

101 CRITICAL DAYS OF SUMMER

Final Report 2023



Air Force Safety Center



EXECUTIVE SUMMARY

The Air Force Safety Center has reinvigorated the 101 Critical Days of Summer campaign name this year to emphasize the Off-Duty Risk Management and protecting the Human Weapons System messaging. The campaign which began on Memorial Day and ended Labor Day weekend highlights the importance of safety and risk management for all summer activities.

Why did we stop using 101 CDS? Being stagnant is suffocating, so why not try a different approach. We chose to align seasonal messages under one campaign “Quest for Zero’s Seasonal Safety Campaign”. Every season has its hazards, and by aligning the safety hazards to that seasonal name helped highlight the safety messaging.

The Off-Duty Risk Management and protecting the Human Weapon System campaign challenge added to our 101 CDS messaging assisted in getting our safety professionals involved.

We saw a positive downtrend of injuries or deaths in some off-duty activities, but in others we didn’t. How can we alter a person thinking? What type of safety message makes someone step back to think and evaluate the risks involved before they participate in a dangerous activity?

With the Air and Space Forces getting a daily influx of new recruits, the 101 CDS campaign messages are new to them. By reinvigorating and aligning the campaign with the Off-Duty Risk Management and protecting the Human Weapon System messaging will help indoctrinate them into the safety mindset to use sound risk management as a key element in their on- and off-duty activities.

It’s a challenge and we have gladly accepted it, as we continue to adapt our messaging to reach all Airmen, Guardians and civilians within the Air and Space Forces.

We at AFSEC appreciate all who continue to spread the safety messages, 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. Thank you.

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Mr. William “Bill” Walkowiak
Department of the Air Force
Chief of Occupational Safety
Headquarters, Air Force Safety Center

OVERVIEW

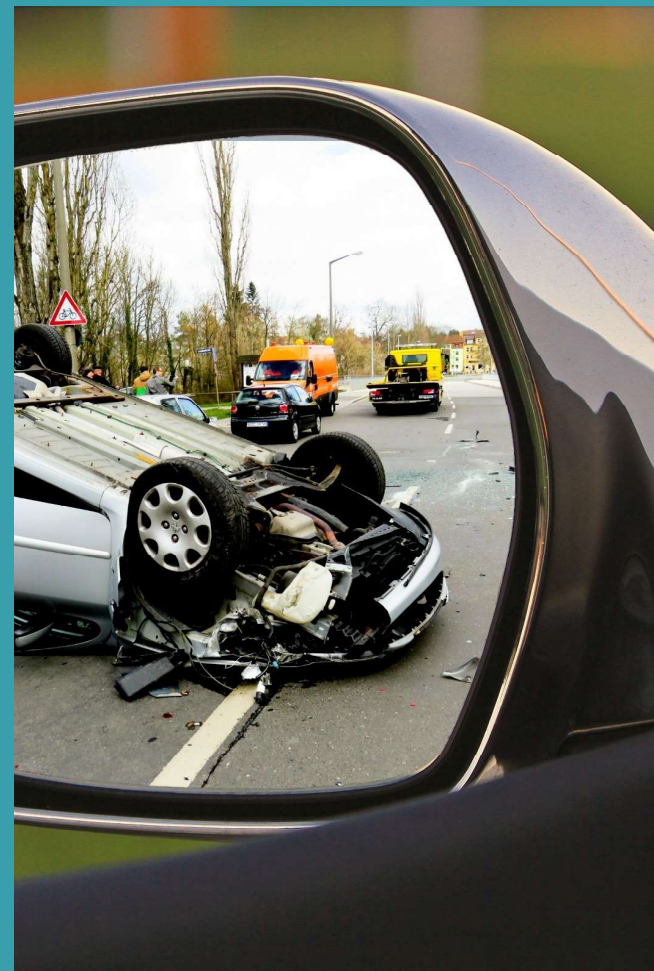
The Air Force Safety Center dusted off the 101 Critical Days of Summer campaign name with an emphasis on Off-Duty Risk Management and protecting the Human Weapon System.

