DEPARTMENT OF THE ARMY
HEADQUARTERS, UNITED STATES ARMY, PACIFIC
FORT SHAFTER, HAWAII 96858-5100

REPLY TO
ATTENTION OF

APSL

MEMORANDUM FOR

Command Sergeant Major, 25th Infantry Division (Light) and US Army, Hawaii, Schofield Barracks, HI 96757-6000
Command Sergeant Major, US Army Alaska, 600 Richardson Drive, Fort Richardson, AK 99505-5000
Command Sergeant Major, US Army Japan/9th Theater Support Command, APO AP 96343-5005
Command Sergeant Major, 9th Regional Readiness Command, 1557 Pass Street, Fort Shafter Flats, Honolulu, HI 96819-2135
Command Sergeant Major, 196th Infantry Brigade, Fort Shafter, HI 96858-5300

SUBJECT: Army Safety Campaign – "Be Safe"

1. The Army has launched a new safety campaign using two simple and heartfelt words – "Be Safe." Acting Secretary of the Army Les Brownlee announced that "Be Safe" will be the Army's official safety campaign theme designed to decrease accidents by 50 percent over the next two years.

2. Secretary Brownlee came up with the slogan after hearing the phrase continuously used by Soldiers and their commanders in Iraq when he visited there. "Be Safe" wasn't used flippantly by the Soldiers in the box. They were a "band of brothers" with a fundamental concern for one another's safety.

3. There are several reasons why every noncommissioned officer (NCO) should take this safety campaign seriously. First, we are leaders and stewards of the Army's resources. Hence we are entrusted with the training and well-being of our Soldiers. Second, we owe it to our Soldiers to return them to their families safely. Third, it's the right thing to do.

4. To make this safety campaign work, the USARPAC NCO Corps needs to get actively involved. There are two things that come to mind when talking "Be Safe." As the first line of leadership encountered by junior Soldiers, NCOs need to ensure Soldiers are being trained to standard and are performing to standard. Standards are there for a reason, to minimize the potential for accidents. Probably the most difficult challenge is how to empower Soldiers with making the right decisions when they are on their own time. Due to their age, young Soldiers lack life experiences and this is where senior NCOs can help bridge that gap. We cannot afford to expose our Soldiers to a

trial and error or the live and learn mentality. As for mentoring Soldiers with decision-making, familiarize yourself with risk management as found in FM 100-14 and the enclosed USARPAC Leader's Guide to Risk Management.

5. To combat privately owned vehicle accidents, senior NCOs will ensure that every Soldier in USARPAC complete an on-line trip risk assessment at https://safety.army.mil/asmis1/ in collaboration with their respective supervisor prior to departing on trips outside of their immediate local area whether on leave, pass, TDY, or PCS.

6. The Army and this command are relying on us to deliver and I say bring it on. ONE TEAM!

MARK L. FARLEY
Command Sergeant Major, USA
USARPAC Command Sergeant Major

Encl

CSMs:
We must Break the cycle of Accidents and Incidents. This NCO Business! Training Soldiers to do the Right Thing when Leaders Are NOT present!