



HOW MILTON CAT REDUCED INJURIES BY 40% THROUGH SAFETY ENGAGEMENT

Milton CAT partnered with All Star Incentive Marketing® to develop “Safety Above All” — a structured recognition and engagement program designed to strengthen workplace safety culture through ongoing participation, accountability, and measurable reinforcement.

By connecting recognition directly to proactive safety behaviors, Milton CAT improved employee engagement, increased visibility into participation, and achieved meaningful reductions in workplace injuries.

THE CHALLENGE

Milton CAT had a strong commitment to workplace safety — but lacked the structure, visibility, and consistency needed to drive measurable engagement across all locations.

Key Challenges Included:

- Inconsistent and manual recognition processes
- No formal system for rewarding proactive safety behaviors
- Limited visibility into employee participation and engagement
- Over-reliance on a single safety metric (RIF)
- Minimal reinforcement of training and ongoing safety initiatives

RESULTS SNAPSHOT



40%+
REDUCTION
in Recordable Injury
Frequency Rate



85%
MONTHLY
EMPLOYEE
ENGAGEMENT



600-700
MONTHLY
ACTIVE
PARTICIPANTS



We had no visibility into safety recognition or engagement — and no way to measure success beyond injury rates.”

- Keith Barrows

Corporate EHS Director, Milton CAT

THE STRATEGY: 3 PILLARS OF ENGAGEMENT

RECOGNITION

- Monthly points for “Above & Beyond” actions
- Peer and manager recognition opportunities
- Positive reinforcement tied to proactive behaviors

REINFORCEMENT

- Consistent communication and participation touch points
- Monthly quizzes and safety pledges
- Surveys to gather employee feedback

VISIBILITY

- Real-time reporting and participation tracking
- Improved visibility into engagement activity
- Clear connection between behaviors and outcomes

HOW THE PROGRAM WORKS



EARN

- Employees earn points for demonstrating safe behaviors
- Practicing safe work habits
 - Completing quizzes, surveys, and pledges
 - Reporting hazards/near misses



ENGAGE

- Employees actively engage in program activities.
- Participate in safety committees
 - Be recognized for proactive actions



RECOGNIZE

- Recognition reinforces positive behaviors and builds a strong safety culture.
- Receive “Above & Beyond” recognition
 - Celebrate safe behaviors



REDEEM

- Points can be redeemed for a wide range of rewards that drive meaning and motivation.
- Merchandise
 - Travel
 - Experiences and more

THE RESULTS

The “Safety Above All” program has delivered measurable impact every year since launch — strengthening engagement, reinforcing safe behaviors, and improving workplace performance across the organization.



A STRONGER SAFETY CULTURE

- **40% reduction** in recordable injury frequency rate (lowest in companies’ history)
- **85%** safety sensitive employees log into recognition platform monthly
- **600-700** participants actively engaged in monthly safety activities
- Strong safety committee involvement
- Proactive near-miss reporting
- Exemplary PPE compliance

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The program provided much-needed visibility into safety investments and employee engagement, enabling the company to measure progress effectively.

KEITH BARROWS

Corporate EHS Director, Milton CAT

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WHAT HAPPENED NEXT

Following the success of the Safety Above All initiative, Milton CAT expanded the platform into a broader Total Rewards strategy.



**YEARS OF SERVICE
RECOGNITION**



**WELLNESS
INITIATIVES**

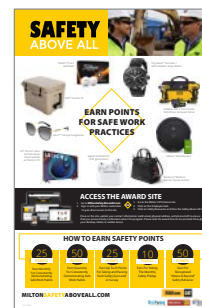


**SPOT RECOGNITION
PROGRAMS**

What began as a safety initiative evolved into a broader employee recognition strategy focused on culture, performance, and long-term engagement.

PROGRAM IN ACTION

The program combines recognition, communication, engagement activities, and reward experiences to create a consistent and measurable safety culture across Milton CAT locations.



THE IMPACT

By aligning recognition with proactive safety behaviors, Milton CAT transformed its approach from reactive tracking to measurable engagement.

The result is a stronger, more sustainable culture of safety — where employees are motivated, recognized, and actively contributing to safer workplaces every day.

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