World Day for Safety and Health at Work

2016 REPORT
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Overview
Between 25 and 33 percent of global crashes are work-related and 36 percent of occupational deaths worldwide are due to road crashes. In the United States alone, employers incur costs of USD $60 billion a year due to road traffic collisions. With these staggering numbers, Together for Safer Roads (TSR) is committed to creating a measurable and sustainable impact in road safety by leveraging member companies’ collective intellectual capital and expertise to advance best practices for companies and their fleets.

World Day for Safety and Health at Work is held every year on April 28. In 2016, TSR took its recognition of World Safety Day one step further; rather than celebrating one day, TSR devoted an entire week to raising awareness around safe driving practices at work.

In addition, TSR released its report “Advancing Road Safety Best Practices for Companies and Their Fleets: Guidelines for Developing and Managing Transportation Programs” in conjunction with World Safety Day. The report outlines practices that companies can use to keep employees, partners, and contractors safe on the world’s roads, as well as minimize costs. TSR member companies, who have implemented and analyzed the efficacy of these practices, established these guidelines to help others develop and manage successful transportation programs.

This year marked the second year TSR participated in World Safety Day. With the help of its member companies, and engagement from executives and celebrities, TSR’s goal was to double the 500,000 individuals it engaged in World Safety Day the year before, encouraging and educating safe driving practices among company employees, vendors, contractors, and their family and friends.

This year, all member companies and TSR utilized a variety of channels to promote World Safety Day, but social media played a particularly important role, providing a cost-effective and accessible avenue for engaging audiences to make roads safer for all road users.

Each day, TSR and its members dedicated activities toward a different road safety topic:
- Don’t text and drive
- Buckle your seat belt
- Respect speed limits
- Don’t drink and drive
- Perform vehicle inspections
The following summarizes TSR’s collective World Safety Day activities and success in helping build a world where roads are safer for all people.

**Results**

**Member Companies**
The following summarizes each member company’s engagement during World Safety Day 2016.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Member Company</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AB InBev</td>
</tr>
<tr>
<td>Town Halls</td>
<td>●</td>
</tr>
<tr>
<td>Safety Trainings</td>
<td></td>
</tr>
<tr>
<td>Environmental Branding and Communications</td>
<td>●</td>
</tr>
<tr>
<td>Best Practices Report Dissemination</td>
<td>●</td>
</tr>
</tbody>
</table>

Together, member companies engaged people across the following 45 countries:

- Argentina
- Australia
- Bahrain
- Belgium
- Bolivia
- Brazil
- Canada
- Chile
- China
- Colombia
- Czech Republic
- Dominican Republic
- Ecuador
- France
- Germany
- India
- Iran
- Italy
- Japan
- Korea
- Malaysia
- Mexico
- Myanmar
- Netherlands
- New Zealand
- Panama
- Paraguay
- Peru
- Philippines
- Poland
- Portugal
- Qatar
- Russia
- Saudi Arabia
- Singapore
- South Africa
- Slovakia
- Spain
- Sri Lanka
- Switzerland
- Thailand
- Uganda
- United Kingdom
- United States
- Vietnam
AB InBev
AB InBev engaged employees worldwide through several different outreach and communications measures, including:

- A personalized video message from AB InBev CEO Carlos Brito
- A pledge banner signed by company employees in various locations
- Signs and reminders throughout regional offices
- Posts and updates across social media channels

AIG
AIG made great efforts to engage its international employees, hosting road safety engagement activities in all of its global locations. This included a webcast that was shared with employees about AIG’s efforts to improve road safety, internal communications regarding fleet best practices, the TSR Best Practices Report, and information about AIG’s participation in TSR.

AIG employed its sponsored international rugby team, the New Zealand All Blacks, to promote AIG’s efforts toward road safety and encourage their fans to take the company’s road safety pledge. This video was uploaded to YouTube and shared across AIG’s social media channels.

As a global company, AIG had the opportunity to engage international communities in which it has a presence, including Sao Paulo, Brazil, one of TSR’s Safer Roads Challenge locations taking part in TSR’s local demonstration project initiative. In Sao Paulo, AIG held road safety education events at two primary schools, engaging 370 students, and included activities such as a road circuit, interactive booklets, and cardboard cars and bikes for children to play and learn basic rules of traffic. The activity proposes a playful, interactive, and easy way to teach children about safe road behaviors.

