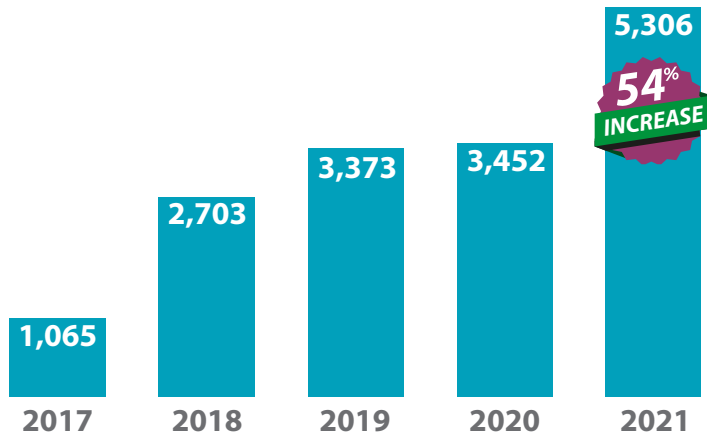


# Businesses across the country participated in **SAFE + SOUND WEEK 2021**

## A RECORD NUMBER OF PARTICIPANTS

Approximately 3.2 million workers from 5,306 businesses participated in Safe + Sound Week 2021. 62% of participants were small- to medium-sized businesses (11-250 employees).



Participants by Year

## PARTNER COMMUNICATION CHANNELS

Partners communicated about Safe + Sound Week through multiple channels. The most popular channels were:

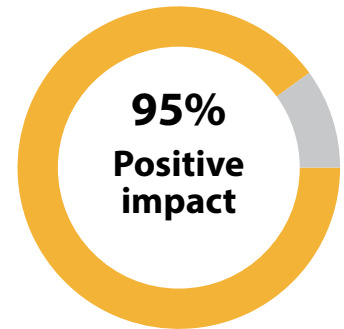
- Email/Listservs
- Facebook
- LinkedIn
- Twitter
- Newsletter/eNewsletter

Other ways participants learned about Safe + Sound included blogs, presentations, press releases and print media.

## A POSITIVE EXPERIENCE



100% of **partners** “strongly agreed” or “agreed” that their participation with Safe + Sound was a positive experience in 2021.



95% of **participants** “strongly agreed” or “agreed” that Safe + Sound Week had a positive impact in 2021.




## SATISFACTION WITH MATERIALS



100% of partners “strongly agreed” (38%) or “agreed” (62%) that resources were helpful.

## POPULAR SAFE + SOUND RESOURCES

The most downloaded resources for 2021 were:

-  **3,047** Participate in Safe + Sound Week
-  **1,102** Logo (without tagline)
-  **1,058** Build your case for a safety and health program

### MANAGEMENT LEADERSHIP



### Communicate Your Commitment to a Safety and Health Program

**Step 1.**  
Build your case for a safety and health program

**Step 2.**  
Write a safety and health policy

Safety and health programs are a proven way to prevent workplace injuries, illnesses, and deaths. For the program to be effective, everyone in your business should understand why improving safety and health is important.

**How can you build this understanding throughout your business?** Begin by choosing a few people (or one person if you are a small business) to help you. You will work with this team to build your case for a safety and health program and carry the message to everyone else. They should be people who can help you drive change within the business. Consider choosing people, both workers and managers, who represent different areas of the business, shifts, and facilities. You want to learn about motivations for improving safety at every level.

#### To Do

- Form a small team of "safety champions"—people who can help you form your safety and health program and drive change in your business.
- Assess the reasons your business needs a safety and health program.

## MOST INFLUENTIAL PARTNERS

1. National Safety Council
2. National Institute for Occupational Safety and Health
3. International Alliance of Theatrical Stage Employees
4. Associated Builders and Contractors
5. American Chemistry Council
6. American Society of Safety Professionals
7. American Iron and Steel Institute
8. NIOSH Mining
9. American Industrial Hygiene Association
10. UL Standards

## REACH OF TOP INFLUENCERS



329,800



3,000,000



259,800

## GROWING PRESENCE ON SOCIAL MEDIA

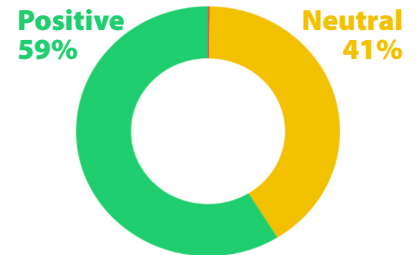
Safe + Sound Week participants had a potential reach of 11.9 million users on social media. More than 80% of the potential reach was on Twitter. Nearly all mentions of Safe + Sound Week on social media were either positive or neutral.

### Potential Reach



### Sentiment of Mentions

How did participants feel?



Source: Talkwalker

## ENGAGING SOCIAL MEDIA POSTS

