



U.S. ARMY COMBAT READINESS/SAFETY CENTER

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## Resource Document

### *Know the Signs*

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#### Narrative:

The U.S. Army commences its 2012 Army Safe Autumn Safety Campaign with a simple yet relevant slogan, "Know the Signs. Know What's Right. Do What's Right." The campaign runs Sept. 4 – Nov. 25.

The Know the Signs campaign is designed to heighten awareness of risk factors and provide unit commander and leaders the tools they need to address safety issues in their organizations.

#### Key Messages:

- *The Signs* are all around. They come to us in the form of instructions, guidelines, policies, and rules, just to name a few.
- Our *Know the Signs* campaign is a call to action for Soldiers, family members, Army civilians and leaders. "Knowing what's right" implies gaining or having a working knowledge and understanding of training and standards surrounding tasks and activities related to on and off-duty activities. Ability comes with knowing. "Doing what's right" is a deliberate and disciplined act of doing something within the prescribed and accepted set of standards.
- The first challenge is to Know – to seek knowledge and understanding. The second is to Do – to do whatever it is, to standards.
- Our *Know the Signs* campaign is all about getting at a desired behavior, and the state of being of the Soldier, family member, Army civilian or leader. Being *Safe*, acting *Safely*, doesn't just happen by chance. It's the culmination of having and applying *Knowledge* to the multitude of tasks we undertake in our professional and personal lives. Hence, in our fight against accidental injuries and fatalities, *knowledge* is the weapon of choice.

#### Talking points:

- Through 2014, the Army will release four distinct campaigns each year timed around the seasonal changes. This will be different from the semi-annual campaigns from past years, but allows us to

provide leaders with the most up-to-date and timely seasonal safety information available.

- The 2012 Army Safe Autumn Campaign will be the first iteration of this new format and is also the official kickoff of the Army's "Know the Signs" awareness effort.
- Someone always knows when a Soldier is at risk, whether it's the Soldier, the Soldier's leaders, battle buddies or Family members. Trained and disciplined Soldiers know what's right, and knowing the signs means they can do what's right to prevent a senseless injury, and quite possibly save a life.
- Training, discipline and standards are the bedrock of our Army. Soldiers have been taught what right looks like.
- All Soldiers and civilians have an obligation to themselves, their coworkers and to their families to manage risk and take action to correct problems.

### **Topics/tools:**

The USACR/Safety Center stands ready to assist leaders at all levels by providing a greater awareness of the risks and hazards surrounding activities, both on and off duty, during the autumn season, Sept. 4 – Nov. 25, 2012. The 2012 Army Safe Autumn Safety Campaign topics include:

- Privately owned motorcycles – Indiscipline riding
- Privately owned vehicles – Indiscipline driving, distracted driving, fatigued driving and travel preparation and planning
- Pedestrian safety – From a driver's perspective and railroad crossing
- Sports and recreation – Touch football and hunting
- Home and Family – Preparing a house for winter and loss of power and carbon monoxide awareness
- Workplace and home safety – Slips, trips and falls
- The center produced multimedia products such as articles, posters, video public service announcements and resource documents containing information designed to heighten awareness of risk factors and to provide leaders, Soldiers and civilians with tools they need to address safety issues. The tools are easily accessible through the center's website at <https://safety.army.mil>.

### **Historical Reference:**

<https://safety.army.mil/>

### **Statistics:**

- 80 percent of all accidents in the US Army are due to human error
- Nearly 90 percent of all Army Aviation related accidents are due to human error

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