

24/7 Safety: Building an Incident-Free Safety Culture

24/7 Safety: Building an Incident-Free Safety Culture

Clinton "Safety Man" Gray, MBA

Dallas/Fort Worth International Airport
Safety Manager

24/7 Safety: Building an Incident-Free Safety Culture

Overview

- What will you take away and use?
- Safety Culture
- Strategic Safety Management Plan
- Safety Policy
- Safety Risk Management
- Safety Promotion
- Conclusion

24/7 Safety: Building an Incident-Free Safety Culture

Presented by

Clinton
"Safety Man"
Gray

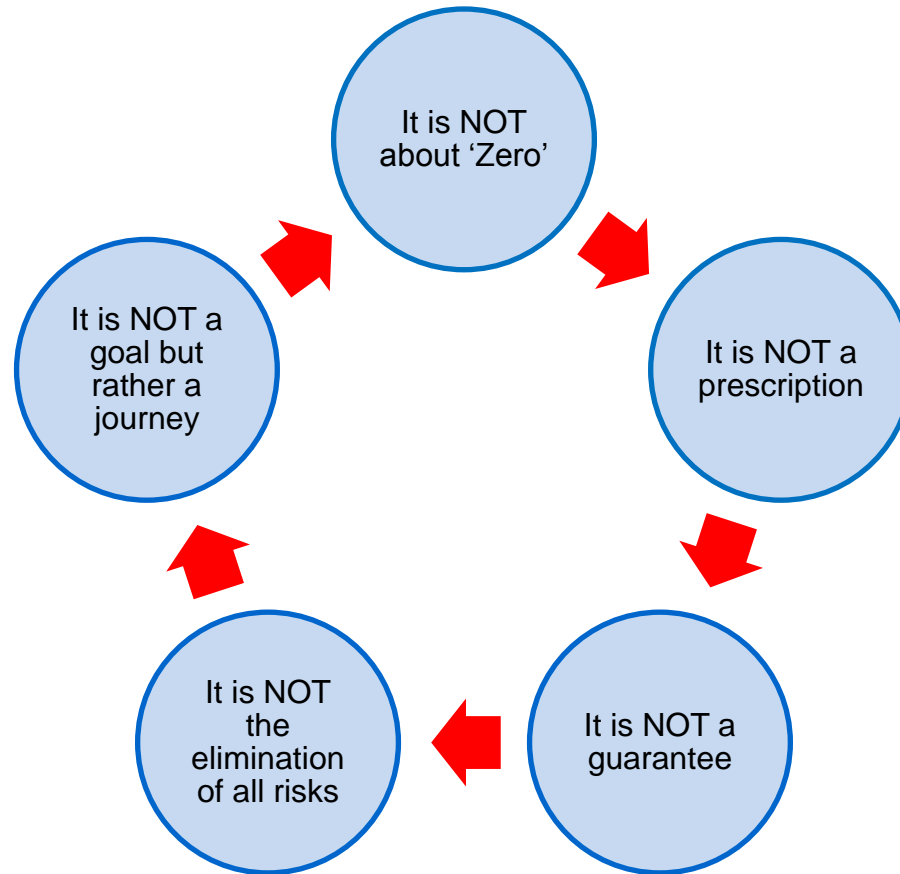
What will you take away and use?

- Establish a strategic safety management plan.
- Develop performance standards and metrics to monitor safety performance.
- Develop your culture around positive achievements.
- Take your safety training to the next level.



24/7 Safety: Building an Incident-Free Safety Culture

Incident /Injury-Free is Not?



24/7 Safety: Building an Incident-Free Safety Culture



24/7 Safety: Building an Incident-Free Safety Culture

Safety Culture

Safety culture is the way in which safety is managed in the workplace, and often reflects "the attitudes, beliefs, perceptions and values that employees share in relation to safety."

