

ANNOUNCING YOUR MSD PLEDGE COMMITMENT: SAMPLE CEO EMAIL

Dear Colleagues,

As you all know, safety is at the heart of our values at *[company name]*. We take great pride in our safety standards and our commitment to your health and well-being, which will always be our top priority.

Our commitment never stops. In fact, it is rooted in the pursuit of continuous improvement. That is why I am proud to announce *[company name]*'s participation in the National Safety Council's **MSD Pledge** to tackle the most common workplace safety injury.

MSDs—short for “musculoskeletal disorders,” and also known as ergonomic injuries—can develop from daily job duties. Tasks that involve repetitive motions, high force (like lifting heavy objects) or awkward postures pose some of the greatest risks for injury. Suffering an MSD impacts your performance on the job and, more importantly, your ability to live your fullest life. So, reducing the risk of MSDs here at *[company name]* is a core part of our safety mission. Joining the MSD Pledge will help us accomplish it.

As America's leading nonprofit safety advocate, the National Safety Council has a more than 100-year history of advancing safety progress, from seatbelts and airbags in cars, to steel-toed shoes and protections against COVID-19 in the workplace. In signing the National Safety Council's MSD Pledge, we are in excellent company, joining a growing movement of top employers dedicated to improving workplace safety and sharing the best practices and innovations to support worker well-being.

Together with our fellow signatories, we have pledged to help reduce MSD risk and subsequent injuries by 25% by 2025, creating safer conditions for millions of workers worldwide. To meet this goal, we are taking the following steps to enhance our existing safety policies and procedures *[link to existing policies as applicable]*.

[List out below the actions that your company will take to reduce MSD risk. Refer to NSC's MSD Solutions: Policy & Procedure Checklist.]

- *Action 1*
- *Action 2*
- *Action 3*
- *Action 4*
- *Action 5*

Everyone has a role to play in a strong culture of safety. To that end, **I hope you'll share your feedback on our pledge strategy, your views on our current safety protocols and MSD risk factors, and your ideas for innovative MSD risk reduction.** You can share your feedback by *[completing a company survey / contacting a designated safety representative / participating in a company town hall / etc.]*.

Thank you for your contributions to a safe and healthy workplace.

Sincerely,

[Name of CEO or other trusted leader]