Safe 4 Culture Changing Program

Utilizing Human Nature & Emotion to Keep Employees Safe based on the proven message

SAFE 4 the Right Reasons

DiVAL Safety & Supplies for Life

DiVAL Safety & Supplies for Life

Lake Effect Snow

Lake Effect Snow

November 17, 2014

November 18, 2014

November 19, 2014

Safety Culture

Culture

A Safety Culture consists of:

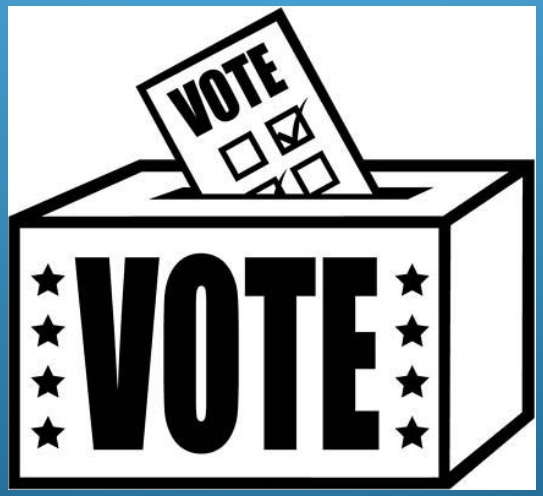
- **Beliefs**
- **Behaviors**
- **Attitudes**

Culture – Where do you stand?

Do you THINK

your company can go an entire year without a Lost Time Accident?

(Show of hands)