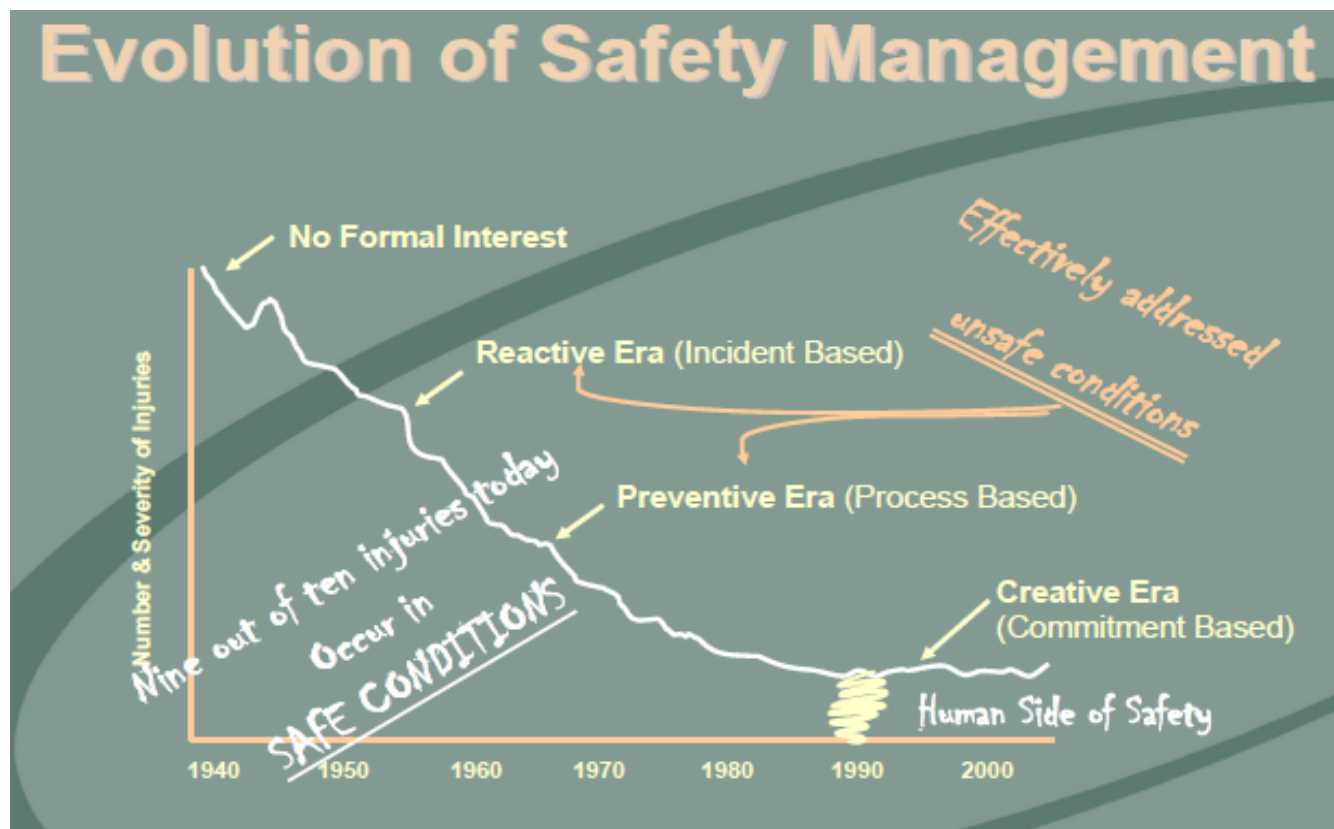
24/7 Safety: Building an Incident-Free Safety Culture



