

Using Engagement To Power Your Safety Program

Doug Jansen
Safety Manager



What does it mean?

en·gage·ment

noun

- 1. a formal agreement to get married.**
- 2. an arrangement to do something or go somewhere at a fixed time.**
- 3. the action of engaging or being engaged.**
- 4. a fight or battle between armed forces.**



When you think of safety engagement, what come to mind?

Visual settings

Activate

Show results

Lock

Clear results



Respond at PollEv.com/dougjansen053



Text **DOUGJANSEN053** to **22333** once to join, then text your message



Safety Engagement (Doug's definition)

Getting employees involved in our safety goals and programs by showing genuine interest in our employees.

Involve All Employees In Your Program

- **Call daily huddles and include safety as part of the meeting. Teams huddle to win.**
- **Have scheduled safety meetings with an interactive focus. Get away from the warm room and death by PowerPoint.**
- **Openly discuss all changes, before they are implemented.**
- **Solicit feedback and discussions.**



Secret Time: Plan Your Message

- Supervisors don't always know what to say to their team to have a brief conversation about safety.
- Make a simple message calendar for your supervisors. Make it relevant! Talk about things that lead to issues.

December 2018

Daily Safety Messages

Sun	Mon	Tue	Wed	Thu	Fri	Sat
2	3 Don't be Clark Griswold. Make sure that your outdoor lights are labelled for outdoor use!	4 Yes Virginia, zero injuries in December is a reality. Now go out and do it!	5 Have you changed your flashlight batteries lately? Don't rely on Rudolph to guide you.	6 Clear snow and ice from all windows and lights.	7 Is your vehicle ready for winter? Wipers, tires, lights, and brakes all working?	1/8
9	10 Who wants a work-related injury for Christmas? Think ahead to how you can avoid rushing.	11 Don't jump off of a walkie-rider. Wait until it stops. Otherwise... Son of a Nutcracker!	12 I know your kids have that concert tonight. Plan ahead to arrive in one piece.	13 This is the busiest time of the year. Stay focused on your work and avoid being distracted. Keep your head in the game.	14 Warm socks make excellent Christmas presents. Are your feet staying warm?	15
16	17 The best Christmas gift you can give your family is YOU! Please keep your mind on task at work.	18 Always check the condition of extension cords before use.	19 Holiday shoppers may be walking with their heads in their phone. Watch out for them!	20 Is it wet in the warehouse or store? Put out a wet floor sign to warn everyone.	21 Put the fruitcake down and keep your eyes on the road!	22
23	24 With so much holiday cheer, don't get distracted and leave cooking food unattended.	25 	26 That safety knife you use at work is great for opening those presents at home.	27 Don't shoot your eye out! Wear safety glasses when you use a grinder!	28 Keep sidewalks and steps shoveled to prevent slips and falls. Don't end up on your back, like the Wet Bandits!	29
30	31 If you plan to enjoy the holiday tonight, call a cab or Uber. Santa would!	<p>"Why am I such a misfit? I am not just a nitwit. Just because I'm unsafe... Why don't I fit in?"</p>				

Christmas Movies or Safety Videos?



Let their voices be heard

- **Allow all employees to voice their opinions, concerns, and ideas without fear of reprimand or judgement.**
- **The majority of employees leave because of their supervisors. Teach supervisors to listen to their employees.**
- **Respect employees and their ideas—not every idea is good or constructive, but showing that you're willing to consider them is a great way to instill confidence (and reduce turnover).**
- **Make use of safety teams, safety surveys, and ways for employees to give direct feedback.**



Secret Time: Survey Your Employees

- **Use Survey Monkey – it's free and can be anonymous**

4. Which of these do you feel is the biggest risk to your safety at work?

- My own attitude about safety
- My coworker's attitude about safety
- My supervisor's attitude about safety
- Unsafe equipment (trucks, forklifts, etc.)
- Safety issues at the customer
- Other (please specify)

