

# Genuine Parts Company

## COMPREHENSIVE SAFETY PROGRAM

### BACKGROUND

This international distributor of automotive, industrial and office products wanted to reduce employee accidents. Their goal was to communicate safe working and driving habits to employees and motivate them to prevent accidents.

### SOLUTION

mPower Communications developed a high-impact program for GPC called the *Blueprint for Safety* program. Colorful materials with clever headlines were posted in employee common areas, along with an employee newsletter to educate employees on driver and general safety topics. An incentive program, interactive voice response quizzes and documentation tools rounded out this comprehensive program.

### OUTCOME

GPC's message of safety and accident prevention has come through loud and clear, with a significant reduction in accidents since the program began.

**"Results were dramatic, with a 12% decrease in injuries."**

*Bruce Clayton, VP Risk Management/Employee Services*