Rockefeller Center, 1932

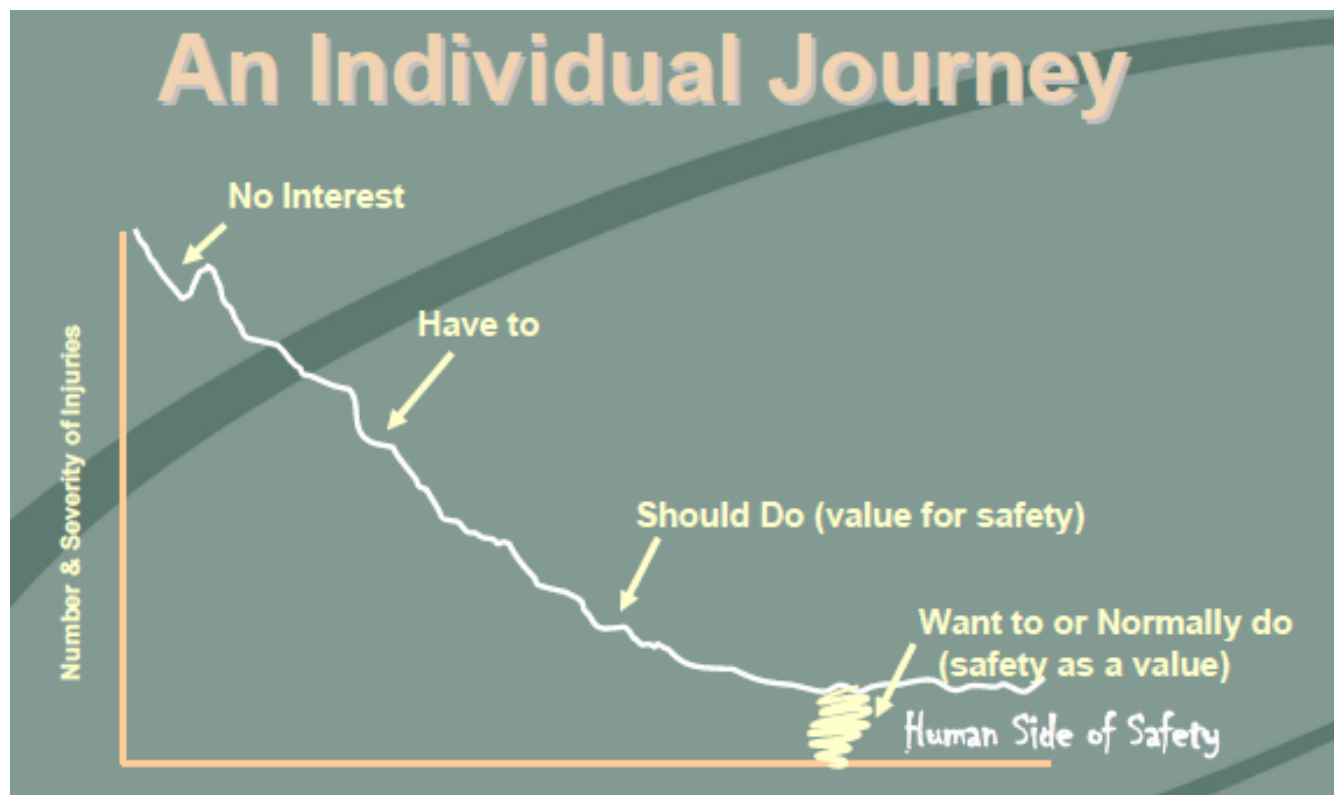
24/7 Safety: Building an Incident-Free Safety Culture

