

NSC AWARDS



Green Cross for Safety

an **nsc** award

Advocate

Excellence

Innovation

2021

FREQUENTLY ASKED QUESTIONS

APPLICATION INSIGHTS



What are the Green Cross for Safety® Awards?

The National Safety Council recognizes outstanding advances in safety throughout the year through a variety of award programs – among the most prestigious are the Green Cross for Safety® Awards. Nominees and recipients demonstrate alignment with the NSC mission of saving lives from the workplace to anyplace.

NSC has organized its work around three practice areas - Workplace Safety, Roadway Safety and Impairment & Emerging Issues. New this year, we are asking applicants to choose which practice area is most closely aligned with your program or project.

The NSC Green Cross for Safety Awards honors three types of achievement each year: Safety Advocate, Safety Excellence and Safety Innovation.

Green Cross for Safety - Advocate

This award recognizes a community partnership, program, individual or coalition that has made a significant impact on a safety issue by advocating for proven or promising practices to raise awareness or change policy to prevent further injuries and deaths.

Nominations for Safety Advocate should have:

- Focused on change in one key area of safety
- Advocated for the use of evidence-based practices in their sphere of influence. If working with a promising practice, nominee should have helped evaluate the practice's effectiveness.
- Succeeded in influencing change, such as changing legislation or behavior
- Planned for future advocacy in the chosen area
- Recognized its transferability and planned steps to share with others

Green Cross for Safety - Excellence

This award recognizes a corporation, coalition or organization that was relentless in its pursuit of safety

Nominees in Safety Excellence should have:

- Identified an obstacle to eliminating preventable deaths or injuries
- Developed a solution to the problem identified
- Implemented the solution with significant measurable results
- Evaluated the solution and planned next steps
- Recognized its value to the safety community and planned steps to share with others

Green Cross for Safety - Innovation

This award recognizes a researcher, corporation or organization that has achieved success addressing a long-held challenge in safety with a new or novel approach.

Nominees in Safety Innovation should have:

- Identified a long-held obstacle to eliminating preventable injuries or deaths
- Developed a transformative approach to the problem identified
- Reviewed, researched or implemented the solution with significant measurable results
- Evaluated lessons learned and made recommendations for next steps for the approach
- Recognized its value to the safety community and planned steps to share with others

My safety initiative already received recognition from the National Safety Council or another entity. Should I still apply for a Green Cross for Safety Award?

Yes. If the program fits within the outlined criteria, please apply for a Green Cross for Safety Award regardless of other recognition received. However, the National Safety Council will not consider programs already recognized as Green Cross for Safety Award finalists in previous years.

Does the nominee or nominator have to be a member of the National Safety Council?

No, membership with the National Safety Council is not required. Any corporation, organization, coalition or individual is eligible to apply for a Green Cross for Safety award. Membership status or investment in the National Safety Council is not shared with the review committee.

Is there a fee to apply?

There are no fees to apply for the Green Cross for Safety Awards. The Green Cross for Safety Award Celebration is a fundraiser and sponsorships are always welcome, but there is no fundraising expectation of finalists or winners. To learn more about sponsorship opportunities, please visit greencross.nsc.org.

My company is private about its processes. Will confidential information be honored?

Descriptions of results are sent to finalists for review prior to publishing, primarily to accommodate confidentiality requests. Though not all details need to be shared widely, semifinalists, finalists and certain unrecognized applicants are encouraged to share their success through the National Safety Council channels. If you are not ready to share your success with others who may benefit from your work, please do not submit a Green Cross for Safety Award application.

Are companies, organizations or individuals outside the United States eligible for a Green Cross for Safety award?

Yes, companies, organizations and individuals outside of the United States are eligible to apply. Only submissions submitted in English will be considered.

How and when will the winners be notified?

The National Safety Council will announce semifinalists in April and finalists in August via press release and on the National Safety Council website.



Winners are announced each year at a special celebration. All finalists are encouraged to attend, as winners are not notified prior to the event.

NOMINATION PROCESS

What information do you need for a submission?

The submission form looks for details of your program. All applicants are asked to provide a detailed description of the problem(s) they were trying to address, the process used to address the problem, results and how they were measured, and the plans for the program moving forward.

Those who apply for the Innovation Award will also need to demonstrate how the solution is transformational, the long-standing barriers to this safety problem, and how the approach is unique.