The campaign materials embodied the messaging created for the Off-Duty Risk Management and protecting the Human Weapon System campaign contest that ran October 7 through November 27, 2022. The campaign encouraged Air and Space Forces to participate in both a video and safety slogan contest highlighting off-duty threats to the Human Weapon System (You).

The winning videos were highlighted on the American Forces Network, Defense Visual Information Distribution Service, social media platforms and YouTube. The winning slogan has been used on off-duty safety messaging and incorporated into the 101 CDS materials.

The 101 CDS materials consisted of an introduction video asking Airmen, Guardians, and civilians to assess the risks and skill level involved with each summer activity before participating in it. Additionally, an article, posters, PowerPoint presentation, logo and a facelift of the summer page to incorporate the 101 CDS materials highlighting off-duty risk management and HWS

The article was published in the Air Education and Training Command's Torch magazine, Air Mobility Command's Mobility Forum magazine, Air Combat Command's Combat Edge magazine and the 101 CDS introduction video was aired on AFN, DVIDS, social media platforms, AFSEC public webpages and YouTube. This year a new 101 CDS logo was created to include the winning slogan "See Something, Do Something ... Live to be Lethal!"

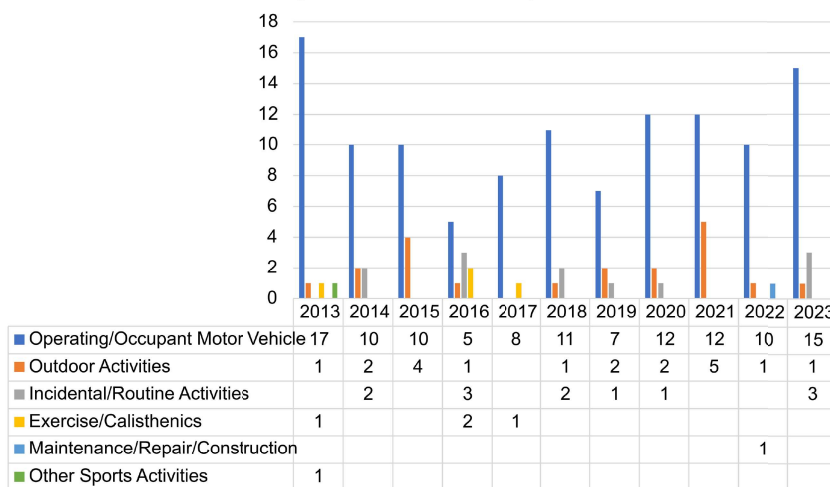


15 FATALITIES

Occurred in motor vehicle accidents including motorcycles



Off-Duty Summer Fatality Activities

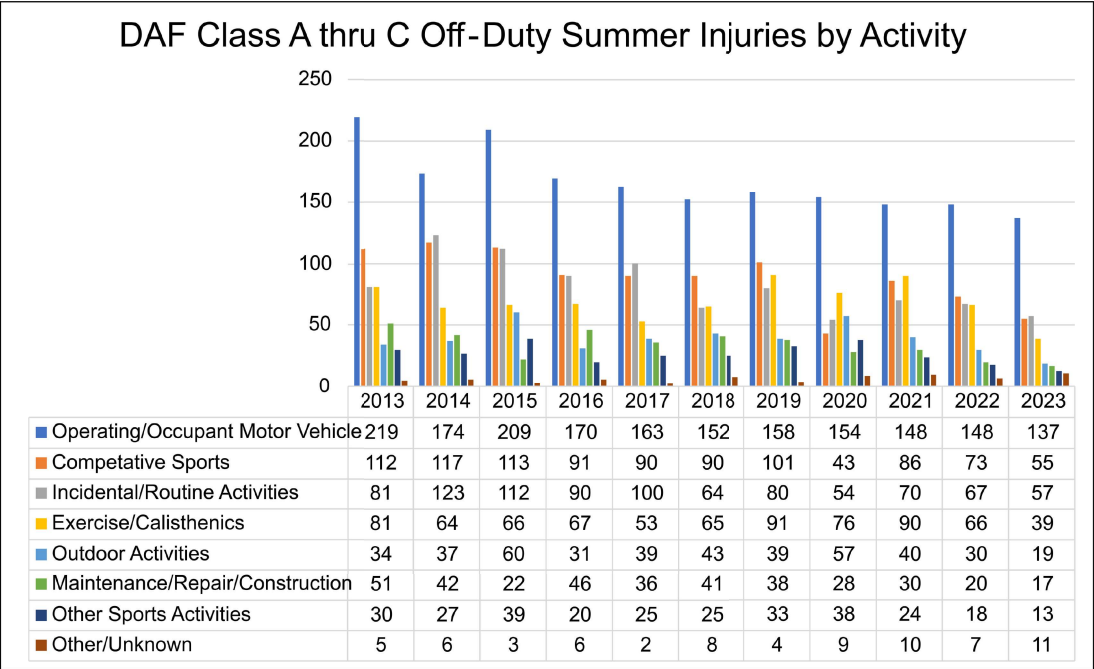