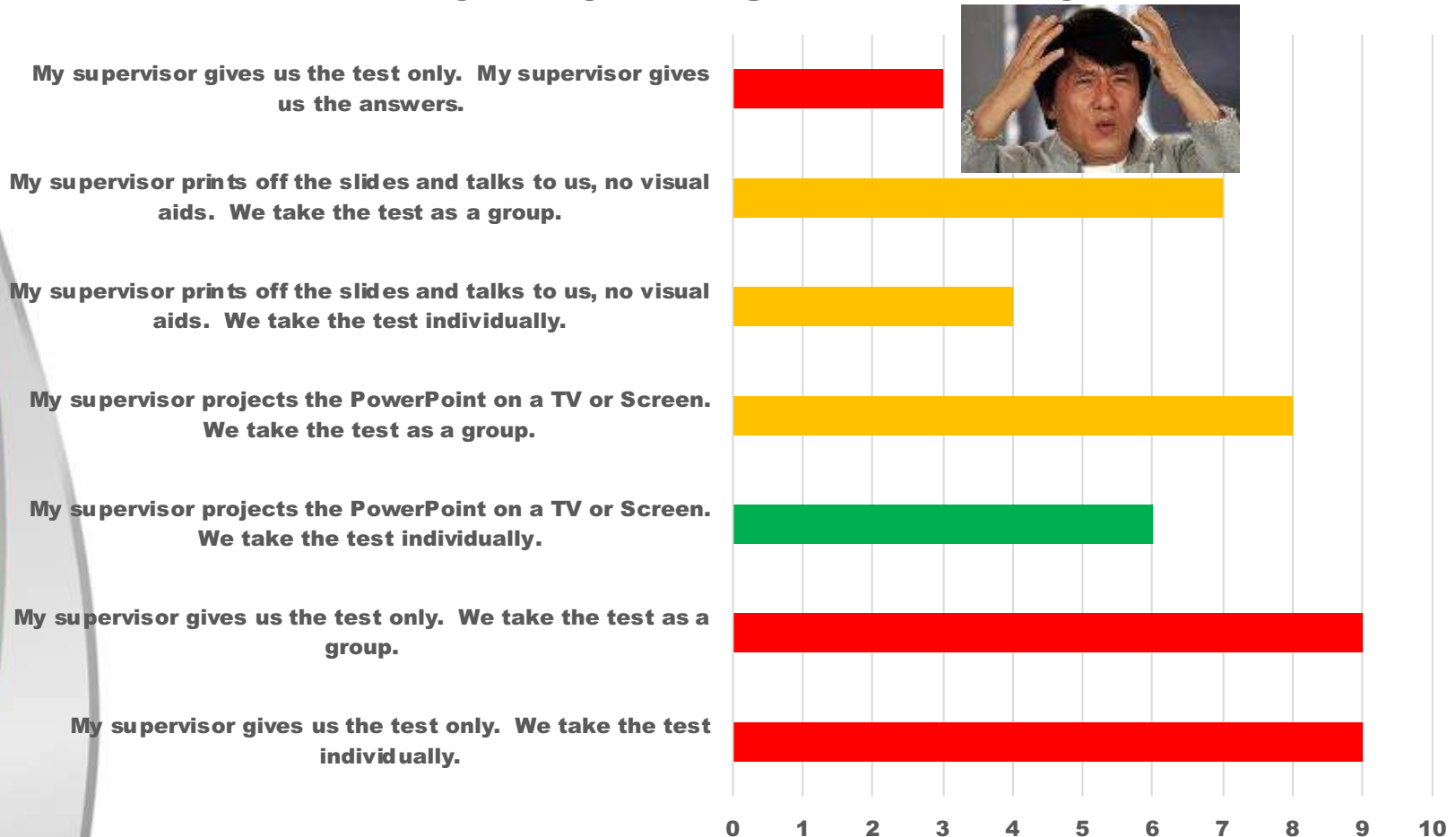
6. When considering incentives that we can offer you to perform in a safer manner, please rank how likely each incentive is to make you participate in the program.

	Unlikely	Somewhat unlikely	Somewhat likely	Very likely
Money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coca-Cola Merchandise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gift Cards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tickets to Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paid Time Off	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Honest feedback.

- **We were not doing what we were supposed to be doing.**

Monthly Safety Training Presentation Styles



Secret Time: Harness the web

- **Poll Everywhere – Free!**



- **Kahoot – Free!**



Offer positive feedback

- 1. Stay positive and remember that safety improvement is a marathon and not a sprint.**
- 2. For every criticism or defect discussed, target **3 positives** to mention.**
- 3. Mistakes don't always need to be punished.**
- 4. Recognize hard work—when an employee goes above and beyond what is asked of them, make sure they are recognized for the effort.**
- 5. When is the last time you told an employee that they were doing a good job? Saying “Great Job” costs you nothing and increases your profit.**



Secret Time: Keeping it Positive

- **Remind your supervisors of the 3 P's:
P**eople need
Praise, just like a
Puppy.



