

# **NSC AWARDS PROGRAM**



## **Communication Toolkit**

# Congratulations!

The National Safety Council is proud to recognize accomplishments, your commitment and your passion for our shared goal of eliminating preventable deaths at work, in homes and communities, and on the road.

This document includes everything you need to announce your NSC award to your stakeholders, employees and community, including a sample press release, pre-approved quotes, a sample blog post and outline, sample social media posts, and the official guidelines for use of the included National Safety Council logo.

If you or your organization are new to the National Safety Council – welcome! This is a wonderful way to begin our relationship. If you're a new or a long-time committed member or volunteer, the final section will give you more information about the National Safety Council and ways you and your organization can stay involved.

Thank you for your continued dedication and commitment to safety. Together, we can make people safer, from the workplace to anyplace.

**NSC is here for you. Today. Tomorrow. Always.**

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## Promote your award from the National Safety Council

Every three minutes someone dies from what people call “accidents,” but every one of these deaths is avoidable. The National Safety Council knows the safety trends, and our programs educate people on how to do things the right way: safely. We save lives by helping people keep each other safe wherever we can.

NSC is a mission-based organization, focused on eliminating the leading causes of preventable death and injury. We focus our efforts and thought leadership on impacting safety through three strategic pillars: Workplace, Roadway and Impairment – until the data tells us otherwise.

**This kit will help you tell and promote your story, share news of your award and post about the work you or your organization are doing to increase safety.**

### **We have included the following recommendations in this toolkit:**

**Post a blog** – A guide to help you write a blog post about your award which can be shared on your website and over social media.

**Distribute a press release** – A sample press release you can use to increase the coverage of your award and share the news with members of your local or national press.

**Share social media posts** – Sample Facebook, LinkedIn and Twitter posts to help you easily share news of your particular award over social media.

**Use the NSC logo on social media or on your website** – The NSC logo can be paired with the news of your award to show your connection to NSC and increase awareness of your achievement. Be sure to follow the included guidelines when using the logo.

**Use a quote from NSC** – This kit includes approved quotes to use to promote your award in blog posts and press releases.

## Write a blog post

In the wake of receiving a major award in the field of safety, a blog post – whether it appears on an industry platform, on a company’s own webpage or on a partner organization’s blog – is an opportunity for an organization to pull back the curtain and share more about the work that made it an award-winning operation.

### **Companies gain several advantages from blog posts. They are able to:**

- Share their success with a fresh audience, doing so in a unique voice
- Have editorial control over the story they are telling
- Publicly recognize the individuals who made the award possible
- Share with others the lessons learned from the process
- Reassert their commitment to the pursuit of safety and the well-being of their employees, customers and community

### **Sample outline for a blog post:**

**Announce the award:** Open the post by sharing with readers information about the award you won, what it represents, which organization presented the award and the specific element – a new policy, a change in technology, an update to training – that earned the award.

**Explain the challenge addressed:** Here, you can address the issue that you targeted, how you became aware of it, the impact it was having and the long-term problems it could pose to your organization.

**Describe the solution or approach:** Explain how you went about finding the change or solutions that would address the challenge, including how you prioritized things, who was a part of the process, the timeline you followed, how you communicated internally and externally, and the key decisions made along the way.

**Showcase the advancements made:** Why is this an advance? Talk about your results, summarize the changes made and the impacts – primary and secondary – to the organization. This can include reductions in recordable incidents, fewer lost-time reports, improvements in efficiency and financial savings or changes to policies or laws.

**Address the future direction:** What’s next? This is an opportunity to point out that the award was one step in a long process toward continuous improvement for your company or community, and that future achievements in safety are still ahead for you and your team.

## Distribute a press release

Distributing a press release detailing the news of your award can help spread awareness of your achievement and increase interest in the work you are doing. Below is a sample press release which can be filled in with the details of your award and organization, then shared with your company’s public relations team, shared on your company website or distributed to local outlets. Be sure to include information about how readers can get in contact with you or learn more about your work.

FOR IMMEDIATE RELEASE  
CONTACT NAME  
INSERT DATE

Contact: INSERT MEDIA  
INSERT TITLE  
Phone: INSERT PHONE

INSERT NAME OF INDIVIDUAL/ORGANIZATION receives the National Safety Council Award

Itasca, IL – On INSERT DATE, National Safety Council presented its prestigious INSERT NAME OF AWARD to INSERT NAME OF INDIVIDUAL/ORGANIZATION for its continued dedication to safety.

INSERT BRIEF DESCRIPTION OF WHY THE INDIVIDUAL/ORGANIZATION WON THE AWARD

INSERT QUOTE FROM ORGANIZATION LEADER OR INDIVIDUAL AWARD RECIPIENT

INSERT DESCRIPTION OF THE AWARD (see pages 12-13)

INSERT QUOTE (see page 7)

Visit [nsc.org/awards](https://www.nsc.org/awards) for additional information about the National Safety Council Awards.