Along with the 101 CDS safety materials distributed throughout the Air and Space Forces was the Secretary of the Air Force's tri-signature memorandum released to emphasize the use of sound decision making and personal risk management during all summertime activities.

Every summer we lose friends, co-workers, and family to off-duty activities, motorcycles, and motor vehicles are continually at the top of the list and speeding and impaired driving/riding were the leading causes of those accidents. The chart below categorizes the activities that Airmen, Guardians and civilians participated in this summer and the injuries that occurred during the campaign. For the past ten and a half years. The data shows a continual downward trend; however, it isn't zero, in 2023 we had 19 fatalities that occurred.

The AFSEC traffic and outreach branch continuously strides for ways to reach Airmen, Guardians, and civilians with safety messaging to keep their minds not only on, on-duty risk management but also carry it to their off-duty activities and to emphasize the importance of risks associated with off-duty summer activities.

The chart below shows a further breakdown of off-duty summer injury activities for over the past ten years. From 2013 with 613 injuries to 2023 with 348 the downward trend equates to over a 43% decrease in injuries during the campaign months.



44%

DECREASE IN WATER RELATED
INJURIES FROM 2013 TO 2023

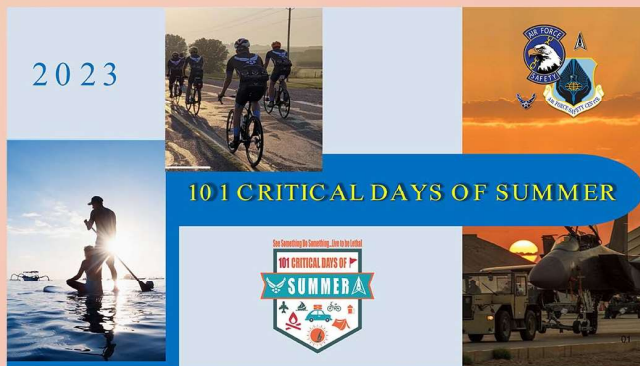
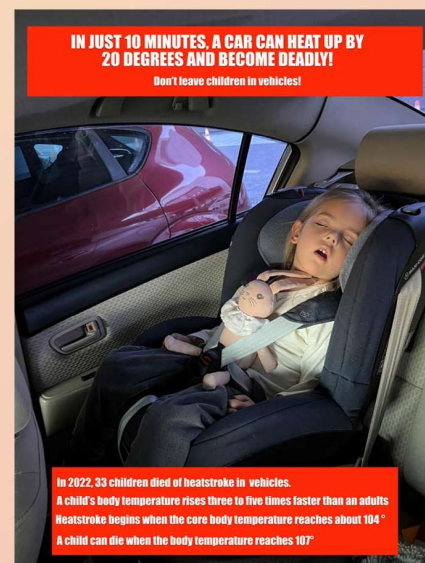
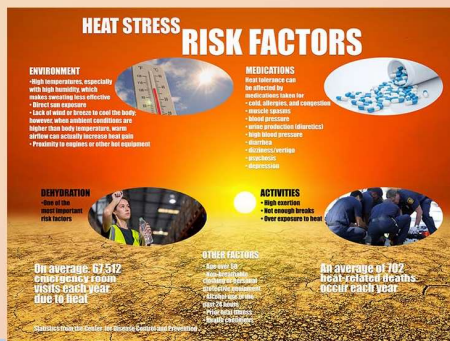
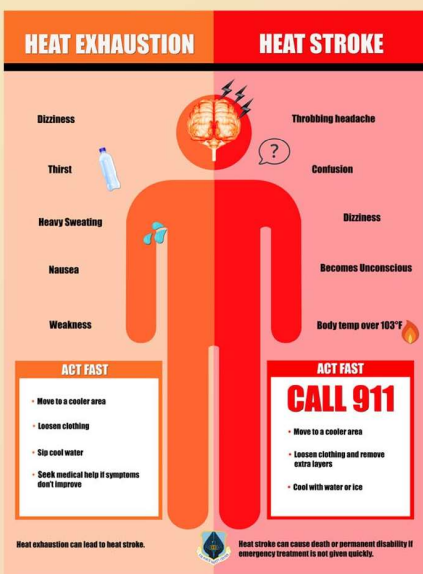


