



AWARDS PROGRAM

What is the SafeStart Awards Program?

Our goal is to make a significant reduction in the number of children dying accidentally every year around the world. We also recognize the value to our corporate clients in reducing off-the-job injuries, not just with employees but with their loved ones. To achieve this we've created resources that enable the employee to teach the proven SafeStart techniques to their family (SafeStart Home Kit).

To encourage them to do this, we are funding an Awards program that gives all employees, and their families who participate in the SafeStart training, chances to instantly WIN GREAT PRIZES they select from a catalog. The person completes the training and calls a toll-free hotline. The simple quiz (four true/false questions) verifies the participation and randomly awards instant prizes. The person is also entered into a Grand Prize drawing.

A brochure is included in each SafeStart Participant Kit that provides full details and instructions. While the odds of winning a prize will depend on the number of participants across all SafeStart client sites, a site that achieves even a 10% participation rate will definitely have some winners!



Don't safety awards promote injury hiding?

It is important that any award program be based on the behaviour and knowledge that you want your employees to demonstrate. That is why the SafeStart Awards program requires employees and their family members to complete quizzes that actually test their retention of the material presented in the Taking SafeStart Home DVD and the SafeStart course. While these True/False quizzes are not difficult, they do require that the participant paid attention, and retained some of the key points.

The program does not give awards for “safety performance”, and therefore does not risk promoting injury hiding, or the other negative consequences often associated with safety incentives.

Our safety department is already overwhelmed—how will we manage this extra paperwork?

The SafeStart Awards program has been designed so that the client has no responsibilities for processing forms or distributing awards. When the individual participates all of their interaction is with us through the Awards hotline and website, and their award is shipped directly to their home. If they have any problems, there is a toll free number they can call



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for customer service. In fact, the client doesn't even have access to who is participating in the program or winning awards.

If one of your employees is selected as a Grand Prize winner, we will contact you before contacting the winner to ensure he/she is a current employee and allow you to arrange some publicity if you want to.

What if my employees don't have computers or access to the internet?

The quizzes in the awards program are based on the content in the 5 unit course (workbooks or online) and the Taking SafeStart Home DVD, so if the employees share their workbooks with their family they can participate fully.

Want even more?

You can increase the effectiveness of SafeStart by upgrading the SafeStart Awards Program exclusively for your employees and their families. You'll guarantee trips and award prizes that are allocated only to your company. You will also receive separate monthly reports to show you how well your employees are responding to the SafeStart Message.

Not only do you receive a SafeStart Dream Vacation for your company, but you get a designated number of award prizes and special reports showing which of your employees are participating.

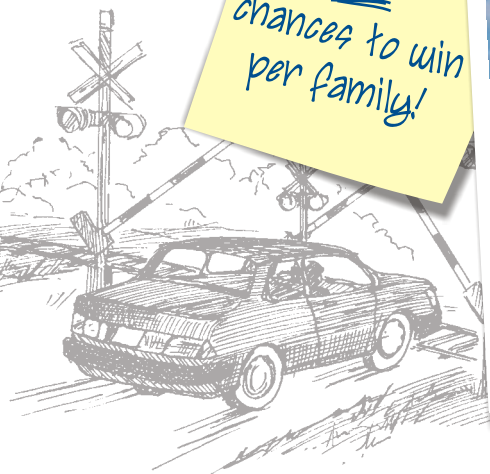


Shopping Spree and Prizes



Disney Vacation

40
chances to win
per family!



Frustration
Fatigue
Mind not on Task
Complacency



For more information or to arrange a free preview of any of these materials call our toll-free number or visit our website.

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