



The Power of Engagement

Safety Above All - Case Study

Milton



Recordable Injury
Frequency Rate
dropped by
more than **40%!**

Overview

Milton CAT, a prominent Caterpillar dealership in the Northeastern United States, struggled to maintain consistent safety practices and meet companywide safety goals across its locations. To tackle these issues, the company implemented a comprehensive safety recognition and rewards program built by All Star Incentive Marketing® aimed at boosting safety awareness, reducing incidents, and fostering a strong safety culture among employees.

Challenges

Before designing the program, Milton CAT assessed its safety efforts, identifying several key obstacles:

- Inconsistent and manual safety recognition processes
- No formal system for rewarding performance and proactive safety measures
- Varied and sporadic award types without a clear budget
- Lack of real-time tracking for employee and manager engagement
- Limited visibility into the effectiveness of safety initiatives
- Focus on a single metric (Recordable Injury Frequency Rate) with few supporting indicators
- Limited training reinforcement and retention

Solution

Milton CAT partnered with All Star Incentive Marketing to create the “Safety Above All” program, incorporating several key components:

Custom Award Site: A user-friendly website for safety communications, accessible on any device without needing a special app.

Above & Beyond Recognition: Managers receive monthly points that they can use to reward employees for exceptional safety behaviors, such as reporting & mitigating hazards and joining a safety committee.

Consistent Recognition: Recognizing and rewarding “star” safety performers is crucial. The program acknowledges all workers for safe practices, training completion, and PPE compliance, offering bonus points for safety pledges.

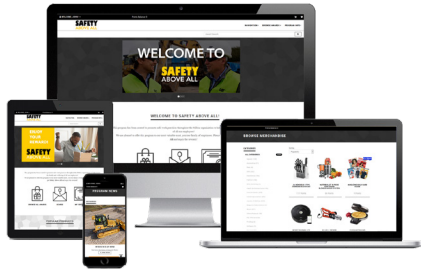
Training Reinforcement: Monthly quizzes on safety topics help reinforce training and reward knowledge retention. Bonus points are available to employees who complete periodic surveys rating the dealerships safety performance and making safety improvement suggestions.

Award Catalog: Participants can redeem points for a huge variety of brand-name merchandise, event tickets, and travel awards. Hundreds have even chosen to share their achievements by sharing pictures of themselves, and the awards they received, on the award site social wall.

Additional Recognition: The program features social recognition and safety badges, enhancing employee engagement through emails and SMS updates.



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Award Website



Poster



Letter, Envelope, and Insert

Program Materials: Prior to launch, details of the program were shared and communicated to managers through conference calls, emails, and printed collateral. Managers launched the program with personalized letters, mini award catalogs, and promotional gifts, supplemented by posters in high-traffic areas.

Results

In the first 18 months of the program, the “Safety Above All Program” achieved significant outcomes:

High Engagement: Well over 80% of all safety-sensitive workers log into the award site monthly, with 600-700 participants engaging in quizzes, surveys, and pledges on a monthly basis.

Positive Employee Recognition: Over 500 “Above & Beyond” behaviors were recognized, boosting morale and community spirit.

Behaviors Included:

- Reporting a near miss
- Joining a safety committee
- Implementing a safety suggestion
- Recognizing or eliminating a safety hazard
- Proper use of PPE
- Being a safety rock star



Badges



RIF Rate Reduction: The Recordable Injury Frequency Rate dropped by **more than 40%**! In addition, for the first time in Milton CAT’s history they achieved their company-wide safety goals for four consecutive quarters. Keith Barrows, Corporate EHS Director, noted, “We now have the lowest injury rate in the company’s history, thanks to our partnership with All Star.”

Conclusion

Milton CAT, while having a solid safety program, aimed for greater success. The “Safety Above All” initiative demonstrates how structured safety recognition can lead to improved workplace safety and employee engagement. By investing in employee safety and acknowledging their contributions, Milton CAT enhanced its safety culture and set a new industry standard. As Barrows reflected, “The program provided much-needed visibility into safety investments and employee engagement, enabling the company to measure progress effectively.”

“

The challenge we faced prior to the launch of Safety Above All, is that we really had no visibility whatsoever into the investments that were previously being made in the areas of safety recognition as there was no connection back to employee engagement and so we didn’t know who was and wasn’t participating. As a result, we really didn’t have any way to measure the progress or the success of our efforts other than our recordable injury frequency.”

Keith Barrows,
Milton CAT’s Corporate EHS Director