



## GREEN CROSS FOR SAFETY MEDAL HONOREE SELECTION PROCESS AND APPLICATION

The *Green Cross for Safety*® medal is presented annually by the National Safety Council to an organization and its CEO that have distinguished themselves through outstanding safety leadership and have demonstrated their commitment to safety by building successful partnerships to save lives and prevent injuries.

The *Green Cross for Safety* dinner recognizes the medal Honoree and serves as the Council's largest fundraising event of the year in support of its mission to save lives by preventing injuries and deaths at work, in homes and communities and on the roads through leadership, research, education and advocacy. The dinner brings together business and safety leaders from across the industry in celebration of the Honoree's distinct achievements in advancing the work of the Council.

### **Value of the Green Cross for Safety Medal to the Honoree**

- **Tangible recognition** among the Council's membership base nationally and internationally from the National Safety Council, a leader in safety advocacy, that the Honoree and its CEO are committed to a culture of safety both within and outside of the organization
- Increased motivation for the Honoree's employees to strive for an even better safety record and uphold the values and culture around your commitment to safety; provide recognition and **show appreciation for top-performing employees**
- **Demonstrated value of safety to your vendors, customers, business partners, communities, and other stakeholders** where your employees work and live – your safety values can be especially highlighted at the prestigious, black-tie award dinner
- Highlight the Honoree's accomplishments and future goals with **a cover story in *Safety & Health Magazine***, the nation's #1 safety publication (*circulation: 86,000*)
- Improved awareness of the Honoree's name and brand(s) and safety-related partnerships, as a **member in an exclusive group** with other safety leaders such as Owens Corning (2014), Exxon Mobil Corporation (2013), The Dow Chemical Company (2012) and Schneider Electric (2011), among others.
- Ongoing recognition opportunities for the Honoree in its company literature and advertising, sales presentations, speeches, web pages, as well as internal and external communications of many sorts; **recurring publicity as a previous recipient** each time a new medal Honoree is recognized.

## **Safety Criteria**

**Safety Data Analysis** - The Council's Research and Statistical Service (RSS) group will conduct this analysis. The nominated company should provide at least the following safety and health data:

- All recordable and lost time incident rates for last five years and, if applicable, for specific industries so proper benchmarking analysis can be done.
- Fatalities, multiple serious cases, or disasters over the last five years. (If applicable, please provide the total employee work hours in each unit where the fatality occurred.)
- Data on other key performance indicators preferably for multiple years.

The NSC RSS group will compare the company data provided to various benchmarks in order to assess the level of achievement. Summary recommendations will be made and concerns, if applicable, will also be raised based on the analysis results.

**Safety Partnerships** - Nominees must demonstrate how they work with partners to magnify the impact their organization is making around the safety of their employees and in the communities where they have operations. Please see questions regarding partnerships in "**Responses from the Nominee**" below.

## **Responses from the Nominee**

Additional details from the nominee are gathered through the following questionnaire. The questionnaire approach allows us to capture more structured and thorough information.

To reflect the purposes and criteria of the Green Cross for Safety medal, the leadership within the nominated organization is asked to answer the following questions:

### **Safety Leadership**

- What are the actions the leaders in your organization take to be actively engaged in safety? Please address systemic approaches as well as personal behaviors and actions.
- How does senior leadership ensure that your safety system is effective and used throughout the organization and reaches into your surrounding community?

### **Safety Culture & Risk Reduction**

- How do you assess your organization's safety culture? Please provide some key performance measures and assessment methods that demonstrate that your company is dedicated to safety both within and outside of your organization.
- What internal processes/investigations are utilized when a fatality or lost-time injury occurs in the workplace?
- How does your organization encourage employees to take safety home or promote safety in the community? What impact have you made on your safety culture through these safety programs or initiatives?

## **Safety Management Systems**

- Who are your partners in safety, and how has your organization's collaboration with these partners help shape your culture of safety? What leadership role has your organization played related to these partnerships?
- Does your organization have any particular past history and/or pending rulings and/or issues regarding your safety operations that may cause a concern?
- Motor vehicle crashes are the #1 cause of workplace fatalities, with an increasing number of these crashes the result of distracted driving. Does your organization have a corporate cell phone policy? If yes, please provide a copy of the policy, along with a summary of the impact it has made on your safety performance and/or culture.
- Prescription drug abuse is the #1 cause of unintentional injury deaths for Americans 25-64. Does your organization work to educate your employees on prescription drug abuse? If yes, please explain how.

### **Candidacy**

- What makes your organization the best candidate to receive the medal?

### **Fundraising Criteria**

The proceeds of the *Green Cross for Safety* dinner benefit the Council's life-saving strategic initiatives, enabling the Council to promote the value of organizations investing in safety on and off the job, educate on the dangers of distracted driving, advocate for education and laws related to teen driving that are proven to save lives, and help employers to recognize and understand the dangers of prescription drug abuse. By increasing its efforts in these areas, the Council will continue to advance in our mission as we work toward the ultimate goal of attaining zero injuries and deaths.

Raising funds through sponsorships helps ensure an awards dinner that allows the Honoree to demonstrate its distinguished safety record. The *Green Cross for Safety* dinner has established a successful 15-year tradition of philanthropy, with a history of the Honoree's business partners enthusiastically paying tribute to the Honoree's accomplishment through dinner sponsorships and donations. Additionally, many of the Council's corporate sponsors and past Honorees renew their financial commitment to the dinner year after year.

Below is a summary of the requested commitment, as well as a model of fundraising expectations, for the *Green Cross for Safety* medal Honoree, in celebration of this prestigious recognition and in support of the life-saving work of the Council:

- As an organization, take a leadership role by committing resources and internal support to raise funds for the Council's goals and priorities
- Make a financial commitment in subsequent years in sponsorship of the dinner (the suggested annual commitment is \$50,000).
- Recruit at least one organization that will commit to financially supporting the dinner at the top sponsorship level (Elite Sponsorship at \$100,000).
- Name an internal liaison to assist in the generation of support, financial and other, through appropriate organizational channels, internal and external.
- Commit to a strategy and assist in the development of dinner and fundraising timelines that meet the needs of both the National Safety Council and Honoree.

The National Safety Council is a 501(c)(3) not-for-profit organization. Donations are deductible to the full extent of IRS regulations.

If you have any questions regarding the criteria for the *Green Cross for Safety* medal, please contact Sandy Wolfrum, Corporate & Community Partnerships Manager, at 630-775-2124 or [GreenCross@nsc.org](mailto:GreenCross@nsc.org). All pieces of the application must be submitted to Sandy Wolfrum by Friday, May 30, 2014 to be considered for selection.