



# *The Martin Brower Points Program Safety Cup Challenge*

## **Background**

As the leading North American supplier of food and materials to McDonalds, safety awareness and proactive injury reduction activities are of key importance to Martin-Brower. For this reason, Martin-Brower looked to generate excitement and increase engagement around their current MB Points program utilizing a safety challenge throughout its 16 U.S. distribution centers.

## **Solution - Phase 1**

## **Determine Key Objectives**

- > Develop a spurt to support the overall MB Points program strategy of reducing reportable injuries.
- > The spurt should be centered around competition, recognition, incentives and fun.
- > Engage top executives and keep them actively involved throughout the contest.
- > Determine and educate Distribution Center Managers on proactive activities they should be doing to increase safety awareness and engagement within their locations.
- > Develop a tracking system and communications campaign to provide participants with weekly contest results.
- > Reward employees for meeting and exceeding the contest goals.

## **Solution - Phase 2**

## **Program Design**

- > Incentive Services worked with Martin-Brower to design the MB Safety Cup Challenge, a 26 week contest centered around NASCAR Racing. Distribution Centers compete against one another based on weekly reportable accident claims.
- > Each week a Distribution Center goes injury free, their car is moved to the next mile marker, there are 26 mile markers total.
- > If a Distribution Center has a reportable injury during any of the 26 weeks, that center's car will be assessed a penalty in the pit area for the remainder of the week and the center will be eligible for advancement after the next full injury free week pending all the pit stop prerequisites are met. The purpose of the Pit Stop is to address the recordable injury that happened at the center. This will be done at both the employee level and the Distribution Center level.
- > Every month, Distribution Center General Managers and Safety Directors are responsible for letting the Corporate Safety Department know their action plan for achieving the pre-assigned monthly proactive safety activity. At the end of the month, they must also send in a report showing that they have completed this activity.
- > At the conclusion of the contest, program participants will earn MB Points based on the mile marker that their Distribution Center's car is on. In order to receive these points, the Distribution Center must also have met the following criteria:
  - Conduct 2 quarterly safety meetings for each department
  - Achieve 100% completion rate for all assigned Reyes Trainer modules
  - Complete all the monthly Proactive Safety activities
- > Additionally, Distribution Centers are encouraged to plan additional celebrations as they reach safety milestones (i.e. Burger cookout at 4 consecutive weeks of safety, Grilling Steaks at 12 consecutive weeks, Crab Broil at 16 consecutive weeks, etc.)

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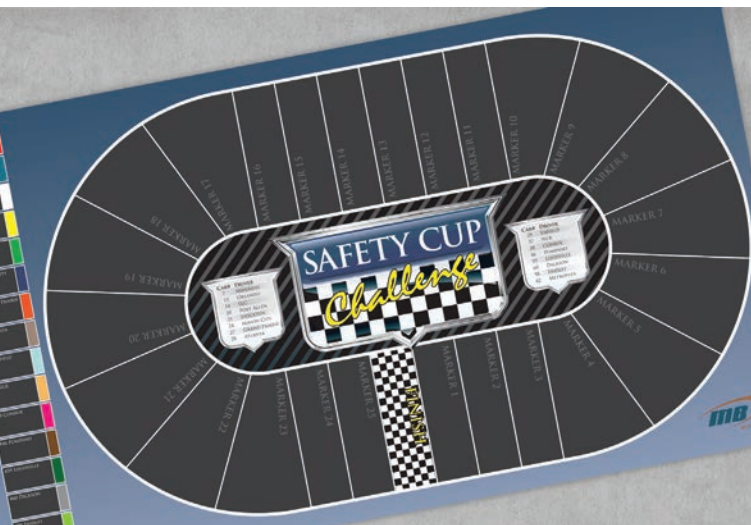


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## Solution - Phase 3

## Communications

- > Incentive Services designed a NASCAR themed, large scale racetrack with 16 cars representing each Distribution Center. The entire track is laminated with Velcro strips so cars may be moved from one mile marker to another, or placed in the Pit Stop. Every week, the Pit Crew at each location is responsible for moving all 16 cars on the racetrack to their designated spots. This allows everyone in the facility to see where their car is in relation to the competition.
- > A scorecard was developed displaying the weekly standings, weekly emails were sent to the field, and standings were also posted to the MB Points website.
- > Martin-Brower's CEO took an active part in this contest and continually sent out emails congratulating the Distribution Centers on their weekly achievements. He is also pointing out the locations in the Pit Stop and holding those General Managers and Safety Directors accountable for getting their locations back on track.
- > Locations held individual kick-off events and included individual trophies with the tagline "Get Your Engine Started!".
- > At the conclusion of the contest, the top location will receive a large trophy to showcase at their facility.



## Training & Technology

- > A step-by-step action plan, developed by the Martin-Brower Safety Committee, was communicated and training was provided for management throughout the organization.
- > Managers trained their employees on the details of the challenge during daily safety meetings.
- > Communications and points awards were incorporated into the base MB Points website.

## Analysis & Results

The program was very successful in helping reduce accidents. The Martin Brower Management Team continues to run additional spurts and contests through the MB Points Program.

