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2024**

**Air Force Safety Center**

# 101 Critical Days of Summer

## Final Report 2024



# Executive Summary



The Air Force Safety Center reinvigorated the 101 Critical Days of Summer campaign name last year to emphasize the Off-Duty Risk Management and protecting the Human Weapon System messaging. This year the campaign's messaging was directed toward the importance of using sound risk management in all off-duty activities. The campaign began on Memorial Day and ended Labor Day weekend.

The use of risk management messaging during the 101 CDS helped align with the Department of the Air Force's new Safety Strategic Plan to prepare Airmen, Guardians, and civilians to be better prepared to make risk-informed decisions. The mission is to integrate risk management in off-duty activities.

There was a positive downtrend on injuries and deaths in some off-duty activities, but in others there wasn't. It's a challenge that we gladly accept, as we will continue to adapt our messaging to reach service members within the Air and Space Forces.

With the Air and Space Forces getting new recruits daily, the 101 CDS campaign messages bring important information to our newest Airmen, Guardians and civilians. By integrating risk management concepts into the messaging will help indoctrinate new members into the safety culture to use sound risk management in all their on-and off-duty activities.

We at AFSEC appreciate all who continue to spread the safety messages and materials created, either ours or the ones you create. Every message can inspire our service members to think about the risks involved in all their daily activities. We are here to help enhance the Air and Space Forces safety culture so we can all strive for zero fatalities and deaths.

Mr William "Bill" Walkowiak  
Department of the Air Force  
Chief of Occupational Safety  
Headquarters, Air Force Safety Center

# OVERVIEW

## 5 FATALITIES

Occurred in motor vehicle accidents including motorcycles



The Air Force Safety Center created materials for the 101 Critical Days of Summer campaign this year with an emphasis on Risk Management.

The campaign materials embedded the risk management messaging to help align with the Department of the Air Force's new Safety Strategic Plan to prepare Airmen, Guardians, and civilians to be better prepared to make risk-informed decisions and encourage Air and Space Forces to use sound risk management in all their off-duty summer activities.

The 101 CDS materials consisted of an introduction video explaining the risks associated with off-duty summer activities and giving Airmen, Guardians and civilians information on where to find safety materials to utilize before participating in summer activities. Additionally, an article, posters, PowerPoint presentation, new logo and letters to the field from the Secretary of Defense and the Chief of Safety for the Department of the Air Force were distributed.

The introduction video was aired on AFN, DVIDS, social media platforms, AFSEC public webpages and YouTube. The article was published in the Air Education and Training Command's Torch magazine, Air Combat Command's Combat Edge magazine, Air Mobility Command's Mobility Forum magazine and the AFSEC public page, and social media platforms.

The AFSEC traffic and outreach branch consistently strives to reach Airmen, Guardians, and civilians through safety messaging to help keep their minds not only on on-duty risk management but utilize it in their off-duty activities and to emphasize the importance of risks associated with summer activities.

# 54%

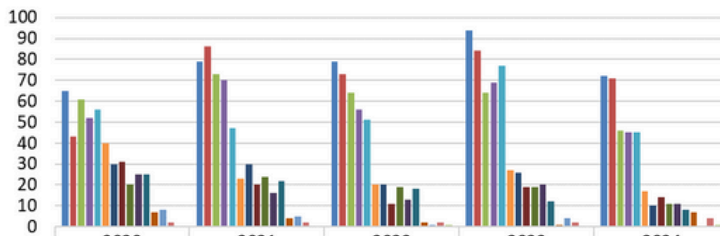
DECREASE IN WATER RELATED INJURIES FROM 2020 TO 2024

Every summer the loss of friends, co-workers, and family members to off-duty activities that could have been avoided is detrimental to the mission and their families mourning their loss. Was risk management used and could the injuries or deaths been avoided by using risk management? The statistics show the leading causes of motor vehicle and motorcycle accidents were speeding, alcohol and distraction while driving. The analytics tells us risk management wasn't used in these instances.

The chart below categorizes the activities that Airmen, Guardians, and civilians participated in this summer and the injuries that occurred.



Off-Duty Critical Days of Summer Injuries by Activities



	2020	2021	2022	2023	2024
PMV-4 Occupant	65	79	79	94	72
Competative Sports	43	86	73	84	71
Incidental/Routine Activities	61	73	64	64	46
Exercise/Calisthenics	52	70	56	69	45
PMV-2 Rider	56	47	51	77	45
Other Sports Activities	40	23	20	27	17
Maintenance/Repair/Construction	30	30	20	26	10
Water-related Activities & Sports	31	20	11	19	14
Other/Unknown	20	24	19	19	11
Off-Road Vehicle Occupant	25	16	13	20	11
Outdoor Activities	25	22	18	12	8
PMV-Pedestrian/Bicyclist	7	4	2	1	7
Ammunition/Explosives/Weapons Handling/Firing	8	5	1	4	0
Fire Activity (Fireworks, Grill, Camp Fire, etc.)	2	2	2	2	4
Private Aircraft Occupant	0	0	1	0	1

\*As of 5 Sep 24; USAF & USSF Military Members

From 2020 with 465 injuries to 2024 with 363 the downward trend equates too over a 21% decrease in injuries during the campaign months.

