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SOLID WASTE ASSOCIATION  
of North America

# **SWANA's Safety Ambassador Initiative**



January 20, 2016



# Welcome

## **Introductions**

## **Reasons for today's webinar**

**Chapters are taking varying approaches, and not all chapters have selected their Safety Ambassador (yet!)**

# Why Safety Ambassadors?

## The Safety Ambassador initiative reflects SWANA's new direction:

- Consistent with Strategic Plan's direction to place a greater emphasis on safety
- Improves communications between HQ and chapters
- Waste industry continues to have high fatality, injury and accident rates
  - Solid waste collection is 5<sup>th</sup> most dangerous job in U.S.
  - Up to 90 third-party fatalities (other drivers, peds) annually
  - 10,000 reported injuries/yr – public sector rate is higher than private sector
- New leadership opportunity in the chapters

# SWANA Safety Program

## The Safety Ambassador initiative is part of SWANA's growing Safety Program:

- Fatality reporting to chapters
- Slow Down to Get Around – decals/advocacy
- Expanded Safety Summit – WASTECON
- Safety Monday
- Backing initiative
- Safety Awards (new in 2016!)
- Municipal Data Reporting (new in 2016!)
- New webpage – [www.swana.org/safety](http://www.swana.org/safety)



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# Why This New Focus?



Waste Collection Vehicles Involved in Tragic Accidents

## **Safety Ambassadors should:**

1. Be the primary safety contact for HQ in each chapter and be conduit to members re new SWANA safety initiatives, accidents, and upcoming events
2. Be the primary resource for chapter members with safety and compliance questions.
3. Educate members about SWANA's safety resources
4. Provide guidance to HQ and Safety Committee re development of future SWANA safety resources



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# Responsibilities/Expectations

## Safety Ambassadors should plan on:

- Making at least 1 presentation each year at a chapter event  
- HQ will provide resource materials and template for safety presentations
- Participating in periodic conference calls with group to compare experiences, adopt best practices, etc.
- Attending annual Safety Ambassador meeting at WASTECON
- **This initiative is a work in progress and we welcome your input on how we can make it more meaningful for you and the chapters.**

# Initial Activities - Suggestions

**We suggest each Safety Ambassador take the following steps to ensure a successful launch of this initiative in their chapter:**

1. Become familiar with SWANA's safety program and website.
2. Become familiar with key industry data, leading workplace hazards, and industry safety programs (e.g., SDTGA)
3. Contact chapter members and inform them of Safety Ambassador initiative and expanded SWANA safety program and website
  - A. Schedule a safety presentation at a 2016 chapter event
4. Add Safety Ambassador and link to new safety page to chapter website
5. Post/exchange info with members on SWANA Forums
6. Develop strategy for reaching haulers and local governments that are not members with SWANA safety messages
  - A. Distribute info at landfills, transfer stations, MRFs?
  - B. Social media - #SWANAsafety

# Conclusions

1. Solid waste jobs are a very dangerous occupation
2. SWANA's expanding safety program provides useful resources for employers/employees
3. Reducing accidents/injuries needs to be a top SWANA goal – in the chapters
4. Safety Ambassadors will play a critical role at chapter/local level
5. Terrific leadership/membership opportunity

**QUESTIONS?**