



## Projects

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Prepared by Transportation Planning  
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## Speak Up For Safety Campaign



### Description and Benefit

The Kansas City District Communications team worked together to create a coordinated campaign to focus on the Safety Priority 1 policy to encourage MoDOT employees to speak up when it comes to unsafe work practices. The slogan “Speak Up for Safety” was created and paired with a kickoff video, poster, article for The Weekly News and keychains all featuring the slogan to reinforce the desired behavior. The items were presented together at the December leadership team and then distributed to all employees to reinforce this important safety message. It was important to spread the word about the Safety Priority 1 policy and let employees know how easily they can report an incident and why they should do it. By pulling in interviews from current employees, posters and keychains with the information to keep it at the forefront – this normalizes the act of reporting and helps them remember how to do it and who to contact. Hopefully, together this will mean fewer issues with safety in the future.

### For More Information Contact

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