


Collaborative Bachelor's Degree Program of Fire Protection and Safety  
Engineering Technology between Southwest Jiaotong University and  
Oklahoma State University, U.S.A.



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**FPST 3013**  
**Safety Management**

Safety and Health Management – Part 5

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**SAFETY AWARENESS  
PROGRAMS**

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**Safety Awareness**



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- The workplace has been designed for safety
- Workplace procedures have been made as safe as possible
- Supervisors have thoroughly trained their teams
- Supervisors continue to enforce safe work procedures
- So why is a safety awareness program needed?
- Remember...only two reasons for unsafe behavior

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### Indications of the Need to Improve



- Increased incident rates
- Deteriorating housekeeping
  - This one will typically be seen first
- Incomplete or missing incident reports
- Safety awareness program objectives and benefits...p. 756

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### Selection of Safety Awareness Program Activities



- Six factors to consider when planning safety awareness activities:
  1. Company policy and experience
  2. Budget and facilities
  3. Types of operations
  4. Types of employees
  5. Basic human interest
  6. Humor
    - Pictures, videos on TVs, etc...but keep it professional
    - America's Funniest Home Videos
    - <https://www.youtube.com/watch?v=uZhU2JlxXBw>
    - HomemadeFireworks.wmv

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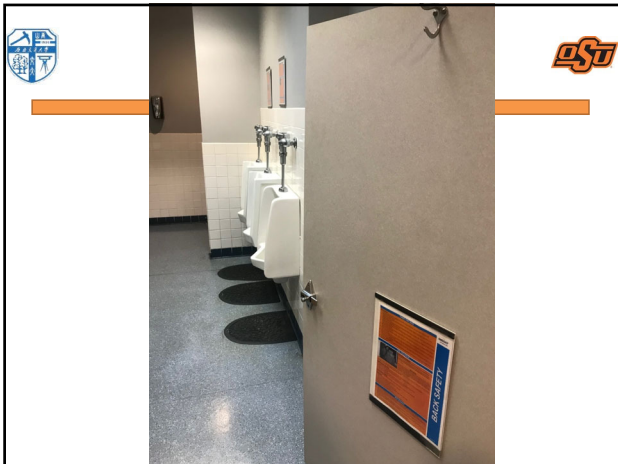
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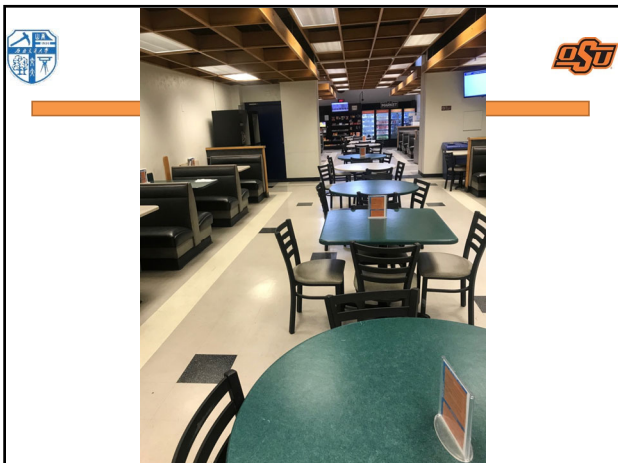
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Who can help you oversee incentive and awareness programs?

**SAFETY COMMITTEES!**

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Basic Human Interests and Corresponding Activities pg. 759



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BASIC HUMAN INTERESTS AND CORRESPONDING ACTIVITIES	
Basic Interest Factors	Ways to Use These Factors
Fear of painful injury, death, loss of income, family hardship, group disapproval or ridicule, supervisory criticism.	Visual material: emotional or shocker posters, dramatic films, pictures, and reports of serious injuries on bulletin boards, in company papers.
Pride in safe workmanship, in good records, both individual and group.	Recognition for individual and group achievement; trophies, personal awards, letters of appreciation.
Recognition: desire for approval of others in group and family, for praise from supervisors.	Publicity: photos and stories in company and community papers, on bulletin boards.
Participation: desire to be "one of the gang," "to get in the act."	Group and individual activities: safety committees, suggestion plans, safety stunts, campaigns.
Competition: desire to win over others, such as shown in sports.	Contests with attractive awards.
Financial gain through increased departmental or company profits.	Monetary awards through suggestion systems, profit-sharing plans, promotions, increased responsibility.

Which one do you think works the best?

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## Contests





- Injury-rate contests
  - No, or decrease in, OSHA Recordable Accidents
  - Interdepartmental
  - Intergroup
- Personalized
  - Safe driver
- Years "OSHA-free"
- Safety Jackpot
- These are bad examples

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## Good Contest Examples



- Non-injury rate contests
  - Number of Near Misses reported
  - Safety inspection scores
  - Behavioral observations conducted
  - "Golden Broom" award
  - Slogans and posters
- Outcome of the contest has to be within the employees' span of control
- Gotta' publicize it
  - Ensure you create a friendly rivalry

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## Contests



- Once implemented, the goal is to keep it fresh and add variety.
- Similar to motivation, make it about them