Culture

Thoughts

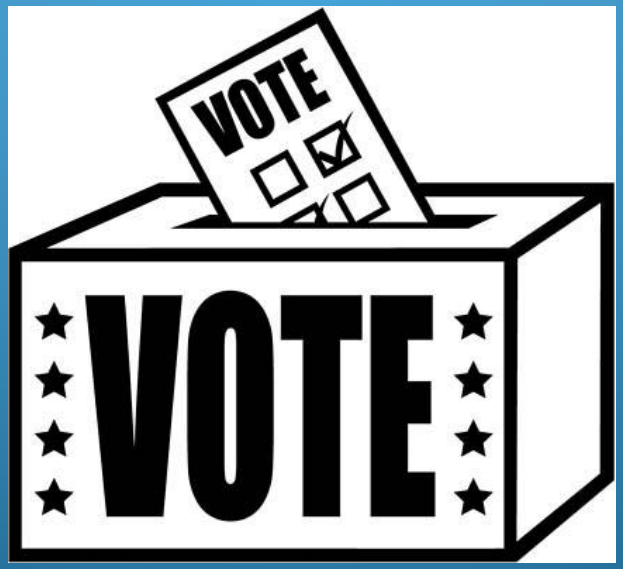
Resistance

Beliefs

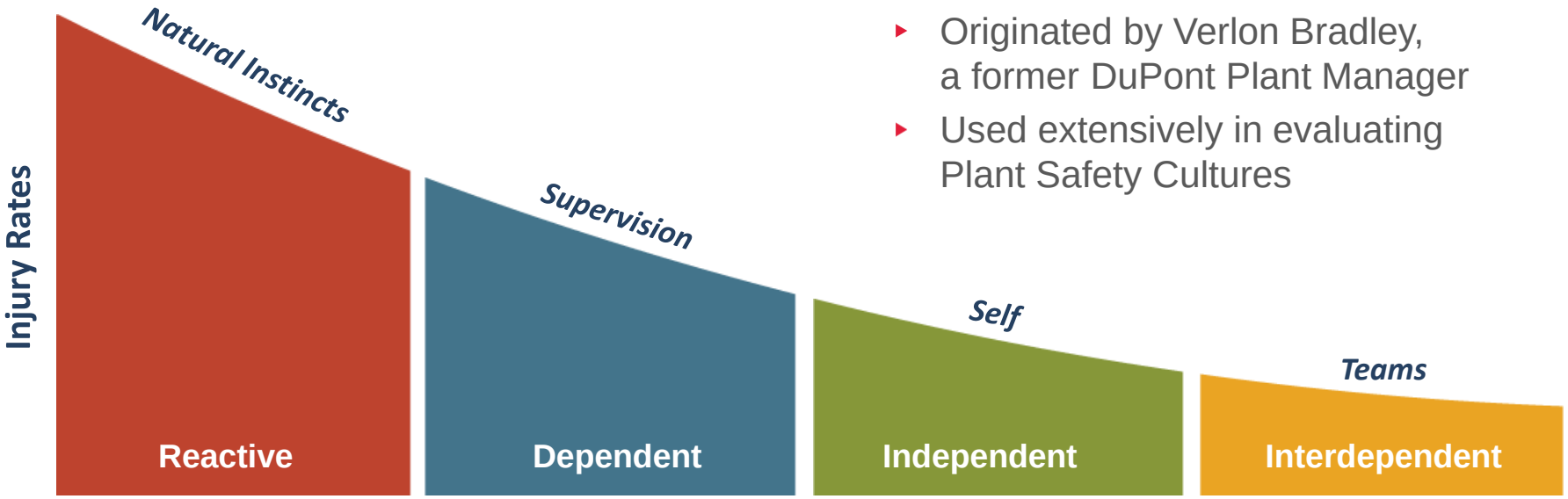
Change comes from *hundreds* of little wins

Culture – Where do you stand?

Do you BELIEVE your company can go an entire year without a Lost Time Accident?



The DuPont™ Bradley Curve: Evolution of Plant Safety



- Originated by Verlon Bradley, a former DuPont Plant Manager
- Used extensively in evaluating Plant Safety Cultures

- Safety by instinct
- Compliance is the goal
- Safety is responsible
- Lack of management involvement

- Management commitment
- Fear/discipline
- Rules/procedures
- Supervisor is responsible
- Training

- Personal commitment
- Internalization
- Care for self
- Practice, habits
- Positive recognition

- Others' keeper
- Networking contributor
- Care for others
- Organizational pride

3 Sources of Unexpected Events

- Self 95%
- Others 3%
- Equipment 2%

Source: National Safety Council

Accidents on vs. off the job

Unintentional Disabling Injuries

Off the job vs. On the job

3 : 1

Changing behaviors off the job carries over on the job!

1. Emotional Intelligence

An Emotional Intelligence Approach to Safety

What is your Why?

Emotional Intelligence

- **Neocortex**- Controls rational, technical, and analytical abilities; it grasps concepts and logic (includes conventional training, regulations, policies, procedures, consequence)

- **Limbic**- Controls emotion and feelings; learns best through motivation, extended practice, and feedback

