

Amerisure's 2019 Fall Prevention and Safety Campaign

Falls continue to be the leading cause of death in construction. Of the 991 construction fatalities in 2016, 37 percent were fatal falls to a lower level. Even on a surface level, slips, trips, and falls make up 15 percent of all accidental deaths. While the construction industry reports the highest number of falls annually, falls make up the majority of general industry accidents, and are the second leading cause of death behind motor vehicle accidents.

As these accidents continue to be the most frequently reported injuries, totaling 25 percent of reported claims per year, we feel a responsibility to share prevention and safety tips that may benefit our employees, partner agencies, and policyholders.

The majority of falls can be prevented. Our hope is that by sharing tools and resources, our employees, partner agencies, and policyholders can raise awareness and increase safety culture. Working together, we can decrease the number of falls at home and on the job, creating a safer environment for all.

A yearlong commitment to knowledge and expertise

Over the course of 2019, employees from our risk management, corporate underwriting, and marketing teams will collaborate to provide timely resources and information. Similar to our [2018 Distracted Driving Campaign](#), we will utilize email, social media, and amerisure.com to communicate messages on a monthly basis.

This campaign is two-fold, and will focus on —

- Fall from height (January through June)
- Slips, trips, and falls (July through December)

Participation is encouraged

The true success of our campaign is dependent upon the participation of our employees, partner agencies, and policyholders. We hope you'll commit to making a difference and reducing fall-related accidents in your community.

Sincerely,



Kevin Clary
Vice President, Risk Management



Jayashree Ishwar
Chief Underwriting Officer



Todd Ruthruff
Chief Relationship Officer