

# 2025



**101 CRITICAL DAYS OF SUMMER**

# **101 CRITICAL DAYS OF SUMMER FINAL REPORT**



**PREPARED BY :**

**LISA GONZALES**

# Executive Summary



The Air Force Safety Center highlighted the 101 Critical Days of Summer campaign and emphasized -on- and off-duty risk management. This year the campaign's messaging was directed toward the importance of using sound risk management in all on- and off-duty activities. The campaign began on the Friday of Memorial Day weekend and ended on Labor Day.

As the Department of the Air Force transforms how it employs combat power and integrates risk management across all trainings and operations the 101 CDS helped align with the DAF's new Safety Strategic Plan messaging to prepare Airmen, Guardians, and civilians to be better prepared to make risk-informed decisions to perform the mission safely. Risk management should be carried over to all off-duty activities as well.

This year we sent out a Motor Vehicle Awareness Survey to give us an insight into drivers' attitudes while driving. We believe that understanding driver attitudes and behaviors can assist in developing safety programs and educational materials.

There was a positive downtrend in 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.

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

The Air Force Safety Center strategically designed the 101 Critical Days of Summer campaign to bolster the Department of the Air Force's (DAF) overarching commitment to risk management. This year's campaign prioritized proactively integrating risk management principles not only into formal training and day-to-day operations aligned with DAF mission objectives but also into the personal, off-duty lives of Airmen, Guardians, and civilian personnel during the summer months. This approach was directly aligned with and supported the DAF's "Integrating Risk and Readiness" campaign, which emphasizes preparing all personnel to make informed decisions based on a thorough assessment of potential risks.

The enhanced messaging in the 101 CDS materials was specifically crafted to empower Airmen, Guardians, and civilians with the knowledge and tools necessary to mitigate risks during their leisure time. The campaign provided resources, including comprehensive educational materials, that clearly outlined the potential hazards associated with various popular summer activities. These resources were carefully created to direct personnel to readily accessible safety materials and guidelines, enabling them to proactively prepare and manage risks before engaging in summer activities.

The 101 CDS campaign utilized a multi-faceted approach to dissemination. AFSEC distributed a range of informative materials, including a comprehensive article delving into specific summer risks, visually engaging posters reinforcing key safety messages, a readily adaptable PowerPoint presentation for unit-level briefings, and direct letters to the field from the Chief of Safety for the Department of the Air Force, underscoring the importance of prioritizing safety throughout the summer.

## 6 FATALITIES

Occurred in motor vehicle accidents including motorcycles



# Overview Cont. ☀️

Recognizing the significance of motor vehicle safety, DAF Safety proactively launched a Motor Vehicle Awareness Survey. This critical initiative aimed to evaluate driver attitudes, focusing on perceptions of safety, awareness of traffic laws, and attitudes toward potentially risky driving behaviors.

The survey garnered a substantial 1766 responses, providing valuable insights. The analysis of the collected data revealed that distraction, speeding, and aggressive driving remained significant areas of concern within the DAF community.

