



NEWS RELEASE

Contact: Lisa Hamilton, ABC
Vice President-Corporate Communications
515-345-7589
lisa.l.hamilton@emcins.com

Walking: Not as Easy as It Looks

DES MOINES, Iowa (Nov. 15, 2016)—EMC donated funds to purchase an Industrial Biodynamics Slip Simulator™ for the Iowa-Illinois Safety Council. The Slip Simulator creates slippery and hazardous conditions users can attempt to navigate while strapped into an overhead safety harness.

By navigating simulated hazards in a controlled environment, participants who use the Slip Simulator learn from mistakes, gain proficiency and decrease their risk of slip, trip and fall injuries with improved stability and balance. This learning technique has been proven to increase awareness and decrease reaction time.

“It’s not as easy as it looks,” says Bryon Snethen, EMC vice president of risk improvement. “Training employees on how to walk on slippery surfaces or to navigate obstacles uses muscle memory, which embeds the physical task for use when they encounter real-life scenarios. This simulated experience should help our policyholders reduce the number of slip and fall losses.”

EMC has been a longtime partner with the Iowa-Illinois Safety Council, a nonprofit organization that provides safety information, seminars and services to members in an effort to reduce accidents or injuries and the costs associated with them.

About EMC Insurance Companies

EMC Insurance Companies is among the top 50 insurance organizations in the country based on net written premium, with more than 2,100 employees. The company was organized in 1911 to write workers’ compensation protection in Iowa. Today, EMC provides property and casualty insurance products and services throughout the United States and writes reinsurance contracts worldwide. Operating under the trade name EMC Insurance Companies, Employers Mutual Casualty Company and one or more of its affiliated companies is licensed in all 50 states and the District of Columbia. For more information, visit www.emcins.com and www.CountonEMC.com.

About Iowa-Illinois Safety Council

The Iowa-Illinois Safety Council (IISC) has been incorporated in Iowa since 1953 and a chapter of the National Safety Council since 1980. This nonprofit organization is supported by approximately 1,000 members and locations throughout Iowa and Illinois. IISC provides a wide variety of safety information, seminars and services to members in an effort to reduce accidents or injuries and the extraordinary costs associated with them.

###