

Safety Awareness: The lean, simple approach...



Goal

Setting a goal of getting to zero injuries requires new thinking on the part of everyone in the organization.

Current State

- Lagging indicators of OSHA recordable and lost work day cases still dominate safety metrics
- Those moving to leading indicator process metrics typically address the “what” “who” “when” and “how”
- “Why” people would “want to” be safe is usually not addressed
- Driving safety and off – the – job safety may not be given the same attention as on – the – job safety
- Developing a “safety culture” may detract from developing “safety is a value” in the overall organizational culture.

Getting to Zero requires new thinking

- Safety must become 24 – 7 thinking on the part of leaders, management and employees
- Vehicle safety and off – the – job safety must take on increased importance for safety to become a value
- Organizations must deal with the very natural and human tendency that people violate safety rules
- Understanding “why” requires new thinking

How we learned safety / why we react

- Our parents gave us “shall” instructions to keep us safe when we were small children
- As children we typically disobeyed and often learned safety the hard way
- Growing into teens and adults, the “you have to do or not do something” continued to reinforce that “safety is a shall”
- OSHA and company safety rules are mostly “shalls”
- Most US people resent being told what to do
 - Think about driving over the speed limit
- Conventional safety is dominated by “shall” approaches that do not address the way people think about safety and “why” we act / react as most humans do.

Time and Comfort

Real world input from safety awareness sessions for tens of thousands of employees has shown that two issues dominate many of our actions and personal choices in any number of situations:

- Time – Do you always:
 - Pull off the road to use your cell phone
 - Drive the speed limit on a freeway
 - Count the number of doors to a hotel exit and prepare an emergency plan
- Comfort
 - PPE is uncomfortable
 - Seat belts (for some) are not comfortable
 - Wearing safety glasses and hearing protection while mowing a lawn can be both hot and sweaty

The offset to our natural tendency

- From the same real world sessions, it is known that, to a person, we will do anything to protect our families
- Making safety a value based upon personal caring for family changes the way we think about things
 - For the vast majority who speed on a highway, those same folks willingly slow to 25MPH in a school zone
 - We do everything in our power to protect our children and grandchildren, regardless of the personal sacrifice – our time and comfort take a back seat

Move to a Culture of “Want to”



Improve Safety Awareness in your organization with a simple, proven process

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