



TOIRMA Update

By Jim Donelan

TOIRMA Executive Director

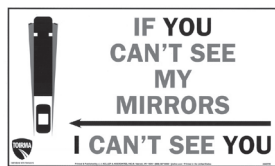
Think Safe ... Drive Safe ... Work Safe

THE TOWNSHIP OFFICIALS OF ILLINOIS RISK MANAGEMENT ASSOCIATION (TOIRMA) is in the midst of its 30th Program Year. Starting out as an idea with only two members, TOIRMA has grown into an organization with 1,689 member townships, road districts and multi-township assessment districts throughout the State of Illinois. This is something that our members should be proud of. As a part of this milestone, we have been researching the history of our risk pool from its inception back on June 1, 1986, through present day. It is fascinating to see the past efforts by TOIRMA at managing risks/exposures. I would like to highlight a few of these initiatives and hopefully you will still find them useful today.

During the 1990s, and again in the 2000s, TOIRMA invested a significant amount of time developing poster campaigns focusing on safety. Since I was not with TOIRMA during this time, I am proud to point out that some of these ideas were so good, that we are still using them effectively today. For example, our "Look Before Backing" dash decal is still a relevant tool and reminder for our members. The "Replace Damaged Signs" poster is a message that we include in our promotional materials currently in various forms. Not adhering to this advice may lead to claims and lawsuits.

With the winter season fast approaching, we ask our member to please keep in mind the need to be even more attentive than usual while driving. Unfortunately, not every driver in your township is mindful of this

thought. This brings to mind our dump bed sticker, first made available to TOIRMA members in 1998. The "If You Can't See My Mirrors—I Can't See You" is a simple,



but effective reminder to motorist following your township vehicles of the need to keep a reasonable distance between their vehicle and yours.

Another clever poster from the archives is one depicting a truck plowing snow with a warning sign stating: "Be Cool—Plow With Care" along with subtext reading "Prevent accidents. Always use your snow plow know-how."

TOIRMA's "CAUTION: Stay Back 50 Feet" dump bed sticker has been in use since 2003 and is presently available to all TOIRMA members. During my travels throughout the state, I've seen these stickers on township vehicles, and they work.



Like any successful advertising campaign or public service announcement, it is important to keep the message succinct and to the point. I particularly like TOIRMA's "Think Safe ... Drive Safe ... Work Safe" theme, which was successfully utilized in posters just over 10 years ago. If township officials will keep this message as a part of their daily thought process, hopefully there will be fewer accidents and injuries.

As your risk management program, TOIRMA is proud to be meeting the coverage needs of our members, while maintaining a stable contribution level. By working together to be safe, this will only reduce problems that can occur, while at the same time strengthening the effectiveness of "Your Township Partner," TOIRMA.

We hope you find this information helpful. If you have any further questions regarding this topic, please feel free to contact me at (888) 562-7861 or by email at jdanelan@toirma.org.

Thank you, Happy Thanksgiving, and please remember to "Think Safe ... Drive Safe ... Work Safe." 

REMINDER

The TOIRMA Client Satisfaction Survey was mailed to each TOIRMA Contact in early October. The survey was to be returned by October 23, 2015. If you have NOT returned your survey to TOIRMA, please take the time to complete the one-page document, and return it in the envelope provided ASAP. This valuable information is evaluated by our staff and board of trustees, helps us in evaluating our present services to our membership, and provides us with guidance in determining the direction of the TOIRMA Program in the future. Thank you for your attention to this matter.