AIG was also active on social media, and the company’s CEO, Peter Hancock, wrote and posted an article, Driving Toward Safer Roads, on LinkedIn, which garnered 1,513 views, including 126 likes. The article highlighted AIG’s involvement in TSR, as well as linked to TSR’s Best Practices Report.
For one week after World Safety Day, from April 28-May 5, AIG posted across social media channels, including:

- 5 LinkedIn posts, garnering 779,122 impressions and 906 interactions
- 2 Facebook posts, garnering 3,088 impressions and 19 interactions
- 3 Twitter posts, garnering 17,295 impressions and 15 interactions

Finally, based partially off of the TSR road safety pledge, AIG created its own road safety pledge, which it promoted within all of its outreach materials, encouraging signers to be safer road users and sign up to learn more about AIG’s road safety initiatives.

**AT&T**

AT&T participated in World Safety Day mainly through its internal and external communications channels, including its employee intranet, daily newsletter, and social media channels, as well as its employee resource guide.

One of AT&T’s premier initiatives is the *It Can Wait campaign*, which was promoted in conjunction with World Safety Day. As a major initiative for AT&T, World Safety Day was an opportunity for the *It Can Wait* campaign to cross-promote one of TSR’s important road safety topics, calling for drivers to never text and drive, the main tenant of the *It Can Wait* campaign.

AT&T focused on educating managers and employees, both separately and together, in different messages shared through the company’s internal communications channels. Messages about AT&T’s involvement in World Safety Day were sent out to all of AT&T’s 243,000+ employees, 75,000 of whom also received communications regarding the collaboration between TSR’s efforts toward road safety and the *It Can Wait* campaign.

**iHeartMedia**

iHeartMedia produced and recorded two radio spots that ran on several of its radio stations from April 28 to May 5, 2016. The media ads garnered 1.92 million impressions.

The radio spots focused on two separate aspects of road safety, and two of the focus areas for this year’s World Safety Day: distracted driving and driving under the influence.

The first spot for distracted driving featured three children explaining the importance of road safety and crossing busy streets for both pedestrians and drivers. It encouraged drivers to keep their eyes on the road and avoid distractions, such as checking their phones while driving.
The second spot used the arrival of summer to highlight the dangers of impaired driving, especially with the frequency of beach outings and barbeques.

A transcription, as well as an audio link of the two radio spots, can be found in Appendix I.

**Ryder**

Ryder recognized World Safety Day by promoting it within the company and arranging for employees to sign a pledge, starting with executive leadership. Ryder’s CEO Robert Sanchez released a letter and video to the company’s 33,000 employees, and created a photo competition of employees signing their safe driving pledge. More than 66 employees participated, with the $150 prize awarded to Ryder’s Transportation Management Center (TMC) employees in Ft. Worth, Texas.

Additionally, Ryder created its own road safety pledge for World Safety Day that encourages all employees to be safer drivers, both at and away from work. Ten Ryder executives, including CEO Robert Sanchez, encouraged employees to sign the pledge by making a point to share their own signed pledges.

Ryder was also actively involved in external communications across social media, both in the U.S. and abroad, and released a press release announcing its World Safety Day efforts.

Ryder also incorporated Take Your Child to Work Day in its World Safety Day promotions, and included engagement activities for kids, including Ryder’s own version of the pledge for young drivers.

**Walmart**

Walmart approached its promotion of World Safety Day by engaging regional locations and conducting events specific to those areas. The company also focused much of its efforts on Walmart’s truck drivers – its primary audience for World Safety Day.

Each region was responsible for implementing its own initiatives around World Safety Day. Their efforts were diverse and engaged employees, community members, families, students, and local law enforcement.
The initiatives and events that took place included:

- Safety trainings
- Driver simulations
- Posting flyers in breakrooms
- Safety inspection walk-throughs with whole fleet staff
- Audio messages broadcasted to drivers through truck radios
- Displays, such as vehicles that had been in collisions and empty chairs in driver breakrooms
- Cookouts for associates
- Engagement with local police and public safety forces
- Events at schools and engagement with students about safe driving practices
- Banners, signs, tip sheets, and other external communications materials
- Giveaways, such as Life Savers candy and wristbands, to promote safe driving awareness

**TSR Activities**

TSR worked alongside member companies to promote World Safety Day, with complementary activities, including the TSR website launch, the Best Practices Report release, and social media outreach.

**TSR Website**

To coincide with World Safety Day, TSR redesigned and relaunched its website on April 28. The [website](#) offers visitors a better user experience, provides access to resources and materials, and highlights the work of its member companies in promoting road safety.

