

FACEing the Big AND The Little Guys

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Description

- Package sent to 1700 trucking companies in Kentucky
- Letter of introduction
- Self-addressed, stamped survey card
- 4 articles on driver safety
 - CDC Fact Sheet: Work-related Roadway Crashes – Prevention Strategies for Employers
 - Face the Facts Haz Alert: Working Drivers Killed in Motor Vehicle Collisions Were Not Wearing Safety Belts
 - 2 KY FACE Report Summaries
 - Dump Truck Driver Dies After Unintentional Release of Asphalt
 - Passenger Dies When Semi-Truck Trailer Hits Cow in Roadway

Breakout

- 113 companies surveyed:
 - 20 received
 - 9 managers
 - 11 owners
 - 93 did not
 - 48 managers
 - 45 owners
 - 47 requested material to be resent

Survey Questions

- 1. Receive
- 2. Did you read the summaries, fact sheet, hazalert
- 3. Reaction to summaries, fact sheet, hazalert
- 4. Which was more useful: summaries, fact sheet, Hazalert, all
- 5. Was any of the information difficult to understand
- 6. Are the suggested changes feasible for your company
- 7. Have you implemented any of the recommendations
- 8. Have you made any changes not recommended in the materials
- 9. How have you used the documents (Training, Toolbox talks, payroll stuffers)
- 10. Did these materials prompt you to visit our website
- 11. How many employees in the company
- 12. No. of employees reached with these publication
- 13. Where do you usually get your safety information
- 14. Do you have any suggestions for improvement of the report, hazalerts, fact sheet
- 15. Comments
- 16. Email

Findings

- **20 companies:**
 - 17 read the material
 - 2 glanced at material
 - 1 did not read
- Reactions:
 - » 1 material was not specific, wants everything produced in the future
 - » 4 did not remember
 - » 14 thought the materials were excellent/good
- Favorite Documents
 - » 5 all documents were useful
 - » 6 summaries and hazalerts were the most useful
 - » 1 did not use any material (company out of business)
 - » 7 did not remember
- How Used
 - » 1 did not remember
 - » 6 did not use
 - » 1 sent the information to corporate
 - » 12 used in training (weekly safety meeting, payroll stuffers, passed it around)
- Feasibility of Recommendations
 - » 1 no
 - » 1 did not answer
 - » 2 did not remember
 - » 16 yes

Demographics

- 113 Companies Surveyed in Total
 - < 10 Employees: 43
 - 10 – 49 Employees: 55
 - 50 – 99 Employees: 8
 - > 100 Employees: 7

Ta Da!!!!!!

this is what we wanted to know.....

Under 10

- Consultants: 10
- Insurance Companies: 9
- DOT: 9
- Corporate: 8
- None: 8
- Other: 7

10 - 49

- Consultants: 22
- Insurance Companies: 14
- DOT: 5
- Corporate: 16
- None: 7
- Other: 9

50 - 99

- Consultants: 2
- Insurance Companies: 2
- DOT: 0
- Corporate: 5
- None: 0
- Other: 2

≥ 100

- Consultants: 2
- Insurance Companies: 1
- DOT: 1
- Corporate: 4
- None: 0
- Other: 0

How Should KY FACE Reach Small Business??????

- Consult the consultants!
- Government agencies
- Contact insurance companies