



Create Your Own Campaign

To Help Prevent Slip and Fall Injuries

Campaign Design

Help employees put their best foot forward by increasing awareness about slip and fall prevention. 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 to keep slip and fall prevention top of mind. Other considerations:

- Develop a list of themes and a timeline for release.
- Use your company's intranet and email to promote your campaign.
- Include useful tips in communications, such as common slip/fall exposures and injury avoidance.
- 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

Post Signage

Visit the [Accident Fund Resource Library](#) to download and print signage to post in employee common areas. Or consider creating your own custom materials by taking photos of your parking lot, steps, sidewalks and entrances to keep materials applicable to your specific work environment.

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Host Safety Contests, Events and Quizzes

Find a fun way to create employee awareness about slip and fall exposures to help make your campaign memorable and successful in preventing injuries. Here are a few examples:

- Station a team member at the main entrance in the morning to provide raffle tickets to employees wearing appropriate winter footwear. Conduct a raffle drawing at lunchtime and award a small prize.
- Send an email to all employees asking for their ideas for preventing slip and fall injuries — award the author of the best idea.

Send out weekly emails with safety quizzes — the first correct reply will win a prize.

Provide Safety Tips

Transform these topics and tips into emails, posters and other awareness tools. Remember to be creative and have fun!

Footwear

Encourage employees to wear substantial winter outdoor footwear (boots with good tread, and even ice cleats when necessary) and switch into indoor shoes after entering the building.

Winter weather preparedness

Have a plan in place to monitor weather conditions and communicate with your team when needed.

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 equipment for designated employees to effectively control snow and ice. Place salt/sand barrels in parking lots and walkways to be utilized as needed.

Signs and barriers

Use signs at exits, and devices in parking lots -- like orange cones or flashing yellow lights -- to warn employees of unsafe conditions.

Entrances

Provide rugs, non-skid surfaces and warning signs at indoor walkways, steps and ramps. Monitor regularly to keep clean and dry.

Inspections

Conduct inspections regularly to evaluate the effectiveness of snow removal procedures, changing weather conditions and lighting systems.

Walk slowly and deliberately

Take slow, small steps keeping feet shoulder-width apart.

Take the best route

Follow the clearest route to the entrance, even if it's not the most direct. Obey posted signs and follow designated pathways when going from one building to the next or to the parking lot.

Avoid carrying items

Keep hands empty so 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.

Safety meetings

Host weekly safety meetings to discuss safety slip and fall ideas and concerns.

Contractors

Add slip and fall prevention to safety sessions you hold with contractors.

Trucking or delivery

Meet with drivers or service crews and communicate slip and fall prevention before they're dispatched.

Prepare to fall

Educate staff on the best and worst ways to brace yourself after a fall.

Precipitation

Stay informed about the potential for black ice, sleet and other winter precipitation.

Walk slowly

Change your gait when walking on a slippery area.

Download winter safety tip sheets, posters and more at
[AccidentFund.com/walksafe](https://www.AccidentFund.com/walksafe).