From April 25 to May 8, the website received 2,000+ unique visitors and 6,000+ page views, with nearly half of those page views on World Safety Day itself. The majority of website visitors were from the U.S., but the additional top locations were Mexico, China, Argentina, and Brazil. This geographic reach is significant because those countries are the locations and potential partnerships for TSR’s Safer Roads Challenges.
The pledge page, detailed on page 10, was the second-highest visited page on the website, with 600+ unique visitors.

**Best Practices Report**

With the Best Practices Report release, TSR shared a press release and conducted media outreach. Due to these efforts, the Best Practices Report received three media hits in the following trade outlets:

- **Fleet News Daily** – 1,552 impressions
- **Automotive Fleet** – 1,390 impressions
- **Big Rigs** – 453 impressions

The Best Practices Report was also made available on the TSR website at the time of the site’s launch. During the week of World Safety Day, the 14 Steps to Advance Road Safety infographic (pictured left) summarized the major points of the report. In addition, TSR published “**5 Tips to be a Safe Road User**” on its blog, which was promoted via TSR’s social media channels.

### Social Media Campaigns

TSR focused its social media outreach on a different road safety topic each day during the week of World Safety Day. The topics and their corresponding days were:

- **Don’t text and drive** – Monday, April 25
- **Buckle your seat belt** – Tuesday, April 26
- **Respect speed limits** – Wednesday, April 27
- **Don’t drink and drive** – Thursday, April 28
- **Perform vehicle inspections** – Friday, April 29

Social media efforts drove more attention to new audiences for TSR, garnering the following:

- **Facebook** – 5 posts, 21 new page likes, 7,000+ impressions, and 100+ engagements
- **Twitter** – 5 tweets, 23 new followers, 48,000+ impressions, and 300+ engagements
- **LinkedIn** – 2 posts, 500+ impressions, 18 clicks, and four interactions
- **YouTube** – 1 video, 3,000+ views
The following Facebook post and tweet garnered the highest engagement rates:

Top performing Facebook post – Engagement rate 14.47%

Top performing Twitter post – Engagement rate 1.16%

Further details on the posts and their engagement results can be found in Appendix II.

**TSR Road Safety Pledge**

All activities conducted by member companies drove audiences to pledge to be a safer driver on the TSR website. The pledge was signed by nearly 200 people, both inside and outside of TSR, during the week of World Day for Safety and Health at Work.

The pledge was signed by employees from eight member companies, including:

- AB InBev
- AIG
- AT&T
- Chevron
- Republic
- Facebook
- Ryder
- Walmart

These employees were located in 13 countries, including:

- Argentina
- Australia
- Belgium
- Bolivia
- Brazil

TSR’s Road Safety Pledge
• China
• India
• Mexico
• Paraguay
• Peru
• The United Kingdom
• The United States
• Vietnam

Conclusion
The 2016 World Day for Safety and Health at Work was a success for TSR. The coalition doubled its engagement from 2015, from 500,000 people to more than 1 million, both in person and through online engagement.

TSR intends to continue participating in World Safety Day annually, with the goal of doubling engagement in 2017.
Appendix I: iHeartMedia World Safety Day Radio Spots

Spot 1: Two girls and one boy, around the ages of 7-9. One adult, female.
   Background Music: Airy, pensive, forward-moving
   CHILD #1 Voice Over: Look both ways.
   CHILD #2 VO: Cross at the crosswalk.
   CHILD #3 VO: Hold mom’s hand.
   ADULT VO: There’s plenty of advice for kids, but road safety is a two-way street. Traffic collisions are a leading cause of death globally, and without intervention are expected to get worse. So, what can you do to prevent the unthinkable?
   ALL 3 CHILDREN IN UNISON VO: Keep your eyes on the road and your phone in your pocket!
   ADULT VO: Pledge your commitment to safe driving at together-for-safer-roads-dot-org-slash-pledge. Brought to you by Together for Safer Roads: Companies driven to save lives.

Listen to the spot here.

Spot 2: VO male, age within 30s.
   BG MUSIC: Upbeat, cheerful
   VO: (In the style of a movie trailer announcer) This summer, get ready for sun, sandals, surf, and—
   Sound Effect: Record scratching/music stops
   VO: reckless endangerment?
   BG MUSIC: Thoughtful, pleasant
   VO: If you’re going to drink this summer, think ahead: designate a sober driver and leave your keys at home. Because when you drink and drive, yours isn’t the only life at risk.
   Pledge your commitment to safe driving at together-for-safer-roads-dot-org-slash-pledge.
   Brought to you by Together for Safer Roads: Companies driven to save lives.