OUTREACH

The 101 CDS safety materials were distributed 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 showed 24,717 new users and over 48K page views,

AFSEC Social Media: AFSEC social media experienced a slight increase in following on Twitter and LinkedIn during 101 CDS campaign. Twitter's post on the 101 CDS article and introduction video had 14,331 impressions with 212 engagements; furthermore, Twitter had multiple 101 CDS posts during the campaign resulting in an additional 973 impressions and 29 engagements. LinkedIn had 1,278 impressions and 36 likes with a total of 447 followers. Facebook had 10,349 impressions and 84 reactions with a total reach of 9,012.

The collage below contains AFSEC's 101 CDS safety campaign materials created and distributed to major commands and field commands to forward to their units and wings to assist with their campaign efforts.



CONCLUSION:

By reinvigorating the 101 CDS campaign with a new logo, slogan and safety materials that highlight Off-Duty Risk Management and protecting the Human Weapons System messaging provides Airmen, Guardians, and civilians another avenue to evaluate and use sound risk management during their off-duty summer activities. It also gives our newest Airmen and Guardians the information and tools they need to use to stay safe.

As the missions and members of the Air and Space Forces are continually in a state of change with newer technologies emerging daily and being incorporated into every job, those same technologies and their hazards are carried over into off-duty activities.

The 101 CDS campaign messaging was created to meet the ever-changing missions of the Air and Space Forces. A survey was created to ask what worked or didn't work. From the responses received, most if not all had positive feedback that the information disseminated helped in creating and participating in the 101 CDS. Additionally, information attained from the survey also gave insight on how to tailor our messages for future campaigns.

We believe that by participating in the 101 CDS campaign and a continuous distribution of safety messages along with educational materials can help build a safety culture not only for safety professionals, but for everyone within the Air and Space Forces and beyond.

51%

DECREASE IN FITNESS/RECREATION
INJURIES FROM 2013 TO 2023.

50%

DECREASE IN TEAM SPORTS
INJURIES FROM 2013 TO 2023.





DEPARTMENT OF THE AIR FORCE
WASHINGTON DC 20330-1000



MAY 03 2023

Airmen and Guardians,

The 101 Critical Days of Summer safety campaign begins on Memorial Day and runs through Labor Day. Historically, this period presents the greatest risk of mishaps and injuries to our Airmen and Guardians. This year we want to emphasize everyone use sound decision making and personal risk management during all your summer activities.

The Department of the Air Force lost 12 members to preventable mishaps during this period last year. The leading cause of fatalities continues to be motor vehicle accidents. Reckless driving, fatigue, alcohol, and poor decisions continue to be common themes in these needless tragedies.

One member lost to a preventable accident is too many. We encourage each of you to commit to a safe summer, use proper risk management, and make good decisions during these critical days.

Our Airmen, Guardians, civilians, and families are our most valuable asset. Take care of yourselves, each other, and enjoy your summer activities with family and friends. We are depending on everyone to, "See Something, Do Something ... Live to be Lethal!"

Thank you for your continued service and all that you do for the Department of the Air Force and our Nation.

Frank Kendall
Secretary of the Air Force

B. Chance Saltzman
General, USSF
Chief of Space Operations

Charles Q. Brown, Jr.
General, USAF
Chief of Staff of the Air Force