Advocate applicants will need to describe their audience and the reach, a description of the measure of success and next steps.

How and when are submissions accepted?

The National Safety Council will begin accepting nominations via an online nomination November 2020 through February 2021. Specific dates are available at greencross.nsc.org. No paper or emailed submissions are accepted.

Can I submit a nomination in more than one award category for the same initiative?

One nomination per initiative per year is permitted. No combined nominations are accepted. Please note: the National Safety Council may choose to move applications from one category to another. This will not affect the ability to be recognized as a winner.

Our organization has a number of programs that would qualify – can I submit more than one nomination?

Yes, you are welcome to submit any number of nominations. The National Safety Council will only recognize one submission per company as a finalist.

I am submitting a collaborative effort. Does each entity have to submit its own nomination?

No, only one nomination should be submitted per initiative.

Is there a time limit on when the safety measure was implemented to be eligible for one of these awards? For example, if it was implemented more than three years ago, is it still eligible for an award?

The data submitted must show current impact, within the last year, regardless of when the original initiative was launched. The safety initiative must be relevant and address a safety challenge in society today.

If I submitted a nomination and want to add more documentation, can I resubmit?

As a courtesy, if you need to add more information following submission, National Safety Council staff may re-open your submission provided the submission deadline has not passed. You will be responsible for resubmitting the nomination. Resubmission is required for review and must be completed by the applicant.

Once the submission deadline has passed, all nominations are considered final and ready for review. Only complete submissions will be considered.

Please take time to complete your nomination and provide your supporting documentation with your submission. Submit questions to greencross.nsc.org.

I am having trouble using the online form. Who do I contact?

Email greencross@nsc.org with **Technical Assistance Request** in the subject line.

JUDGING PROCESS

How will my nomination be judged and by whom?

All submissions will undergo a technical and media review by National Safety Council staff. The Green Cross Review Committee will consider the top submissions in each award category. This committee is composed of individuals representing all disciplines of safety, including business leaders, safety advocates, researchers and subject matter expert volunteers.

If I have additional questions, can I contact the National Safety Council office?

Please email your questions to greencross@nsc.org.

The information below will help you prepare your application. Applicants should answer every element in each section in narrative form, thoroughly describing each component as requested.

What problem was the safety initiative trying to solve?

- Word limit: 250 words

Describe your safety project/program. Tell your story in detail from program development through implementation. Clearly identify:

- How you developed your project/program
- How your project/program addresses the identified problem
- What steps you took to implement the program
- If changes were made to an existing program, how were the program changes rolled out?
- Word limit: 500 words

Describe the results of your program. How did your program improve your identified problem?

What changes, attributable to your program, did you see? Use specific, numeric results when available.

- What were you trying to achieve with your program?
- What were the results of your program and how did you measure success? Please provide specific objectives and metrics.
- What adjustments to the program did you need to make during the period described?
- Did you need to adjust your expectations along the way? Why or why not?
- Were there financial benefits? If so, please include a discussion on financial return on investment or a cost-benefit analysis of the program or intervention.
- Were you able to identify other benefits, such as new partnerships or pleasant surprises? Please include them here.
- Word limit: 750 words

What obstacles did you need to overcome during this program?

- How did you gain support for the program and overcome these obstacles?
- What impact did these obstacles have on the program?
- Word limit: 500 words

What are your future goals for this program?

- Do you expect to expand the reach of this program? In what ways?
- How do you expect your program to change in the future?
- Have you identified ways the program can continue to improve?
- How will you continue to monitor the program and measure your successes?
- Word limit: 500 words

Can others easily replicate this program? If not, are there lessons learned from this program that can inform others' safety initiatives?

- Word limit: 500 words

For applicants in the Innovation category:

What were the obstacles or barriers to solving this problem in the past and what differentiates your approach?

How has your approach been validated by external parties? For example, were you able to secure a patent on a product, receive other innovation awards for the solution, or was the work published in a peer-reviewed journal?

What further actions need to be taken to address this safety issue?

For applicants in the Safety Advocate category:

Please describe the audience you were trying to reach and the level of your success in doing so. Be specific – if working in one state or county, the geographic areas you operated in; if working on national change, please identify regions in which you focused and how you reached a national audience.



To learn more about the award application process and how your company can align its brand with NSC by supporting the **Green Cross for Safety awards celebration**, please visit greencross.nsc.org.