Safety Culture



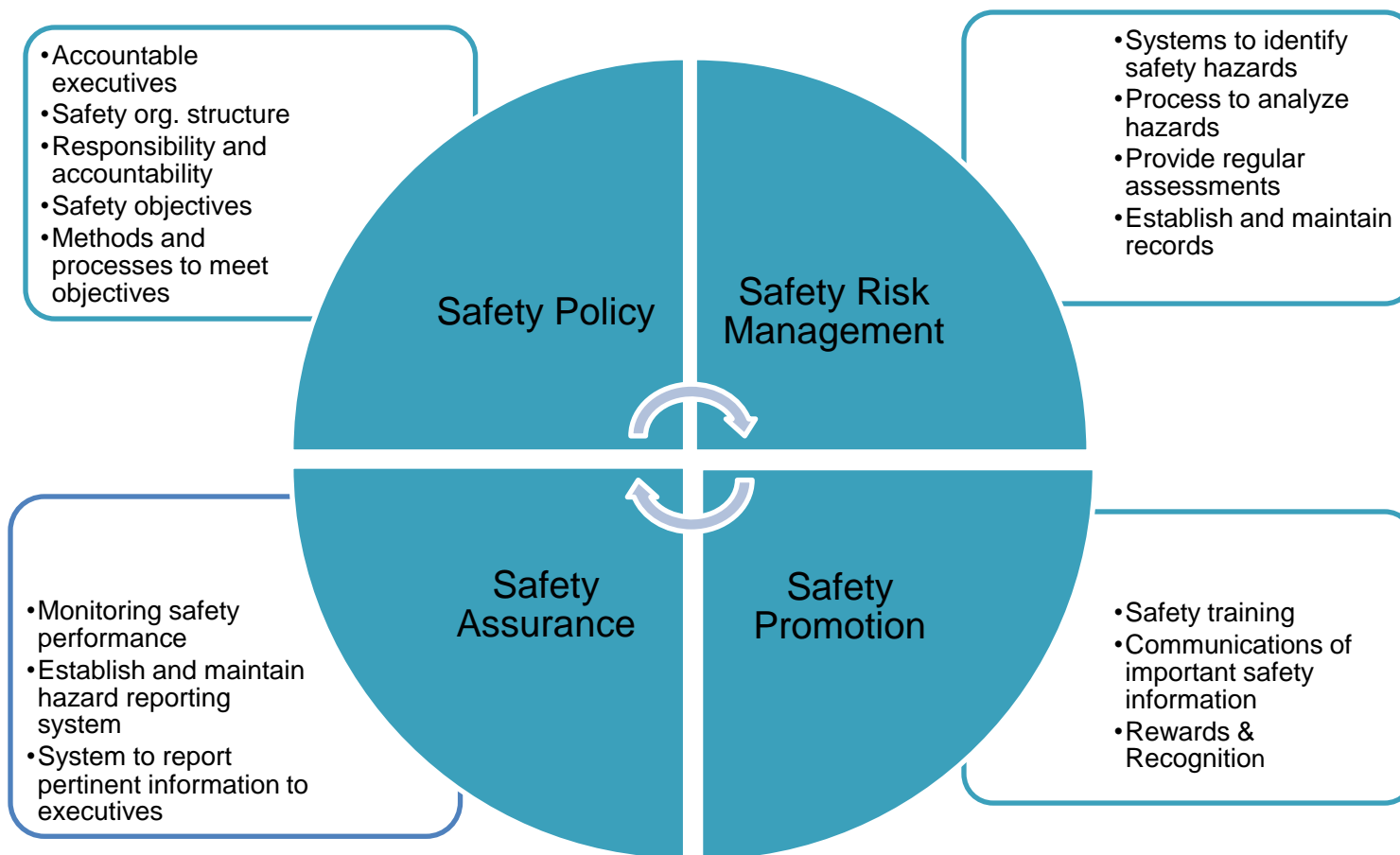
24/7 Safety: Building an Incident-Free Safety Culture

Safety Culture



24/7 Safety: Building an Incident-Free Safety Culture

Strategic Safety Management Plan



24/7 Safety: Building an Incident-Free Safety Culture

Safety Policy: Executive Commitment

Paul O'Neil – Former CEO of Alcoa

"I care about safety because I think it is a direct, tangible way to connect with human beings on a non-debatable goal that is truly important to every human being. Human beings are at the core of my definition of values."



- 140,000 employees in 36 countries.
- He led the improvement of Alcoa's safety record from 1.86 lost workday incidents to 0.2.
- Because of O'Neill to this day safety stats are posted daily in real time on Alcoa's website.

24/7 Safety: Building an Incident-Free Safety Culture

Safety Policy: Executive Commitment

- Each day **he** received a list on his desk of employees and phone numbers of those who were injured.
- He called each injured employee and asked what **he** could do to prevent a similar injury from happening again.
- He also had a list of their supervisors and would then call and ask them to get with their other supervisors and tell him what **he** could do to prevent the incident from occurring again.



24/7 Safety: Building an Incident-Free Safety Culture



Safety Man delivers a high priority presentation.

