

SAVING SAFETY PROGRAM

7. Evaluating the Results

The end of the program is its most revealing part. It is then that you discover whether you met the set goals. If you established concrete, measurable goals and tracked your participants' progress throughout the program, you'll have no trouble at all seeing the results of their efforts. You'll have a clear indication of any progress in safety from production reports, accident reports and lost-time reports, as compared to those from previous years.

Equally important is to find out if the program met the participants' expectations. An evaluation questionnaire should cover the following:

Were the program goals made clear to you?

Did you receive enough training and support from management to meet your goals?

Did you receive written and verbal feedback in a timely manner?

Were you motivated by the awards presented?

What changes would you make to ensure the success of future safety programs?

Ask the administrators, whether your own or from an incentive house, if they encountered any snags in the running of the program and what elements they thought were successful.

Then consider all the tangible and intangible aspects of the program. Ask yourself such questions as:

Did the program help the company achieve its safety goals, improve morale or generate new ideas for operating more safely?

Did the program and its awards meet or exceed the participants' expectations?

Which awards were most popular with recipients?

Were there any unexpected fringe benefits, such as renewed enthusiasm or an obvious improvement in workplace quality of life?

Is there anything you'd do differently next time around? Are there different safety objectives you'd include?

This important analysis, documented and forwarded to management, will tell you exactly how successful the campaign was and point out ways to refine next year's.

Don't get discouraged if this first safety program hasn't met your goals or if you get criticism from participants. Your first safety program is an important step toward developing an ongoing and consistent program for behavioral change and ultimately, a safer work environment for everyone.

Last Words

When it comes to selecting the perfect award for safety incentive program, consider a Bulova timepiece. Watches and clocks have been traditionally recognized as excellent awards because of their visibility, usefulness and beauty. Whether traditional in style or fashionably high-tech, watches and clocks are available in a wide range of price points to suit all budgets.

They're also readily customizable with special inscriptions or logos, making them personal gifts that will be remembered and treasured for a lifetime.

Let Bulova Help You Plan Your Safety Incentive Program

Our trained specialists are ready to assist you. They will give you sound advice and assistance to help you plan all of your safety incentive programs and tell you about the special ways to customize your awards. Our consultation service is complimentary and there is no obligation to buy. For more information or to request a free, four-color Awards Collection Catalog and Customizing Brochure or one of our other How-To Guides (Incentive Awards, Dealer Awards, Service Awards, Corporate Anniversary and Corporate Gifts) contact:

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