



Green Cross for Safety® Awards 2021 Finalist | Innovation

United Parcel Service (UPS)

Operating in more than 220 countries and territories, UPS is committed to moving our world forward by delivering what matters. Started as a small messenger service by enterprising teenagers with a \$100 loan, UPS and its more than 500,000 UPSers around the globe are now a transportation and logistics leader, offering innovative solutions to customers big and small. UPS understands and appreciates its responsibility to help build safer, stronger and more resilient communities founded on justice and economic opportunity for all, and supported by a healthy, sustainable global environment.

"UPS is a company with a proud past and an even brighter future. Our values define us. Our culture differentiates us. Our strategy drives us. At UPS we are customer first, people led and innovation driven."

CAROL B. TOMÉ, CEO

In 2020, escalated demand due to the COVID-19 pandemic created a need to onboard over 460,000 new employees. As a result, UPS recognized the need to revamp the onboarding process. UPS Global Health and Safety leaders understood that creating a foundational safety onboarding process built around "just in time" training delivery from front-line leadership would assist in reducing turnover, reducing injury incident rates and improving foundational safety knowledge.

This opportunity resulted in the creation of a new component to the employee onboarding program called the Intentional Touch Point process. The ITP process builds a foundational safety-based skillset through relationship-based coaching, reducing both injuries to new employees and the frequency and severity of crashes. By giving front-line leaders the tools incorporated in the ITP play sheets, including peer feedback videos, new employees increased their confidence to make safe decisions. New employees are actively stepping up and correcting unsafe actions observed by their peers. This is a direct result of clear, consistent and concise safety communication throughout the first year of employment. The process also resulted in strengthening the supervisor and employee partnership by creating a consistent environment where employees utilize key talking points to practice and refine safe work methods.

The goal for the ITP process is to reduce the risks associated with the job. As the process goes on the health and safety team will continue to monitor outcome metrics. By conducting post-ITP interviews, leadership can leverage results to identify gaps and recognize best practices. The early results are favorable. Within the first year, over 200,000 positive contacts were completed. In addition, slip-and-fall-type injuries experienced a reduction in severity or cost (incurred dollars) at a

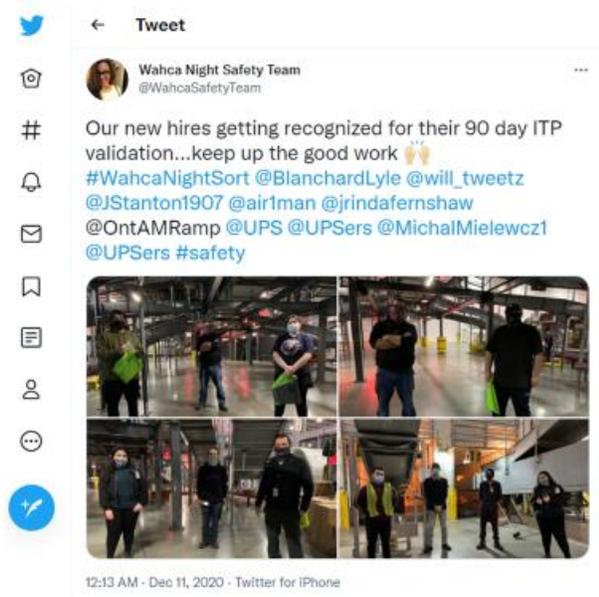
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24% decrease in dollars spent in key metro areas like New York and Boston. Since implementing ITP, UPS has demonstrated up to a 23% reduction in one of the most prevalent and disabling loss areas: lifting and lowering.

As the ITP process continues UPS strives to leverage this foundational coach/learner relationship that was built during the first year of employment. These positive interactions will lead to organic relationships and an increase in trust. Trust between employees and supervisors leads to an increase in openness and transparency. These relationships are the foundation for the future of UPS and other organizations.





ITP recognition trending on social media across the United States, from Los Angeles to Indianapolis to Philadelphia. Reinforcing a culture of trust, coaching and safety.

Customer First, People Led and Innovation Driven – UPS