



# Practical Tips

## **CREATING AN INCENTIVE PROGRAM**

Once you have determined your company's safety attitudes, established your safety policies and goals and laid the groundwork for safety training and employee evaluation, it's time to consider the logistics of your safety incentive program.

Consider carefully how you will:

1. Create and distribute promotional materials.
2. Handle program enrollment.
3. Manage the participant database.
4. Conduct participant evaluation.
5. Track awards.
6. Distribute management reports.
7. Gather earnings/tax reporting information as you go.
8. Analyze program results.

And determine well ahead of time:

1. When and how long the program will run.
2. Who is eligible to participate.
3. Whether the program will be conducted at an individual, team, department, or company level.
4. How exactly employees will achieve awards.
5. How they will also be disqualified.

Avoid some common mistakes by:

1. Making sure that you reward individual achievement as well as that of the group. Ignoring an individual's contribution to safety performance can cause hard feelings and will eventually lead to low employee morale.
2. Not inadvertently encouraging employees to hide accidents and injuries. Use the right parameters to define perceived success. As one former chair of the National Transportation Safety Board so aptly put it, "The absence of an accident is not the same as the presence of safety." Make sure that rewards in your program come for measurable proactive behaviors – actions that are part of a problem-solving process such as:



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- The quantity and quality of workplace inspections
- Training meetings and presentations
- Completed tasks of critical work segments
- Involvement on safety teams and attendance at safety meetings
- Completion of Job Safety Analyses
- Compliance with personal protective equipment requirements
- Accuracy and completeness of lockout records
- Personal contact between supervisors and employees

In other words, make sure that you reward the active involvement of all personnel and what it is that they do to actively increase safety in the workplace.

## Selecting the Right Recognition

Before you start shopping for all the great stuff that your employees can win, here are a few last tips:

1. Seek the advice of an expert award distributor. They can help you choose the most popular and cost effective prizes.
2. Offer a wide variety of gifts.
3. Select merchandise with trusted, brand name recognition.
4. For on-going programs, make sure that the merchandise you select has continuity.
5. Make sure that awards can be delivered in a timely manner.

## Making a Big Deal Out of It!

To promote the program, use a strong promotion campaign that may include:

- Teasers
- Special announcement meetings
- Weekly team meetings where the safety message is enforced
- Posters
- Qualification mailers to participants who are meeting or are close to meeting safety goals
- Congratulatory letter



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## How Did It Work?

Once the program is up and running, the employees are all participating and the results are starting to show, it's time to evaluate how well it's all actually working.

Ask the following questions:

How Has it Affected Safety Performance?

1. Were goals made clear to everyone?
2. Was adequate training provided to realistically meet those goals?
3. Was there active participation at all levels?
4. Did participants receive written and verbal feedback?
5. Did measurable safety indicators improve?
6. Did the program meet/exceed expectations?

For information on National Safety Council Award programs, contact Customer Relations at 800.621.7619.