2. Organizational Safety Structure

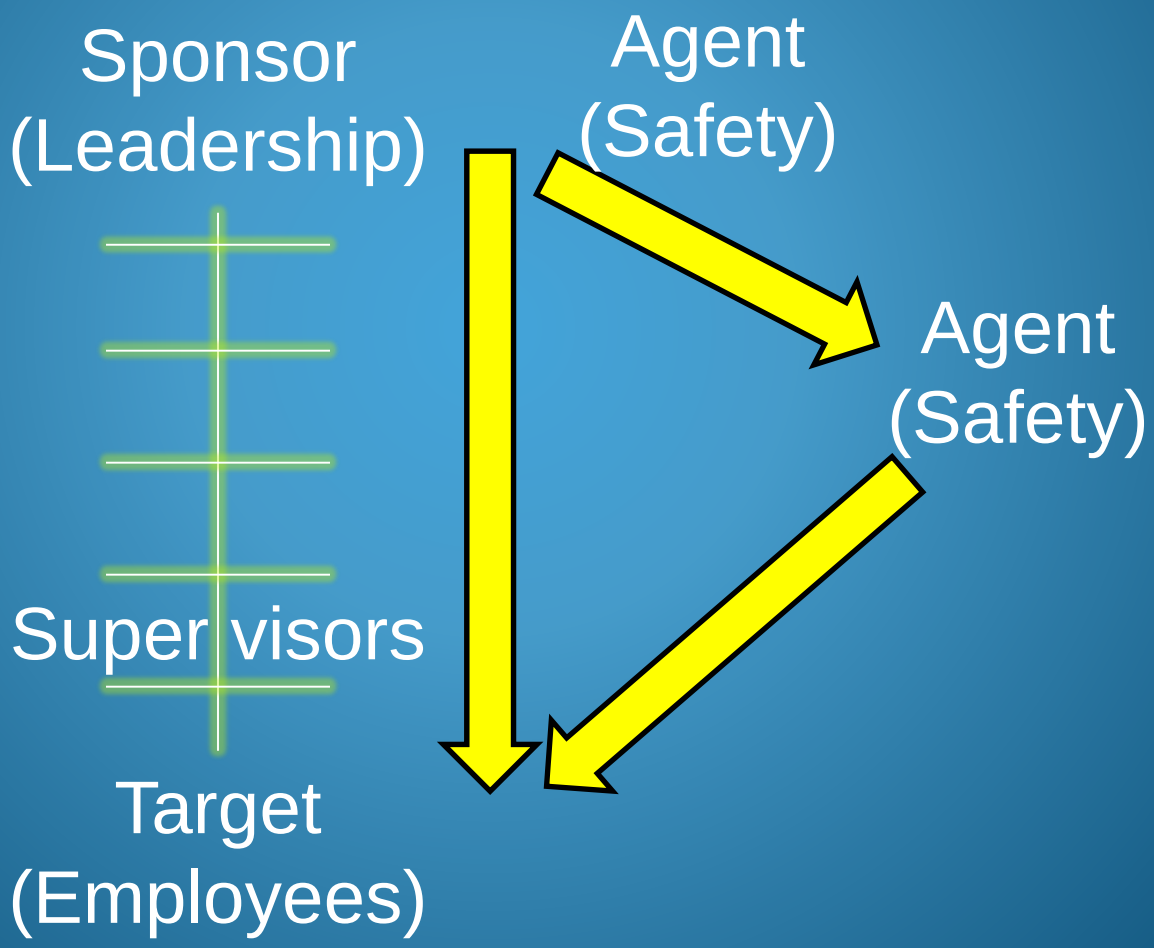
Why Initiatives Fail

1. No plan for sustainability
2. Lack of buy-in or support
   (leadership, managers/supervisors, employees)
3. Competing priorities within organization