### About the National Safety Council

The National Safety Council is America’s leading nonprofit safety advocate – and has been for over 100 years. As a mission-based organization, we work to eliminate the leading causes of preventable death and injury, focusing our efforts on the workplace, roadway and impairment. We create a culture of safety to not only keep people safer at work, but also beyond the workplace so they can live their fullest lives.

INSERT ORGANIZATION DESCRIPTION HERE

### Connect with NSC:

Facebook  
Twitter  
LinkedIn  
YouTube

## NSC-approved quote

"National Safety Council award winners don't just aim to check off a box for safety. These leaders understand that they must prioritize safety at every level of decision making. We are proud to honor each of our nominees and our incredible winners, all of whom are committed to working alongside NSC to save lives, from the workplace to anyplace."

Lorraine Martin  
President and CEO of the National Safety Council

# Stay connected with NSC

Once you've told your story, come back to NSC and get involved!

## **Become a member**

NSC members receive training opportunities, discounts, and publications, in addition to member-only volunteer opportunities. Learn more at [nsc.org/membership](https://nsc.org/membership). If you are already a member, explore the site to see the full range of member benefits.

## **Join Divisions, our professional safety network**

With eight industry or interest-specific groups, there's something for everyone. Divisions offer networking and leadership opportunities, industry-specific events, and training sessions throughout the year. Learn more at [nsc.org/divisions](https://nsc.org/divisions).

## **Spread the word about your winning program**

Tell the NSC community about your work so others may benefit from your experience. Present a webinar, write a blog post, be a part of a Division meeting or apply to present a technical session at NSC Congress & Expo.

## **Be a part of an NSC Award External Review Committee**

NSC uses experts like you to review awards throughout the year. A commitment of a few hours can be a big benefit to the National Safety Council.

For more information on any of the above, please contact [awards@nsc.org](mailto:awards@nsc.org).

# Share on social media

## Instructions:

- 1) Image/graphic is sent separately
- 2) You may use the post suggestions provided, or simply use them as inspiration to create your own posts
- 3) Include the **#GreenCrossForSafety**, **#NSCRisingStars**, or **#NSCAwards** hashtag to ensure we're all part of the same social conversation
- 4) Tag **@National Safety Council** on Facebook and LinkedIn, and **@NSCsafety** on Twitter.
- 5) **IMPORTANT: Be sure to type out and select '@National Safety Council' in Facebook and LinkedIn posts for proper tagging**

 <b>Facebook and LinkedIn</b>	 <b>Twitter</b>
<b>NSC Awards</b>	
So proud to recognize [individual/employee/department] for earning the [Workplace Safety Award]. Congratulations on keeping each other safe! <b>@National Safety Council    #NSCAwards</b>	Proud to recognize [individual/employee/department] for their [Award]! <b>#NSCAwards    @NSCsafety</b>
<b>Green Cross for Safety Awards</b>	
We are excited to be recognized as finalists with other safety leaders at the Green Cross for Safety Awards! <b>@National Safety Council    #GreenCrossForSafety</b>	We are excited to be finalists with many other safety leaders at the Green Cross for Safety Awards! <b>#GreenCrossForSafety    @NSCsafety</b>
Sharing a common goal of keeping each other safe, we are delighted to be attending the Green Cross for Safety Awards as a finalist. <b>@National Safety Council    #GreenCrossForSafety</b>	<b>#GreenCrossForSafety</b> awards recognize the safety leaders who are keeping each other safe. <b>@NSCsafety</b>
We won! We are headed home from the Green Cross for Safety Awards, a celebration of safety achievement, recognizing those who have made our homes, communities and transportation safer - this time as a winner. <b>@National Safety Council    #GreenCrossForSafety</b>	<b>#GreenCrossForSafety</b> Awards recognizes those who make our homes, communities & transportation safer. We're proud to be finalists! <b>@NSCsafety</b>

Type what is written in green to tag the NSC page

# Share on social media

 Facebook and LinkedIn	 Twitter
<b>NSC Rising Stars of Safety</b>	
Congratulations to [Rising Stars Winner] for his/her <b>@National Safety Council</b> Rising Stars of Safety Award! <b>#NSCRisingStars</b>	Congratulations to [Rising Stars Winner] for his/her <b>@NSCsafety</b> Rising Stars of Safety Award! <b>#NSCRisingStars</b>
<b>NSC Marion Martin Award</b>	
Congratulations to [role and name] for winning the Marion Martin Award from the <b>@National Safety Council</b> – awarded for excellence in safety and being a leader for other women. <b>#NSCAwards</b>	Couldn't be prouder of [winner] for being recognized by <b>@NSCsafety</b> for work to promote roles for women in safety! <b>#NSCAwards</b>
<b>NSC Distinguished Service to Safety Award</b>	
Congratulations to [role and name] for winning the Distinguished Service to Safety Award from the <b>@National Safety Council</b> <b>#NSCAwards</b>	[Role and name] won the Distinguished Service to Safety Award from <b>@NSCsafety #Congratulations #NSCAwards</b>
<b>NSC Defensive Driving Awards</b>	
Congratulations to [role and name] for winning the [Name of Award] Award from <b>@National Safety Council</b> <b>#NSCDDCAwards</b>	[Role and name/organization] won the [Award Name]! <b>@NSCsafety #NSCDDCAwards</b>

Type what is written in green to tag the NSC page

# NSC awards logo use policy

This policy accompanies an NSC awards logo, specific to your recognition. The NSC awards logo may be used in accordance with the guidelines listed below.

