

# Create Your Own Campaign

## Prevent Slip and Fall Injuries with Education and Friendly Competition

You can help employees put their best foot forward by increasing their awareness about slip and fall prevention. One way to do so is to create an internal slip and fall prevention campaign or contest, engaging the help of existing safety committees, health and wellness teams and by soliciting ideas from employees.

### Campaign Design

A campaign is a good way of communicating slip and fall prevention information to employees on a regular basis all winter long. Use suggestions from your safety committees and employees to create and distribute periodic safety reminders and updates via email, table tents, posters and other creative means to keep slip and fall prevention top of mind. Other key things to keep in mind include:

- Develop a list of themes and a timeline for release.
- Use your company's intranet and email to promote your ideas to your team.
- Be sure to include useful information, such as slip and fall exposures and the ways to avoid injuries.
- Help employees choose the right type of footwear for winter conditions.
- Create a list of safety tips to share with employees during the winter.

### Campaign Components

#### Custom Posters and Table Tents

To spread awareness visually, it's a great idea to develop slip and fall prevention posters and table tents that can be used in break rooms and cafeterias. These can address, among other things, hazards unique to your facility, work environment or job tasks.

In creating the posters, we suggest taking digital photos of your parking lot, steps, sidewalks, entrances, and employees performing work, and use them to make custom posters and table tent cards that can be changed on a regular basis to keep them applicable to your specific property and work environment. Of course, if there are hurdles that prevent you from creating your own, please refer to our S.A.F.E. campaign topics to print or order the posters and table tents we've created for your use.

#### Safety Contests, Events and Quizzes

Finding a fun way of creating employee awareness about slip and fall exposures can make your campaign that much more successful in preventing injuries. Contests held occasionally keep fall prevention measures top of mind and give your safety efforts better traction throughout the winter months.

#### Here are a few examples:

- A safety team member is stationed at the front entrance in the morning and provides raffle tickets to employees wearing appropriate winter footwear. Conduct the raffle drawing around lunchtime and award a small prize.
- Send an email out to all employees asking for their ideas for preventing slip and fall injuries — give the author of the best idea a gift certificate.
- Send out weekly emails with safety quizzes — the first correct reply will win a prize.
- Have employees submit ideas for custom slip and fall posters or table tents.

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## Slip and Fall Prevention Tips

Here's a list of safety tips and suggestions to help your team get started with their own campaign. Take these safety tips and transform them into emails, posters and other awareness tools. Be creative and have fun:

- **Accident Fund's website:** Visit our website periodically for updates on our S.A.F.E. campaign. Here you can also download tip sheets, posters and table tents related to snow and ice removal procedures, weather advisories, salting and surface treatments, proper winter footwear and housekeeping. Be sure to take advantage of the safety training resources, such as a library of videos and online courses, also available on our site.
- **Footwear:** Employees should wear substantial footwear, such as boots with lug soles. Work shoes or dress shoes should be carried separately to the building. Avoid wearing cowboy boots, high heels and other footwear with insufficient contact surface. If employees are going to be walking on ice, consider using slip-on ice cleats, which will provide even more traction.
- **Winter weather preparedness:** Have a plan in place to monitor winter weather conditions via local TV and radio stations, weather radios, smartphone applications and computer websites, widgets or screen savers.
- **Snow and ice removal procedures and equipment:** Have written procedures in place to promptly remove snow and ice from parking lots, walkways and steps. Provide snow blowers, salt, sand and all equipment necessary for employees to effectively control snow and ice. Barrels containing salt or sand should be placed in strategic areas throughout parking lots and walkways to be utilized as needed.
- **Signs and barriers:** Use signs at exits to warn employees of the conditions outside. Use warning devices in the parking lots, such as orange cones, flashing yellow lights or signs to notify employees of unsafe conditions. Use barriers to prevent employees from walking in areas that have not been cleared and provide signs and barriers to warn employees of areas unsafe for passage.
- **Entrances/wet floors:** Provide rugs, non-skid surfaces and warning signs at indoor walkways, steps and ramps where water is tracked in. These areas should be monitored regularly and kept as clean and dry as possible.
- **Inspections:** Conduct inspections regularly to monitor conditions outdoors and the effectiveness of snow removal procedures by designated employees or contractors. Monitor the parking lot, steps and sidewalks for changing weather conditions, and inspect outdoor lighting systems periodically.
- **Walk slowly and deliberately:** Take slow, small steps keeping your feet about shoulder-width apart. Go slow on ice and snow.



- **Take the best route:** Follow the clearest route to your entrance, even if it's not the most direct. Obey posted signs and follow designated pathways.
- **Avoid carrying items:** Keep your hands empty so that your arms are free to move for stabilization — use bags or backpacks if needed. Drop off heavier loads near the door to avoid carrying them a long distance. If you must carry something, use a rolling cart, and keep loads small and balanced.
- **Meetings:** Hold weekly safety meetings to discuss safety slip and fall ideas and concerns.
- **Trucking or delivery:** Meet with drivers or service crews and communicate slip and fall prevention before they're dispatched.
- **Check stuffers:** Add safety information as check stuffers, if applicable, especially for staff who don't normally come into the office.
- **Designated walkways:** Remind employees to stay in designated walkways when going from one building to the next or to the parking lot.
- **Prepare to fall:** Educate staff on the best and worst ways to brace yourself after a fall.
- **Black ice:** Stay informed about the potential for black ice formation after melting occurs.
- **High heels:** Office staff should wear shoes or boots with good traction and then change into dress shoes after arriving. Avoid wearing high heels outdoors.
- **Walk slowly:** Change your gait when walking on a slippery area.