Organizational Safety Structure

SPONSOR – AGENT – TARGET

Safety Structure



3. Employee Engagement

Employee Engagement

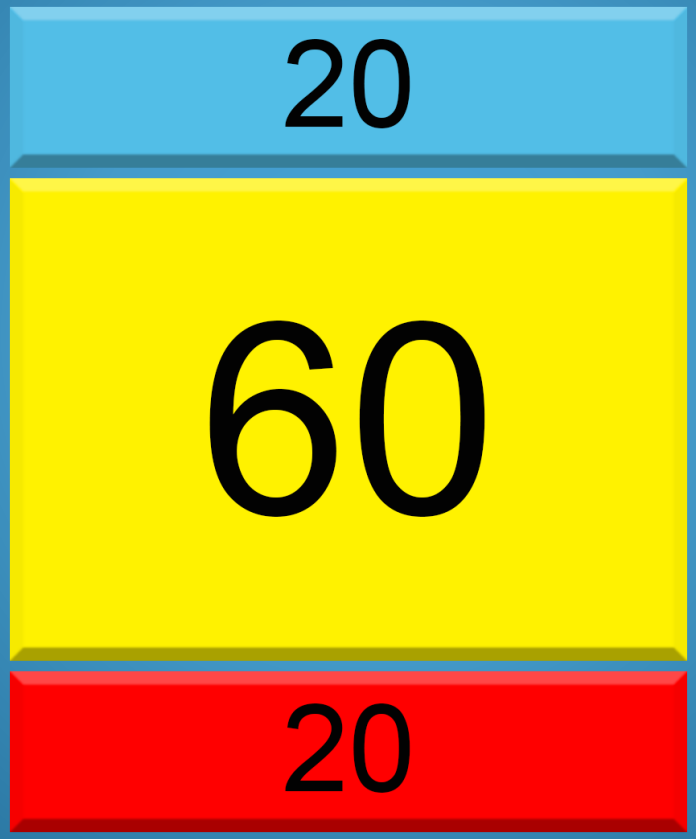
Dale's

20 – 60 – 20

Rule

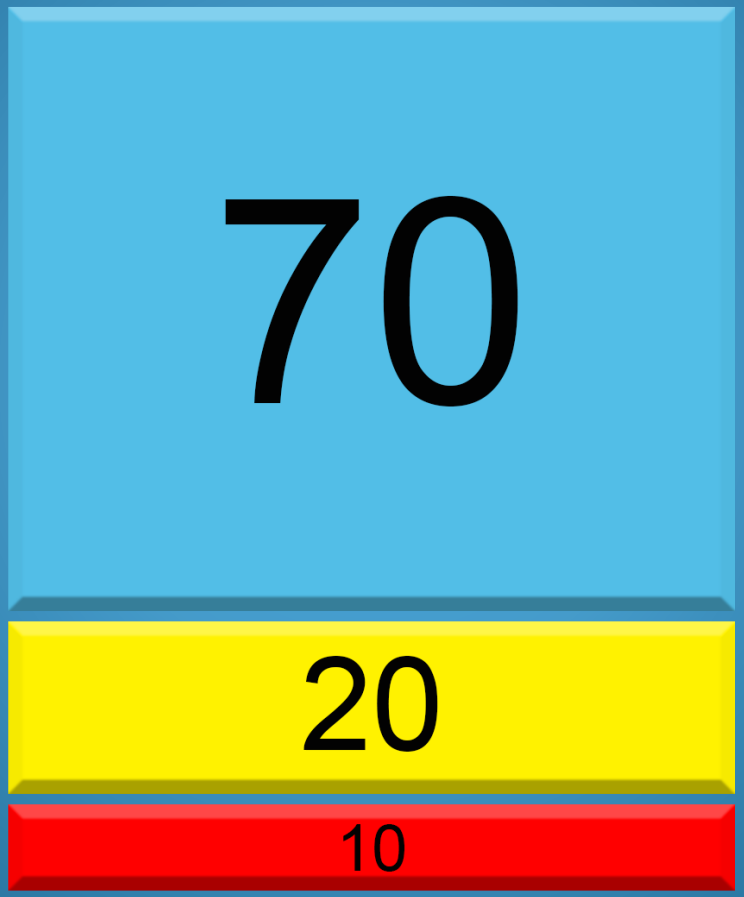
Engagement

EMPLOYEES



Engagement

EMPLOYEES



Engagement Example

The Buffalo vs. the Goose

Engagement- the Power of Smiling

4. Marketing the Safety Message

Marketing Safety

This Approach Works!

-Breakfast of Champions

-Just Do It

-15 minutes can save you 15%

-Finger Lickin' Good

Once you've worked out your new safety initiative, you need to plan how to communicate it.

The Plan

Planning: 12 – 18 month

Budget:

Start with a clean slate and an open mind.

Plan your Campaign to be EFFECTIVE – not to fit budgets

Investment per employee

Prove it's not the "Flavor of the Day"

- Kick off Event
- Major Events – Quarterly
- Minor Events – Monthly
- Gate Events

You know you're getting there when....

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