

# Company News Letters

One of the most effective and least costly ways to communicate to all of your employees is through a newsletter. The obvious benefit of a newsletter is keeping employees informed of the company's activities. It would also be a perfect opportunity to parlay safety related information.

## Newsletter formats

There are a variety of mediums that you can use for your company's newsletter. These include:

- Simple Xerox machine copies
- Email
- E-zine
- Intranet/ Internet

Whatever medium you decide on, use this opportunity to get your safety message out. A front page spot is a lot to ask for, but it would give the impression that safety is given a high priority and important enough to be placed at the front.

Once you have decided on the medium, you now have to consider how to make this happen. Any word processor is more than capable of putting a newsletter together.

There are probably newsletter templates that come with your word processor to make your life a little easier. If you want to take it a step further, consider desktop publishing programs that give you flexibility in regards to page layout.

## What should be in a newsletter

When making a decision on content, there are no rules. Just make

ments the company has made

- Injury trends
- Safety games
- Safety policies that you would like to reinforce
- Highlights of safety committee meeting minutes

The list can go on and on. You are only limited to where your creativity takes you.



## Where do I start

There are a number of sites online that can give you guidance in producing a top notch newsletter. Ready made templates are available to you that are just a simple point and a click away. There are even services that have safety articles written for you. All you have to do is insert it.

There is an abundance of resources online. You just have to figure out how much time you can devote to putting something like this together, and then choose your weapon.

sure you give safety some print space. The following are examples of safety content:

- Safety training topics
- Safety incentive results
- Company safety activities
- Highlighting safety improve-

Analyze • Inform • Motivate



**Chad Lindsey**  
*Risk Consulting  
Manager*



**Jason Popejoy**  
*Risk Consulting  
Consultant*

**P:** (808) 951-1772

**E:** [rscs@dtric.com](mailto:rscs@dtric.com)

## About DTRIC Insurance Risk Consulting Services

The Risk Consulting Services team at DTRIC Insurance is designed to help you reduce accidents and injuries in the workplace. Our approach involves our proven **A.I.M.** process that is easy to understand and simple to implement.



### **ANALYZE**

We start by helping you understand and assess your current situation with services including:

- Safety audits
- Property and liability hazard surveys
- Accident investigation training
- Graphical analysis
- Job hazard analysis

### **INFORM**

Keeping your team members informed is essential to success. We'll help you:

- Develop a safety committee
- Provide educational resources
- Work with your management team to develop their skills and knowledge of regulations
- Address loss trends with training on key issues
- Open communications within your organization

### **MOTIVATE**

The more safety is promoted in your workplace, the more motivated your team members will be to make safety a top priority. Whether you motivate with promotions, incentives or recognition, we'll help you develop a results-driven method to encourage safety at all times.

DTRIC's Risk Consulting Services team will work closely with you to create a program to effectively improve your bottom line.