24/7 Safety: Building an Incident-Free Safety Culture

Safety Risk Management

Metrics to Measure Performance

Positive Performance Indicators

Outcome Indicators

Good performance in safety and rehabilitation planned activities



Reduction in compensation claims, costs and days lost

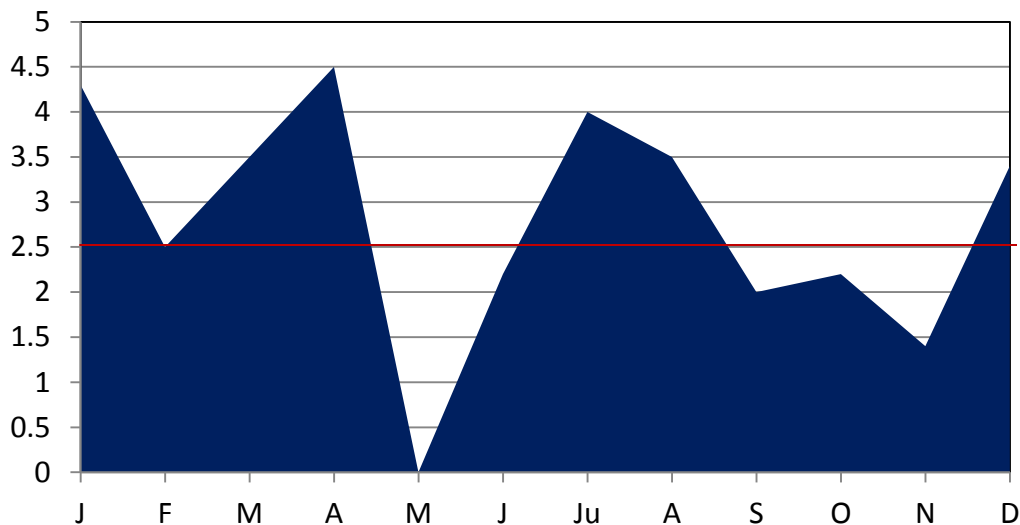
- Risk assessments
- Work procedures
- Workplace inspections
- Behavior based observations
- Effective incident investigations
- Toolbox talks

- Total injury frequency (TIF)
- Lost Time Injury (LTIF)
- Workers comp costs
- Liability Litigation
- Regulatory citations/penalties

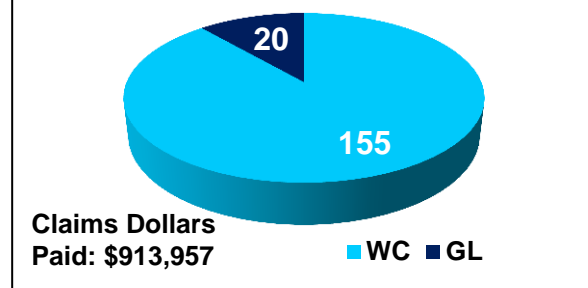
24/7 Safety: Building an Incident-Free Safety Culture

Safety Risk Management: Outcome Indicators

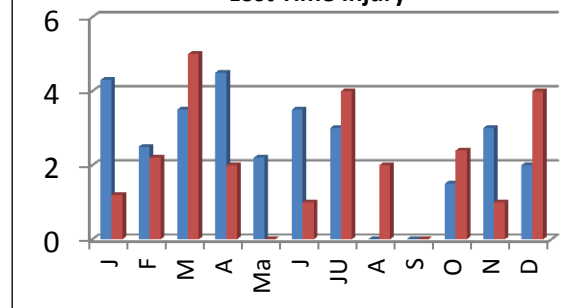
Total Injury Frequency



Total Claims



Lost Time Injury



24/7 Safety: Building an Incident-Free Safety Culture

Safety Risk Management: Outcome Indicators



Advantages

- Motivate management
- An accepted standard
- Long history of use
- Used by government agencies, industry associations
- Easy to calculate
- Indicate trends in performance
- Good for self comparison

