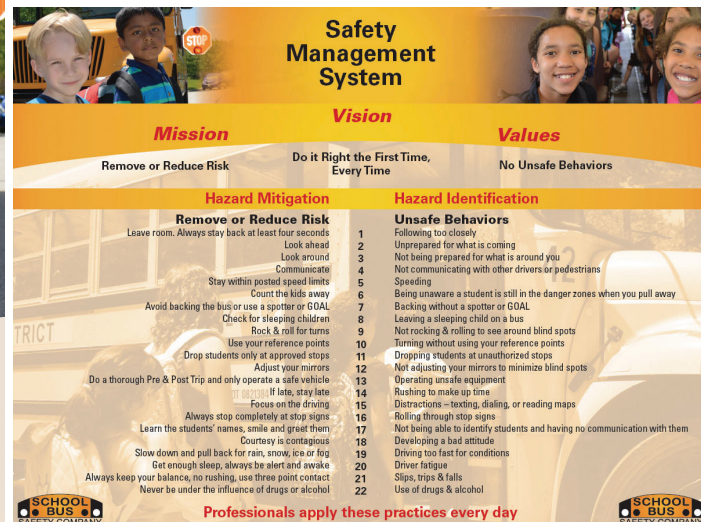


New Safety Reminder Series



How do you indoctrinate a Safety Culture?

In their initial training, drivers will have gone through over 30 hours of training on many subjects, in a short period of time. There is a limit as to how much an driver can understand, absorb, remember and put into practice. Consequently, to indoctrinate the desired behaviors, we have created a process to continually remind the drivers of the desired behaviors.

To indoctrinate a safety culture, we need to persuade the driver's to continually follow the 22 safe practices on the right side of the Safety Management System poster.

Safety Reminder Series

To address the ongoing communication of the desired practices and keep safety at the forefront of the drivers focus, we have created a series of safety reminders to be presented to the drivers on an ongoing basis. The first six are:

1. Safety Management System
2. Preventing Accidents
3. What's In It For Me?
4. What Is Safety?
5. Preventing Intersection Accidents
6. Pedestrian & Bicycle Safety

These training program are short, between 6 and 8 minutes. They focus on the most important practices and reinforces the desired behaviors to operate safely.

The Safety Reminder series programs can be presented to drivers in either of two ways;

1. The drivers can be provided a link to watch on their I-phone, lap-top or computer.
2. They can be presented in a safety meeting by showing the video program, then showing again, but stopping after each section to discuss the safe practices that are explained.

Safety is never achieved. It is a continuous process that requires ongoing persistent attention. By presenting these safety reminders on a regular basis, you keep the desired safe practices at the forefront of your operations and are far more likely to indoctrinate the desired behaviors.

Ongoing safety training is critical in indoctrinating a Safety Culture.

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