTOR COMPANY

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BENEFITS OF A SAFETY CULTURE

Hands down, reducing workplace injury—especially saving lives—is the critical benefit of having a culture committed to safety. Here are other big benefits to consider:



Morale

Employees feel more fulfilled by their jobs and committed to their employer when they believe the company is invested in their well-being.



Accountability

When safety protocol is communicated and enforced, employees are much more likely to abide by the rules.



Reputation

Companies that prioritize safety have trustworthy reputations that are void of negative press, attract job candidates, and foster positive public relations.



Sustainability

Companies are more likely to prosper when they can control costs related to unsafe practices (claims, litigation, insurance, inoperable vehicles, etc).



Compliance

Meeting mandatory regulatory requirements and achieving high safety scores is easier when you already have safety best practices in place.

BUDGET FRIENDLY IDEAS TO BOOST YOUR SAFETY CULTURE

Getting serious about safety may seem like a tall order with everything else on your plate. But think of it more like starting a grassroots movement within your company—from your drivers to your leadership team. It will gather momentum once you give it an initial push. These five, effective methods will help you start that movement to build a culture of safety.

- 1** Find Out Where You Stand Today
→
- 2** Prepare Now To Avoid Disaster Later
→
- 3** Create a Safety Code of Conduct
→
- 4** Develop an Effective Communications Plan
→
- 5** Award Capes to Your Safety Heroes
→

1. FIND OUT WHERE YOU STAND TODAY

Step One:

Take these two short quizzes to determine your baseline:

Safety Program Maturity Assessment

See how your safety program compares and learn what you can get to the next level.

[TAKE QUIZ](#)

Accident Preparedness Quiz

Take this short quiz to grade the process you have in place and see what you might be missing.

[TAKE QUIZ](#)



1. FIND OUT WHERE YOU STAND TODAY

Step Two:

Review your current safety protocols and statistics. Thought-starters to consider:

- When was the last time you updated your safety protocols?
- How are you budgeting for and addressing rising claims costs and insurance premiums?
- Are you familiar and compliant with all pertinent laws and regulations?
- How many incidents or collisions have you had this year?
- Are you currently monitoring, classifying, and coaching risky behaviors? If so, how?
- How do you communicate safety concerns and procedures?
- What's your lost-time injury rate?

This is an “info gathering” phase. You're digging into existing safety processes to find and fill gaps.



2. PREPARE NOW TO AVOID DISASTER LATER

There is a cost when you delay implementing strong safety procedures. Learn from the mistakes of others to build your business case now:



29-year-high

Fatalities from large truck collisions

[\(Source\)](#)



\$3.6 million

The average cost of a large truck collision involving a fatality

[\(Source\)](#)



6%-12%

Typical insurance rate increases in 2018 for commercial trucking organizations

[\(Source\)](#)



\$1 million

The normal starting point for settlement negotiations

[\(Source\)](#)

2. PREPARE NOW TO AVOID DISASTER LATER

There are also “hidden” costs you might not even consider until you are faced with footing the bill. When safety isn't a priority, your organization could also incur costs for:

- \$ Fines and penalties
- \$ Accident investigations and legal proceedings
- \$ Loss of revenue
- \$ Vehicle repair and leasing replacement vehicles
- \$ Damage to reputation and subsequent loss of business
- \$ Workers compensation wages
- \$ Redelivery and loss of goods
- \$ Medical expenses

Being proactive and infusing safety into your culture will pay off. Lead the movement toward safety instead of waiting for disaster to strike.





3. CREATE A SAFETY CODE OF CONDUCT

Have you clearly defined what is “right” and what is “wrong” in relation to safety at your company? Here are some things your safety code of conduct should include:

- ✓ A safety mission statement
- ✓ A specific explanation of what qualifies as risky behavior
- ✓ Common-sense rules that span all aspects of operations and employee interactions (e.g. cargo unloading, vendor relations, etc.)
- ✓ Measurable safety goals
- ✓ Consequences when employees engage in unsafe/risky behavior
- ✓ Clear incident reporting process

Your code of conduct should be an actual document that is frequently reviewed with employees in meetings and accessible via an intranet or some other internal communications system.