Listen to the spot here.
### Appendix II: Social Media Engagement Results

#### Twitter Posts Engagement

<table>
<thead>
<tr>
<th>Tweet</th>
<th>Impressions</th>
<th>Engagements</th>
<th>Engagement Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Tweet 1 Image" /> Stay alert, stay alive: Join us in being a safer road user. #ICanCvisit #WorldSafetyDay bit.ly/231puea</td>
<td>51,024</td>
<td>85</td>
<td>0.17%</td>
</tr>
<tr>
<td><img src="image2" alt="Tweet 2 Image" /> Don't text and drive</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><img src="image3" alt="Tweet 3 Image" /> Buckle your seat belt</td>
<td>3,561</td>
<td>17</td>
<td>0.48%</td>
</tr>
<tr>
<td><img src="image4" alt="Tweet 4 Image" /> Join us in slowing down today &amp; every day. #WorldSafetyDay #DriveSafe bit.ly/3jULm</td>
<td>948</td>
<td>11</td>
<td>1.16%</td>
</tr>
<tr>
<td><img src="image5" alt="Tweet 5 Image" /> Road safety starts from the top &amp; engages every employee &amp; partner.</td>
<td>6,787</td>
<td>28</td>
<td>0.41%</td>
</tr>
</tbody>
</table>

*Click on the image to link to the post*
<table>
<thead>
<tr>
<th>Post Description</th>
<th>Impressions</th>
<th>Engagements</th>
<th>Engagement Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t drink and drive</td>
<td>461</td>
<td>3</td>
<td>0.65%</td>
</tr>
<tr>
<td>9,199</td>
<td>19</td>
<td>0.21%</td>
<td></td>
</tr>
<tr>
<td>Facebook Posts Engagement</td>
<td>Click on the image to link to the post</td>
<td></td>
<td></td>
</tr>
<tr>
<td>483</td>
<td>18</td>
<td>3.73%</td>
<td></td>
</tr>
<tr>
<td>Buckle your seat belt</td>
<td>202</td>
<td>18</td>
<td>8.91%</td>
</tr>
<tr>
<td>161</td>
<td>8</td>
<td>4.97%</td>
<td></td>
</tr>
<tr>
<td>Post Description</td>
<td>Likes</td>
<td>Comments</td>
<td>Engagement Rate</td>
</tr>
<tr>
<td>------------------</td>
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</tr>
<tr>
<td>235</td>
<td>34</td>
<td>14.47%</td>
<td></td>
</tr>
<tr>
<td>109</td>
<td>13</td>
<td>11.92%</td>
<td></td>
</tr>
<tr>
<td>119</td>
<td>11</td>
<td>9.24%</td>
<td></td>
</tr>
<tr>
<td>1,069</td>
<td>41</td>
<td>3.84%</td>
<td></td>
</tr>
</tbody>
</table>
### LinkedIn Posts Engagement
Click on the image to link to the post

<table>
<thead>
<tr>
<th>Post</th>
<th>Impressions</th>
<th>Engagements</th>
<th>Engagement Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="LinkedIn Post 1" /></td>
<td>261</td>
<td>12</td>
<td>4.60%</td>
</tr>
<tr>
<td><img src="image2.png" alt="LinkedIn Post 2" /></td>
<td>61</td>
<td>2</td>
<td>3.25%</td>
</tr>
</tbody>
</table>

### YouTube Video Engagement
Click on the image to link to the post

<table>
<thead>
<tr>
<th>Video</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image3.png" alt="YouTube Video" /></td>
<td>3,442</td>
</tr>
</tbody>
</table>

**TOGETHER FOR SAFER ROADS**

**TOGETHER FOR SAFER ROADS**

Companies, organizations, and individuals drive the commitment to safer roads. Together, we can make a difference! Learn more at www.togetherforsaferroads.org/pledge.

Visit www.togetherforsaferroads.org/pledge to pledge to drive safe.
Appendix III: Social Media Graphics

Don’t text and drive

Let’s drive change. Take the pledge at togetherforsaferroads.org

Don’t drink and drive

Let’s drive change. Take the pledge at togetherforsaferroads.org

Advancing Road Safety Best Practices for Companies and Their Fleets
GUIDELINES FOR DEVELOPING AND MANAGING TRANSPORTATION PROGRAMS
Buckle your seat belt

Let’s drive change. Take the pledge at togetherforsaferroads.org

Respect speed limits

Let’s drive change. Take the pledge at togetherforsaferroads.org