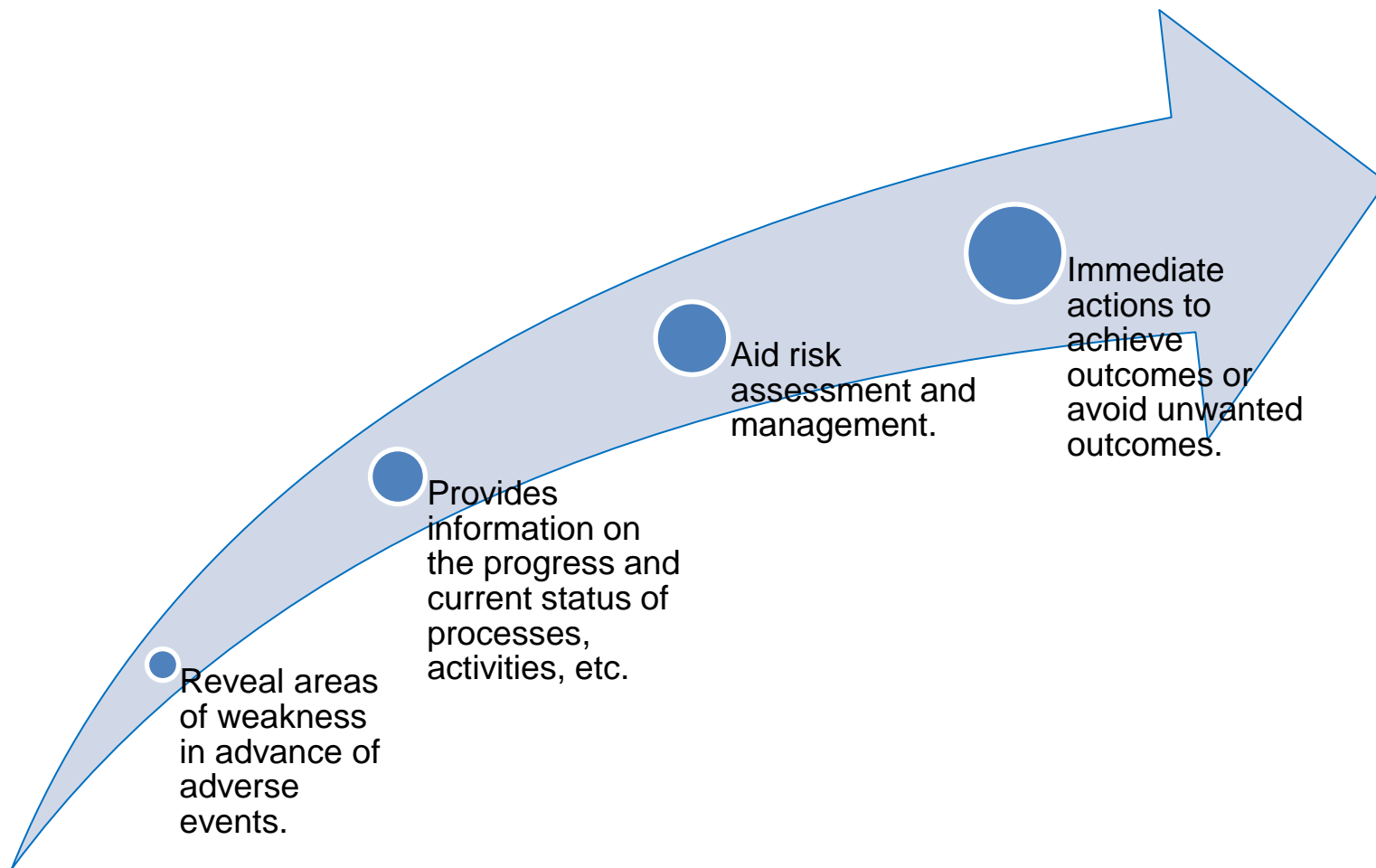


Disadvantages

- Reactive
- Maybe biased
- Easily manipulated
- They don't really tell most companies if they are improving – whether their systems are better.
- The measures do not tell an organization what it needs to do to fix what's wrong to make the organization more effective.

24/7 Safety: Building an Incident-Free Safety Culture

Safety Risk Management: Positive Indicators



24/7 Safety: Building an Incident-Free Safety Culture

Safety Risk Management: Positive Indicators

A structured and consistent process applied utilizing positive indicators brings value by:

- Proactively identifying, assessing, and prioritizing risks
- Aligning with strategic objectives and business processes
- Embedding key components into hazard identification

| | Monday | Tuesday | Wednesday | Thursday | Friday |
|--|--------|---------|-----------|----------|--------|
| % of hazards identified/corrected | 78% | 95% | 92% | 100% | 97% |
| % of BBS observations completed | 72% | 85% | 32% | 75% | 25% |
| # of near misses reported | 3 | 6 | 0 | 5 | 2 |
| # of managers completed safety inspections | 6/10 | 8/10 | 7/10 | 10/10 | 3/10 |

24/7 Safety: Building an Incident-Free Safety Culture

Safety Risk Management: Positive Indicators

| | January | February | March | April | May |
|---|---------|----------|-------|-------|-----|
| % Risk assessment complete | 85% | 98% | 85% | 95% | 92% |
| % of Accident investigation actions completed | 72% | 88% | 65% | 54% | 58% |
| % of schedule inspections completed | 100% | 85% | 78% | 88% | 93% |
| % of PPE compliance | 93% | 98% | 85% | 92% | 97% |

24/7 Safety: Building an Incident-Free Safety Culture

Safety Promotion: Training

Implementing worker safety training can help to reduce worker injuries and accidents by making employees more aware of potential safety hazards related to their job.

