



Raising Internal Awareness: *No matter what office you officially call 'home,' we all can play a role to support safety*

- Every January there are many who consider adopting New Year's resolutions... this year, let's encourage our colleagues to make a resolution for safety! Whether we are driving our personal vehicles or our fleet vehicles, we can all model safe driving behavior, which leads by example as well as saves lives! The attached safety moment slides offer 3 different resolutions to choose from that address common life challenges that lead to speeding, distraction, and aggression behind the wheel. Use one (or all three!) to help leverage all meeting opportunities to share this month to kick off a Safe New Year!

In Your Everyday Life: *Even when you're not 'on-the-clock,' there are ways to improve safety culture in Florida*

- Does your New Year's resolution involve being more healthy, or perhaps eating together as a family? If so, check out the attached Fresh from Florida winter recipe of the week, a white bean soup! Featuring seasonal Florida produce and white beans, this healthy hot soup is sure to warm you up (or it can help you get in that 'winter' spirit even if the weather

isn't so cool where you are. Be sure to share the recipe for safe driving on the back of this card with others as you share the meal too!

In the Community: *Grass-roots outreach efforts greatly improve safety messaging effectiveness – these one-on-one conversations have far-reaching impacts*

- Local farmers markets are a great place to reach Florida families to conduct safety outreach, and our recipe cards are the perfect safety tip cards that match the interests of people attending! We have recipes for each season to ensure the recipes match the foods that are typically available during each. Each District Safety Office has all of our recipe cards in stock - please contact them if you know of local farmers markets where safety outreach can be conducted, and consider helping them to do this too!

Please continue to think of ways you can leverage your own positions and/or interests to help our cause! This is an organic program of our own collective initiative, so we welcome you to take the initiative to do what you can and when you can, to promote Target Zero. Feel free to let us know what you are doing so we can share your ideas with others too.

Thanks to you, our collective forces are saving lives every day! Your Supervisors' support to approve your time with this is key to our success, so please do share our sincere gratitude with them as well.