



DEPARTMENT OF THE NAVY
NAVAL SAFETY COMMAND
375 A STREET
NORFOLK, VA 23511-4399

13 Sep 22

From: Commander, Naval Safety Command

Subj: Fleet-Facing Public Affairs Campaign

1. Purpose. To inform all naval organizations how the Naval Safety Command (NAVSAFECOM) will work with their organizations to highlight Sailors and Marines in Fleet-Facing safety campaigns.

2. Background

a. Effective information sharing is vital for the naval services to be a learning organization. To support this goal, NAVSAFECOM establishes this initiative to highlight Sailors and Marines in enterprise safety campaigns, social media platforms, and the NAVSAFECOM public website. The goal of the NAVSAFECOM is to promote behaviors of self-awareness, self-assessment, self-correction, and continual learning in order to enable an effective defense-in-depth that ensures the command is Safe to Operate and Operate Safely through proper risk identification, communication, and accountability at the appropriate level.

b. For efficient communication, NAVSAFECOM will work to include Sailors and Marines in our safety campaign promotional materials and social media. Examples of these types of products include the "101 Critical Days of Summer," "Fall and Winter Safety," and campaigns such as PMV2 or PMV4 safety pushes. NAVSAFECOM will coordinate thirty days in advance to minimize the impact on participating organizations. The intent is to highlight our best Sailors and Marines in NAVSAFECOM's messaging campaigns.

3. Responsibility. NAVSAFECOM's Safety Promotion and Public Affairs Department is responsible for the drafting the notification email to solicit Sailors and Marines' participation. The NAVSAFECOM Command Master Chief (CMC) will be responsible for working with enterprise counterparts for scheduling and de-confliction.

4. Action

a. When working through the request from the NAVSAFECOM, submitting commands should submit the their model Sailors and Marines that best represent our services.

b. The NAVSAFECOM Safety Promotion and Public Affairs Department will coordinate with enterprise commands to schedule a photo shoot, video shoot, or interview and facilitate the process for posting on the command's public website or social media platforms.

c. NAVSAFECOM will annually review end of year communications statistics for this initiative based on who has the most views, hits, reviews, etc. on NAVSAFECOM's social media platforms and public website and determine who has the most views. The Commander, Naval Safety Command will present the Sailor or Marine with the most views with a Navy Commendation Medal, the second most will receive a Navy Achievement medal, and the third will receive a Flag Letter of Commendation.



C. M. ENGDAL
RADM USN

Releasability and distribution:

This instruction is cleared for public release and is available electronically only via the Naval Safety Command SharePoint, <https://flankspeed.sharepoint-mil.us/sites/NAVSAFECENAll-Hands>

Naval Safety Command Fleet-Facing Public Affairs Campaign Guidelines

The NAVSAFECOM seeks motivated and creative Sailors and Marines to assist with video production for campaigns and promotions such as the "101 Critical Days of Summer" and "Fall and Winter Safety" initiatives, and other on or off duty-related activity.

If you enjoy making dynamic, inspiring and creative videos and like to think outside the box, this is your opportunity to make an impact on the Navy's safety culture and influence your fellow Sailors and Marines. Suggested topics include Drunk Driving, Motorcycle Safety, and Pedestrian Safety.

Eligibility: Commands should endorse submissions from exemplary Sailors and Marines who best represent respective service. There is no limit to the number of submissions or individuals who can submit products.

Video submission:

Length: 12-15, 15-30 seconds

Format: MP4

Orientation: Vertical videos in all formats compatible with social media platforms

Proposed Topics

Topic: Safety-related/practicing good risk management. (i.e., off-duty recreational activity, winter, summer activity, wearing correct PPE on and off duty)

Topic: Safety-related/practicing good risk management. (i.e., steps to correctly perform a task (aircraft towing, HAZMAT stowage, traversing ladders/stairwells, carrying heavy load, avoiding falls)

Topic: Safety-related/practicing good risk management. (i.e., operating safely in extreme temperatures, wearing correct PPE, hydrating)

Tips:

- Determine the goal or topic. Keep it simple and to the point.
- Illustrate all the steps to the process or activity, if possible.
- Ensure compliance with established procedures and safety policies.
- Ensure subject is wearing appropriate PPE, if warranted.
- Narration must be audible and clear.
- NAVSAFECOM can answer questions via SAFE-PAO@navy.mil.

Submit your product:

- **All submissions must be free of strong language, violence, nudity or sexual nature. If music is used, ensure there is no copyright issue, otherwise, we will have to reject the submission. Free music sources are available.**
- The NAVSAFECOM reserves the right to refuse products that are deemed inappropriate, offensive or in violation of established safety policy and processes.
- Submit your products to the NAVSAFECOM Public Affairs Office at: navsafecom@gmail.com
- For questions, please contact us at SAFE-PAO@navy.mil or call 757-444-3520 X7870