On-duty Risk Management skills can be used in all off-duty activities



# OUTREACH

The traffic and outreach branch along with the Public Affairs division distributed 101 CDS safety materials through social media, SharePoint, Air Force Portal, Occupational Safety Professional's page, Defense Visual Information Distribution Services (DVIDS), YouTube, and the American Forces Network (AFN), AFSEC Public webpages: Summer Safety webpages and 101 CDS Summer safety article ranked

61%

DECREASE IN  
OUTDOOR/SPORTS  
ACTIVITY INJURIES  
FROM 2020 TO 2024

in the top 10 webpages visited during this time period and in the top five landing pages. AFSEC also had 8,319 views on 101 CDS articles and posters on the webpages with 13 new users and over 62,659 page views.

AFSEC Social Media: AFSEC socials experienced a slight increase in following on Twitter and Facebook during the 101 CDS campaign. Twitters post impressions with 412 and 7 engagements; furthermore, Facebook has 15,359 impressions and 180 reactions with a total reach of 14,117



Graphics created for campaign.



### HEAT EXHAUSTION

- Dizziness
- Thirst
- Heavy Sweating
- Nausea
- Weakness

### HEAT STROKE

- Throbbing headache
- Confusion
- Dizziness
- Becomes Unconscious
- Body temp over 103°F

**ACT FAST**

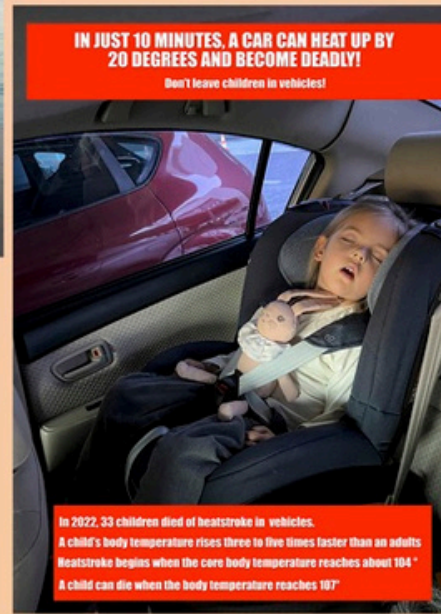
- Move to a cooler area
- Loosen clothing
- Sip cool water
- Seek medical help if symptoms don't improve

**ACT FAST**

**CALL 911**

- Move to a cooler area
- Loosen clothing and remove extra layers
- Cool with water or ice

Heat exhaustion can lead to heat stroke. Heat stroke can cause death or permanent disability if emergency treatment is not given quickly.



## HEAT CAN KILL

### HEAT STROKE & HEAT EXHAUSTION

HOW TO AVOID IT - SPOT THE SIGNS - TREATMENT

KNOW THE SIGNS

**LEARN HOW TO AVOID IT**

- Wear lightweight, light-colored, loose-fitting clothing
- Plan your route
- Wear sunscreen
- Never leave anyone in cars without A/C
- Stay cool, indoors
- Drink plenty of fluids (water, drinks with electrolytes)
- Keep your arms hydrated

**LEARN TO SPOT THE SYMPTOMS**

<p><b>HEAT EXHAUSTION</b></p> <ul style="list-style-type: none"> <li>Confusion, altered mental status, slurred speech</li> <li>Loss of consciousness</li> <li>Hot, dry skin or profuse sweating</li> <li>Seizures</li> <li>Elevated body temperature</li> </ul>	<p><b>HEAT STROKE</b></p> <ul style="list-style-type: none"> <li>Headache</li> <li>Nausea</li> <li>Dizziness</li> <li>Weakness</li> <li>Irregularity</li> <li>Thirst</li> <li>Rapid breathing</li> <li>Elevated body temperature</li> </ul>
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**LEARN HOW TO TREAT IT**

<p><b>HEAT EXHAUSTION</b></p> <ul style="list-style-type: none"> <li>Call 911 for emergency medical care</li> <li>Stay with person until emergency medical services arrive</li> <li>Move the person to a shaded, cool area and remove outer clothing</li> <li>Cool the person quickly with cool water or ice bath if possible, wet the skin, place cold wet cloths on head, neck, armpits, and groin, or soak clothing with cool water</li> <li>Circulate the air around the person to speed cooling</li> </ul>	<p><b>HEAT STROKE</b></p> <ul style="list-style-type: none"> <li>Take individual to a clinic or emergency room for medical evaluation and treatment</li> <li>If medical care is unavailable, call 911</li> <li>Someone should stay with person until help arrives</li> <li>Remove unnecessary clothing, including shoes and socks</li> <li>Remove person from the hot area and give fluids to drink</li> <li>Cool person with cold compresses or have the person wash head, face and neck with cold water</li> <li>Encourage frequent sips of cool water</li> </ul>
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See Something, Do Something... Live to Be Lethal!



# CONCLUSION

This year, the 101 CDS campaign messaging was built with an emphasis on risk management to meet the continual changes in mission directives of the Air and Space Forces. With evolving technologies emerging daily and being incorporated into every job, those same technologies and their hazards are carried over into off-duty activities.

AFSEC and the traffic and outreach branch believe that the 101 CDS campaign safety messages and educational materials distributed can help Airmen, Guardians, and civilians continue to build a safety culture not only on-duty but in their every day off-duty activities as well.

## Building a Safety Culture on- and off-duty



**Contact Us**

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**Visit Our Website**

[www.safety.af.mil](http://www.safety.af.mil)