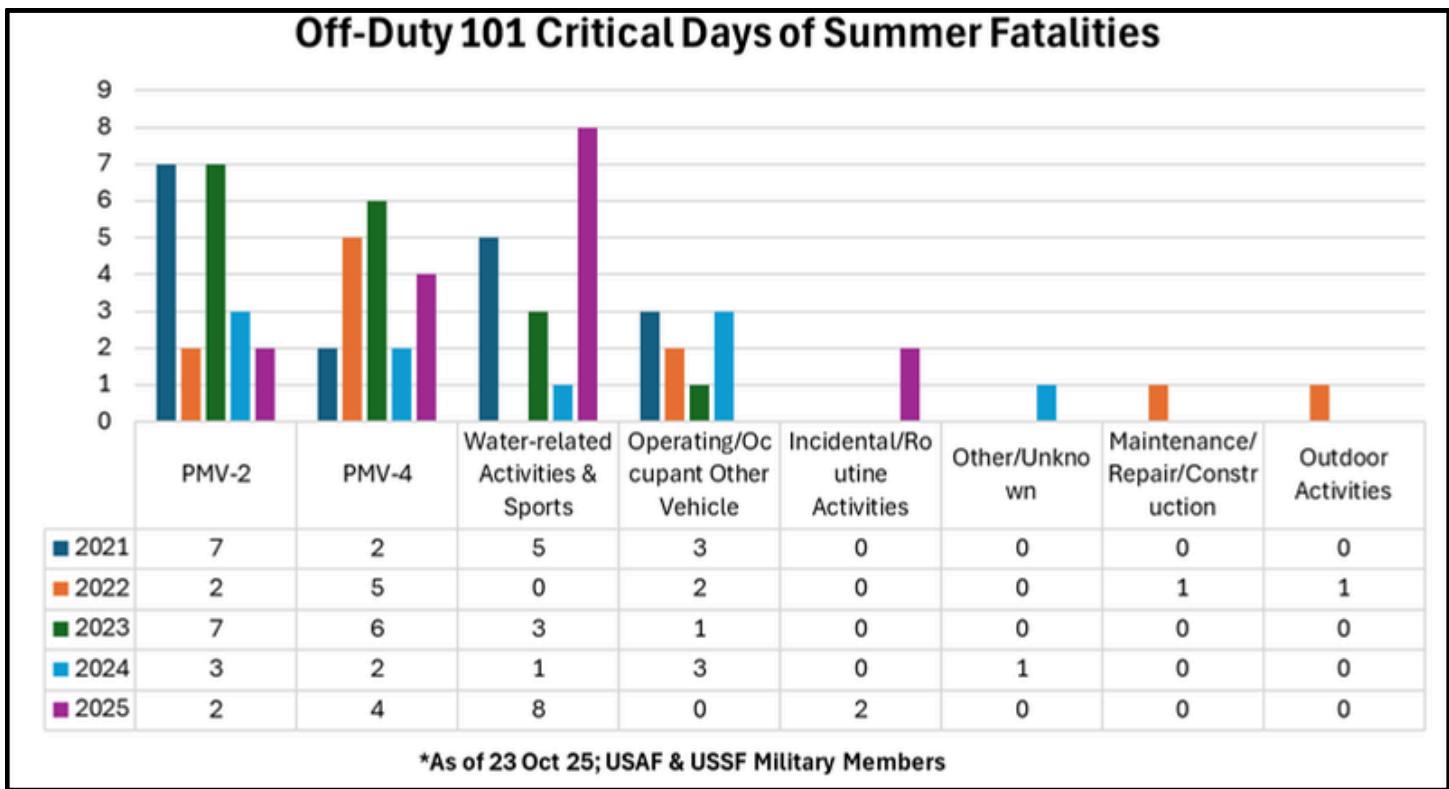
To maximize reach and impact, the key article developed for the campaign was strategically published in a range of publications across the DAF. These included Air Combat Command's Combat Edge magazine, Air Mobility Command's Mobility Forum magazine, Air Education and Training Command's Torch, the AFSEC public website, and various social media platforms, ensuring that the message reached a broad and diverse audience.

The AFSEC Traffic and Outreach Branch remained steadfast in its commitment to connect with every Airman, Guardian, and civilian. Through consistent and targeted safety messaging, the branch strived to foster a culture of proactive risk management, encouraging personnel to not only apply risk management principles during their duty hours but to seamlessly integrate them into their off-duty activities as well. Ultimately, the campaign sought to underscore the paramount importance of recognizing and mitigating the specific risks associated with summer activities, contributing to a safer and more resilient force..



# Overview Cont. ☀️

The graph below shows the fatalities that occurred during this year's 101 CDS campaign months and a five-year look ranging from 17 fatalities in 2021 to 16 in 2025 averaging just over 14 per year. The graph shows the fluctuation throughout the campaign years.