4. DEVELOP AN EFFECTIVE COMMUNICATIONS PLAN

The best-laid (safety) plans will go ignored unless you talk about them. A lot. Infusing safety into your culture means making it a part of your regular conversations, especially all communications with your drivers. Map out a communications plan so you can stay organized and consistent with your messaging.

Keep reading for effective communication ideas you can use at your company.



4. DEVELOP AN EFFECTIVE COMMUNICATIONS PLAN

Communication Ideas

Meetings

- ✓ Hold a monthly safety meeting to review safety protocols and celebrate wins.
- ✓ Schedule recurring monthly 1-on-1 meetings to discuss safety process, results, and progress.
- ✓ Invite local speakers to present about different aspects of safety, such as machine operations or new technologies.



4. DEVELOP AN EFFECTIVE COMMUNICATIONS PLAN

Communication Ideas

Emails, Blogs, and Texts

- ✓ Send an annual letter from the executive team highlighting progress on key safety goals and success stories.
- ✓ Launch a quarterly safety e-newsletter spotlighting safety measures, new regulations, company best practices, etc.
- ✓ Curate weekly blogs about safety and risk mitigation topics.
- ✓ Send a letter to driver's families telling them about your commitment to safety, including explanations of technologies and procedures.
- ✓ Send text messages to drivers with safety reminders.
- ✓ Schedule maintenance reminders for drivers.



4. DEVELOP AN EFFECTIVE COMMUNICATIONS PLAN

Communication Ideas

Around the Office

- ✓ Simply tell drivers to “Be safe” each time they head out on their routes.
- ✓ Hang posters that are visual, colorful reminders of safety processes.
- ✓ Add stuffers about safety procedures into payroll letters.



**KEEP
CALM
AND
DRIVE
SAFE**





5. AWARD CAPES TO YOUR SAFETY HEROES

Reward and recognize those who are perfect examples of safe and responsible employees—they will lead the way for everyone else and be critical to establishing your safety culture.

Create programs that target individual employees, managers, and the entire company.



Companies with engaged employees experience
48% fewer safety collisions”

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION



5 AWARD CAPES TO YOUR SAFETY HEROES

Empower Your Managers

- ✓ Implement a manager-led [appreciation program](#) where team leaders reward safety heroes however they choose.
- ✓ Empower front-line managers by giving them tools to [change behavior](#) and holding them accountable for goal progress, instead of the sole focus being to find fault.



5 AWARD CAPES TO YOUR SAFETY HEROES

Enable Company-Wide Engagement

- ✓ Award a Safety Hero of the Month and showcase their successes across the company.
- ✓ Design incentives—a day off, a shoutout from the CEO, a trophy, or a certificate—to motivate behavioral changes.

In addition to annual events, shorter-term incentives offered over days, weeks, or months can reinforce the broader message and keep safety top of mind.

- ✓ Create a safety committee spanning all levels of the company. You'll have input from different perspectives and your efforts won't be perceived as another top-down safety approach.



5 AWARD CAPES TO YOUR SAFETY HEROES

Don't Forget Your Drivers

- ✓ Consider a 'Million-Mile' recognition placard for your long-tenured drivers.
- ✓ Deliver letters or certificates from the local leadership team to stand-out drivers' families.
- ✓ Feature a driver in your company newsletter or safety meeting.
- ✓ Gamify your recognition program: Create a Safety Leaderboard or host a Safety Super Bowl where the winner(s) can showcase a trophy for a year as bragging rights.

No budget for prizes this year? Dedicate a portion of program savings to fund the rewards for next year.

THE BOTTOM LINE

We Discussed:

- The benefits of having a culture of safety
- Ways to build a safety culture that don't require significant budget
- How to maximize your internal communication channels to spread the importance of and your commitment to employee safety

Want to Learn More?

Check out our Resource Hub to get more info about safety culture and programs.

[VISIT THE LYTX RESOURCE HUB](#)

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