- Align your training program around the needs of your organization.
- Develop experts to conduct the training.
- Make training educational and fun.
- Quiz your attendees.



24/7 Safety: Building an Incident-Free Safety Culture

Safety Promotion: Training

Presented by

**Clinton
"Safety Man"
Gray**



Instructor
Lead Safety
Training

Online Safety
Training

Interactive
Online Safety
Training

24/7 Safety: Building an Incident-Free Safety Culture

Presented by

**Clinton
"Safety Man"
Gray**

Safety Promotion: Training Learning Styles

| Types of Training | Visual | Aural | Verbal | Kinesthetic | Logical |
|--------------------|--------|-------|--------|-------------|---------|
| Instructor Led | ✓ | ✓ | ✓ | | |
| Online | ✓ | ✓ | ✓ | | |
| Interactive Online | ✓ | ✓ | ✓ | ✓ | ✓ |

- Visual: pictures, images, and spacial understanding.
- Aural: sound and music
- Verbal: words, both speech and writing
- Kinesthetic: using your body, hands and sense of touch
- Logical: Use of logic, reasoning and systems

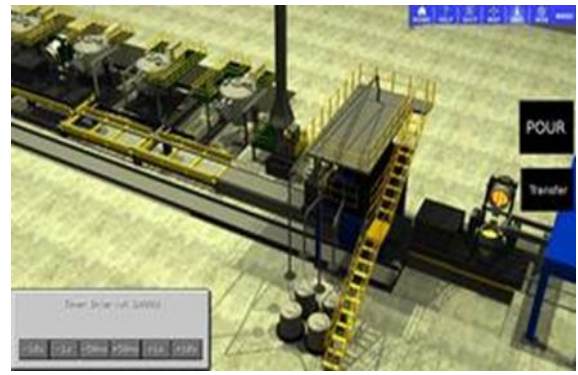
24/7 Safety: Building an Incident-Free Safety Culture

Benefits of Online Interactive Safety Training

- Interactive scenarios using 3D virtual environments.
- Breathtaking graphics
- Informative audio
- Replicate soft skills such as human actions and behaviors
- Virtual reality combined with LMS enables you to view the competency of your learners.

24/7 Safety: Building an Incident-Free Safety Culture

Benefits of Online Interactive Safety Training



24/7 Safety: Building an Incident-Free Safety Culture

Benefits of Online Interactive Safety Training

- Improved training costs
- Decreased material costs
- Increased productivity
- Standardization



Employees that receive multimedia instruction are shown to have 25-50 percent higher retention rates over those receiving content through standard classroom instruction.

24/7 Safety: Building an Incident-Free Safety Culture

Safety Promotion: Engagement

Engagement is the state of emotional and intellectual commitment to an organization or group producing behavior that will help fulfill an organization's promises to customers - and, in so doing, **improve business results.**

Engaged employees:

- Stay - They have an intense desire to be a part of the organization and they stay with that organization;
- Say - They advocate for the organization by referring potential employees and customers, are positive with co-workers and are constructive in their criticism;
- Strive - They exert extra effort and engage in behaviors that contribute to business success.

24/7 Safety: Building an Incident-Free Safety Culture

Safety Promotion: Engagement

- Create a system that will increase positive engagement.
- Implement the Behavior Based System (BBS).
- Educate employees to be owners of various safety programs.
- Allow employees to be a part of assessments and hazard identification walks.



24/7 Safety: Building an Incident-Free Safety Culture

Safety Promotion: Communication

10 Ways to Improve your Workplace Safety Communication

1. Start with explaining the current safety status. This can best be shown with a visual.
2. Customize your safety information.
3. Explain the benefits of the safety initiative.
4. Get people involved with your message.
5. Repeat your message via different communication methods over a period of time.
6. Tell Stories.
7. Reward in public, condemn in private.
8. Use positive language.
9. Expectation Clarity.
10. Follow up with Action.



24/7 Safety: Building an Incident-Free Safety Culture

Questions

Presented by

**Clinton
"Safety Man"
Gray**



Summary

- Establish a strategic safety management plan.
- Develop performance standards and metrics to monitor safety performance.
- Develop your culture around positive achievements.
- Take your safety training to the next level.



24/7 Safety: Building an Incident-Free Safety Culture



"Safety Man" is off to prevent an injury....