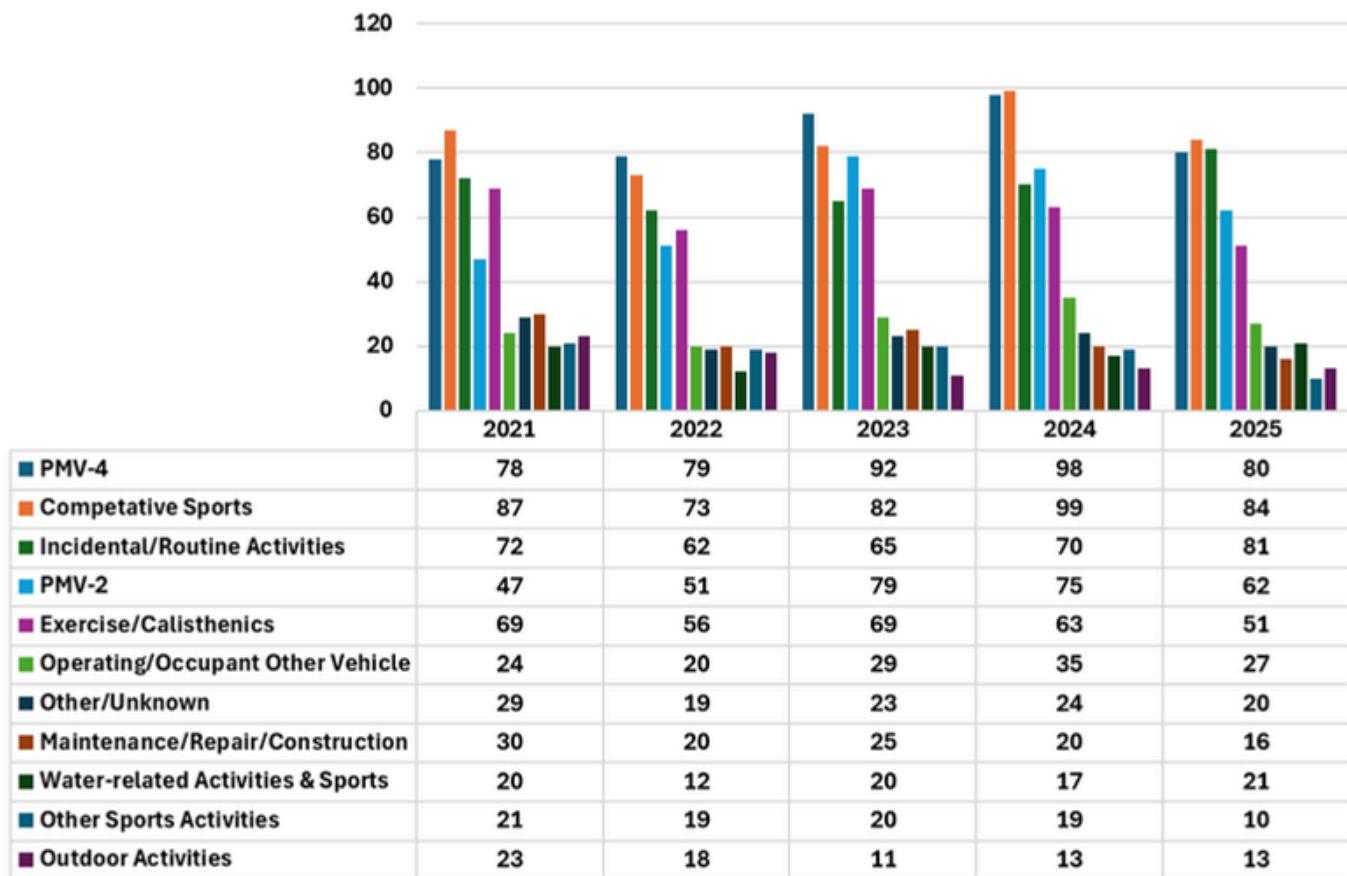


The annual loss of friends, colleagues, and family members to preventable off-duty incidents undermines our mission and devastates those left behind. A critical question to ask in each instance is: Was risk management employed, and could proactive measures have averted the injury or fatality? Data reveals that leading causes of motor vehicle and motorcycle accidents, such as speeding, alcohol consumption, and distracted driving, strongly suggest a failure to utilize effective risk management strategies.

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

# Overview Cont. ☀️

## Off-Duty 101 Critical Days of Summer Injuries Class A-C Mishaps



There was a decrease of over 7% for off-duty injuries from 500 injuries in 2021 to 465 in 2025 during the 101 CDS campaign months.

## 7% DECREASE

In off-duty injuries  
during the 101 CDS  
campaign period



# 47%

DECREASE IN  
OUTDOOR/SPORTS  
ACTIVITY INJURIES  
FROM 2021 TO 2025

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, YouTube, the American Forces Network, and AFSEC Public webpages: Summer Safety webpages and 101 CDS Summer Safety article ranked in the top ten visited during this time period. AFSEC also had 13,276 views on 101 CDS articles and subpages on the webpage with over 58,749 total page views.

AFSEC Social Media: AFSEC's Facebook experienced the highest increase of 101,362 views and the 101 CDS article release had over 64,000 views and a 38,551 reach with 344 reactions. Twitter saw 1256 impressions and 49 engagements while LinkedIn saw over 4,725 Impressions.

## 8 WATER-RELATED FATALITIES

Occurred during the 101 CDS campaign,  
an increase of 7 from last year



# Conclusion

The 101 Critical Days of Summer campaign successfully underscored the importance of risk management, both on and off duty, in navigating the evolving demands of the Air and Space Forces' missions. Recognizing that emerging workplace technologies and their associated hazards extend beyond duty hours, AFSEC provided vital safety messages and resources.

By equipping Airmen and Guardians with the tools to proactively identify and mitigate risks in all aspects of their lives, the campaign fostered a stronger safety culture, contributing to the well-being and readiness of the force.

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



**Contact Us**

[SEGT.AFSC@us.af.mil](mailto:SEGT.AFSC@us.af.mil)

**Visit Our Website**

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