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**HOW DO YOU KNOW WHEN YOU  
HAVE A POSITIVE SAFETY  
CULTURE?**

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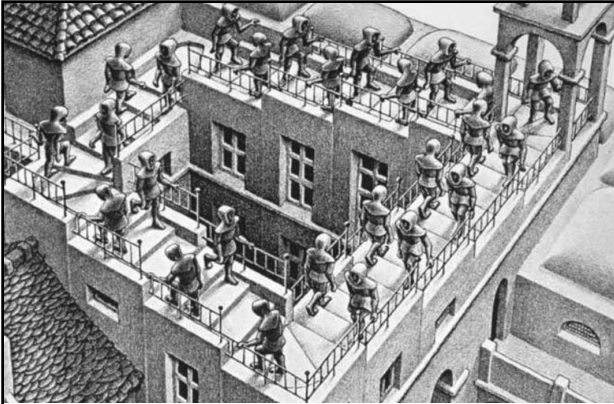
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M.C. Escher - 1960

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## MEASURING CULTURE

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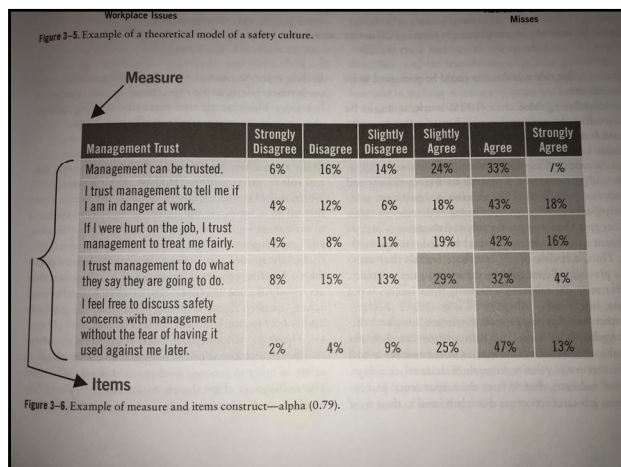
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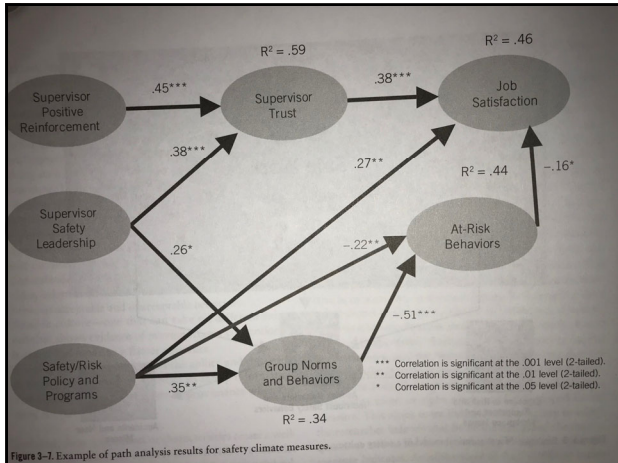
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### Textbook - pg. 44



It is generally recognized that organizations with effective safety cultures are successful in convincing individuals at every level of the organization that safety is at least as important as other business characteristics such as productivity and quality. One of the most important elements of a culture is shared values, and if each individual does not share the organization's belief and vision, the elevation of safety as a top priority will not occur, and by definition, a world-class safety culture will not exist.

Any concerns with how it reads?

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### A Positive Safety Culture



- Functioning safety committee
- Equipment improvement and enhancements are continually implemented
- Training meets the needs
- Workplace atmosphere supports the safe choice
- Health promotion and risk reduction are widely accepted terms
- Attention to detail

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### Benchmarking Study Lessons Learned



- Make Safety Fun
- Educate Top Management
- Leaders must have passionate commitment
- Safety Management is an ongoing process
- Employee Engagement is essential
- Must have clearly defined responsibilities

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### Benchmarking Study Lessons Learned



- Need clear Goals and objectives
- Benchmark – learn from others
- Keep up with technology
- Monitor progress
- Make the connection between safety success and business performance
- Balance needs of business and safety

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### It's a Balance



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Safety is not about  
“being safe”...it’s about making  
the right decisions...the decision  
to get the right equipment, apply  
the right knowledge, use the  
correct procedure.

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### Influence Improvement

“People don’t care how much you  
know until they know how much you  
care.”

President Theodore Roosevelt

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### Addressing Unsafe Behavior



- How do you do this?
- Do it because it is the rule!
- Do it because I’m the Safety Manager and I’m telling you to do it!
- More importantly, how do you as the Safety Professional teach others how to do this?

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Don Merrell  
**I CHOSE TO LOOK THE OTHER  
WAY**

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I could have saved a life that day,  
But I chose to look the other way.  
It wasn't that I didn't care,  
I had the time and I was there.

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But I didn't want to seem a fool,  
Or argue over a safety rule.  
I knew he'd done the job before;  
If I spoke up he might get sore.

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The chances didn't seem that bad;  
I'd done the same, he knew I had.  
So I shook my head and walked on  
by,  
He knew the risks as well as I.

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He took the chance, I closed an eye;  
And with that act I let him die.  
I could have saved a life that day,  
But I chose to look the other way.

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Now every time I see his wife,  
I know I should have saved his life.  
That guilt is something I must bear;  
But it isn't something you need to  
share.

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If you see a risk that others take  
That puts their health or life at stake,  
The question asked or thing you say;  
Could help them live another day.

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If you see a risk and walk away,  
Then hope you never have to say,  
"I could have saved a life that day,  
But I chose to look the other way."

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