If you would like to use the official logo of the National Safety Council, please note it is the intellectual property of NSC and may not be used for any purpose without the expressed permission of the National Safety Council. As an honoree of the National Safety Council, you have been granted permission to use the attached logo to promote your recognition and program.

## Guidelines for use

The NSC awards logo should be used as one complete unit with all elements intact and unaltered. No other colors or variations of the logo are permitted. Proper use of the NSC awards logo should incorporate the entire graphic and text elements. Any reproduction must be true to the original in terms of colors, relative size, shape, placement and completeness of the letters and symbols. Do not modify, compress, extend, slant, expand, lengthen, shorten, distort, animate or alter the graphic or its elements. If you are resizing for a specific use, you are required to lock the aspect ratio so that the logo is not distorted.

The NSC awards logo is available in EPS and JPEG formats. DO NOT attempt to reformat yourself. NSC will work with you to obtain additional file formats.

The NSC awards logo can be used on social media, websites, and print materials. Please use **@NSCSafety** on Twitter; **@National Safety Council** on LinkedIn and Facebook

## Prohibited use

Examples of prohibited uses of the NSC awards logo include, but are not limited to, the following:

- Any use that implies endorsement, sponsorship, affiliation, approval by NSC
- Solicitation uses (fundraising, legislative action, etc.)
- Commercial uses without prior written NSC approval on products, packaging, labels, advertising, social media, websites
- Combination of the NSC Awards Logo with another logo or other graphics or text without prior written permission by NSC

Please send copies of press releases, articles, blog posts or social media to **awards@nsc.org**.

# NSC award descriptions

The National Safety Council is proud to recognize excellence in safety through a variety of safety awards and recognition programs. These recognition opportunities uphold the best safety practices, programs, professionals, advocates and innovations. Below you will find descriptions of each of the awards. Please use the description of the award you received as an insert into a blog post, press release or any other publicity. More information about each award, including FAQs, can be found at [nsc.org/awards](https://www.nsc.org/awards).

## NSC Green Cross for Safety Awards

These awards recognize a variety of outstanding projects and organizations working to support our mission to save lives and prevent injuries, from the workplace to anyplace. Semifinalists and finalists are recognized in the Advocate, Excellence and Innovation categories. Potential nominees are corporations, organizations, coalitions, collaborations, researchers and individuals.

## NSC Marion Martin Award

This award celebrates accomplished female safety professionals who have paved the way to success for other women in our field.

## NSC Rising Stars of Safety Award

This award recognizes safety professionals under 40 who show dedication to safety leadership at work.

## NSC Distinguished Service to Safety Award

The most prestigious award given to individuals by the National Safety Council, this award recognizes outstanding service and contributions to the field of safety

# NSC award descriptions

## **NSC Defensive Driving Commitment to Driver Safety Excellence Award**

The National Safety Council pioneered the nation's first Defensive Driving Program in 1964. NSC honors training centers, organizations and individuals that have demonstrated outstanding leadership in the pursuit of zero deaths through NSC Defensive Driving Programs.

## **NSC Defensive Driving Course Instructor of the Year Awards**

The National Safety Council annually recognizes its best instructors. An instructor will be recognized for each program. Of those, one Instructor of the Year will be honored with the distinguished James A. Solomon Award. These prestigious awards are given to instructors demonstrating exemplary leadership and dedication to advancing the Council's mission of eliminating preventable deaths.

## **NSC Defensive Driving Chapter and Training Center Awards**

Every year the NSC Defensive Driving Team recognizes the top Chapters for the most new instructors trained and Training Centers for the most drivers trained in NSC Defensive Driving Programs.

## **NSC Workplace Awards**

The National Safety Council Workplace Safety Awards promote and highlight safety achievements throughout the world. Awards are available for both organizations and individuals, and are designed to acknowledge injury-free and illness-free workplaces, significant improvements in safety, safe driving and more.

## **Joseph M. Kaplan Safe Drivers of the Year Award**

Established in 2004, the Joseph M. Kaplan Safe Driver of the Year Award recognizes country's most outstanding drivers who have driven a significant number of miles and years behind the wheel without incurring a preventable incident.

# NSC contacts

## Membership

[membershipinfo@nsc.org](mailto:membershipinfo@nsc.org)

## Media/Communications

[Media@nsc.org](mailto:Media@nsc.org)

## Social Media

[socialmedia@nsc.org](mailto:socialmedia@nsc.org)

## Logo Use/Branding

[logo@nsc.org](mailto:logo@nsc.org)