



## Best Practices From Outside the Box

As we start September, school is back in session for most of our children. Take a couple of extra seconds to look before backing up and slow down as you move out through areas with children. The safety of Family members is as important to the Army as the safety of our Soldiers. We have known for years the impact Family members have on the retention of quality Soldiers, but they also have a higher propensity to join the military than any other demographic group in America. When they know their Families are safe, Soldiers can focus on the mission at hand, thereby actually allowing Soldiers to operate safer.

I'm always looking for new ideas and ways to promote safety that I can pass on to others. I recently had the opportunity to visit an installation safety day held on Fort Campbell, Ky. The Home Safety Council, Residential Communities Initiative (RCI) partners, Actus Lease Lend and Winn Residential teamed with post officials to sponsor the Great Safety Adventure (GSA). The GSA is an award-winning "field trip on wheels" that brings home safety to neighborhoods. Out of all the safety exhibits featured throughout the event, the traveling exhibit was clearly the big hit with the children.

Home Safety Council President Meredith Appy explained that the organization has two safety adventure trucks, one traveling the East Coast and one the West Coast, teaching home safety to school-age children. During the interactive tour of the exhibit, children and their parents were able to explore the animated home. Trained safety experts called Safety Rangers and Rover, the Home Safety Hound, led the tour, identifying common home safety hazards that are typically overlooked. Rover and the Safety Rangers focus on the five leading causes of home injuries: (1) falls, (2) poisoning, (3) fires and burns, (4) choking and suffocation and (5) drowning. Led by Safety Ranger Kristy, I took the tour with a group of 6-year-old children from one of the installation's child development centers and found it an informative, as well as enjoyable, experience.

A high-tech way to promote safety utilizes the instant, around-the-world communication capabilities provided by the World Wide Web. Information-savvy Soldiers, and, in most cases, Leaders are aware of the "broadcast yourself" Internet phenomenon known as YouTube. But did you know that you could find safety information on YouTube? Bridgestone-Firestone offered a \$5,000 scholarship under its Safety Scholar program. To compete for the scholarship, teens shot and submitted original 20- to 50-second safety videos intended to message their peers. Fort Bliss' 11th Air Defense Artillery Brigade has duplicated the program. Col. Forrest E. Smith, who has since departed Fort Bliss, and Command Sgt. Maj. Henry Hurd held a similar safety video contest. The command team selected the best videos from the unit and aired the winning submissions via the on-post command information channel.

What a novel idea – peers messaging peers to make a difference. The Family Morale Welfare and Recreation Command and the U.S. Army Combat Readiness/Safety Center are preparing to conduct an Armywide video contest with the same aim in mind, and I look forward to seeing videos demonstrating positive safety behavior from the perspective of Soldiers keeping Soldiers, and Families, safe.

**Tod L. Glidewell**

Command Sergeant Major

U.S. Army Combat Readiness/Safety Center