Think of your new employee as a puppy

- **Clicker training in a nutshell:**
- **Translation: When the employee does a great job. **IMMEDIATELY** offer up praise.**
- **Reinforce positive behaviors—put in place a system of formal, informal and on-the-spot gestures that can help show the company's appreciation for hard work and following safety procedures.**
- **If an employee reports a near-miss, provides an idea that is later implemented or continues to look out for the safety of others, reward them for their efforts.**



Secret Time: Train others in multiple ways to praise

From: Doug Jansen
Sent: Monday, September 17, 2018 10:02 AM
To: Employee Redacted <Redacted@atlanticbottling.com>
Subject: RE: Injured Employee



From: Doug Jansen
Sent: Tuesday, August 28, 2018 4:19 PM
To: Redacted <Redacted@atlanticbottling.com>
Subject: RE: Injured Employees



Secret Time: Train others in multiple ways to praise



Secret Time: A Little Motivation Might Cost Ya

NAME	COMPLETED	TOTAL	PERCENTAGE
DES MOINES	30	42	 71%
QUAD CITIES	7	38	 18%
TOTAL	37	80	

December Survey

So We Went to Target...



\$16.00

Secret Time: A Little Motivation Might Cost Ya

NAME	COMPLETED	TOTAL	PERCENTAGE
DES MOINES	47	47	100%
QUAD CITIES	35	35	100%
TOTAL	82	82	

January 4th

Give them the tools to be successful.

- **Provide the necessary tools—ensure your team has the tools they need to do the job safely and replace those that may hinder such efforts.**
- **Continue their education—proper safety tactics can't be regulated to a “one and done” meeting. It's better to hold ongoing sessions to keep skills sharp.**



Secret Time: Create follow ups

- **“One and done” equals “One and forget about it.”**
- **If you don’t create ways for your team to continue to engage in follow up discussions, it won’t become habit.**
- **Try an engagement accelerator.**

**Stretching to Avoid Injury
Employee Engagement Accelerator**

Coca-Cola
**ATLANTIC BOTTLING
Company**

SAFETY

WORK | HOME | LIFE

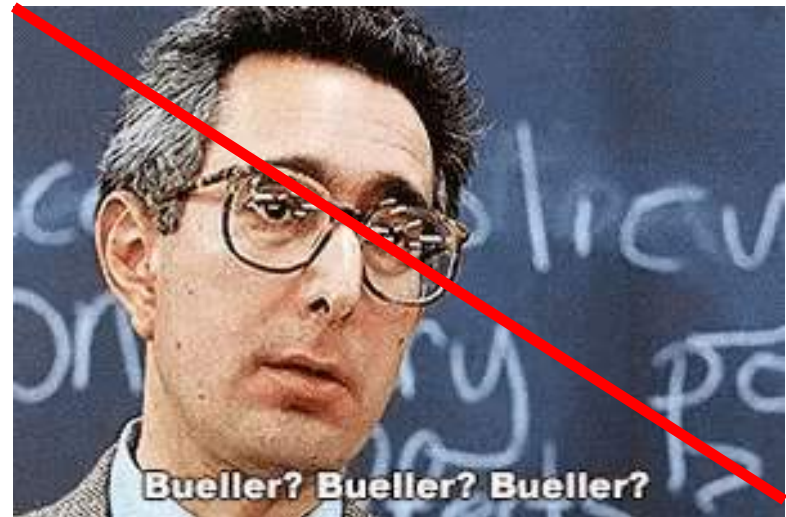
Objective	Employee Follow-Up
Injury Causes	Message from Rob Feeney
1 Page Stretching Guide	10 Minute Stretch Countdown
Multi Page Stretching Guide	
Who Will Stretch?	
When and Where To Stretch?	
Avoiding Lifting Injuries	

Keep it simple...

- **Be concise at all times.**
- **If you're asked a question regarding safety procedures, be straightforward with your response.**
- **Speak in plain language and give simple examples.**

Make it fun

- **We remember funny things.**
- **Find appropriate fun ways to convey a message.**
- **If you hate discussing the topic, they will hate it too!**
- **Nobody wants to sit through safety training that is:**
 - Dull
 - Monotonous
 - Full of seldom used terms



Trailer Securement Training Program



Trailer Securement Training Program Controlled Document
Valid when printed on 10/8/2018 3:23 PM

VS



HAZARD COMMUNICATION (HAZCOM) AND THE
GLOBALLY HARMONIZED SYSTEM OF CLASSIFICATION
AND LABELING OF CHEMICALS (GHS)

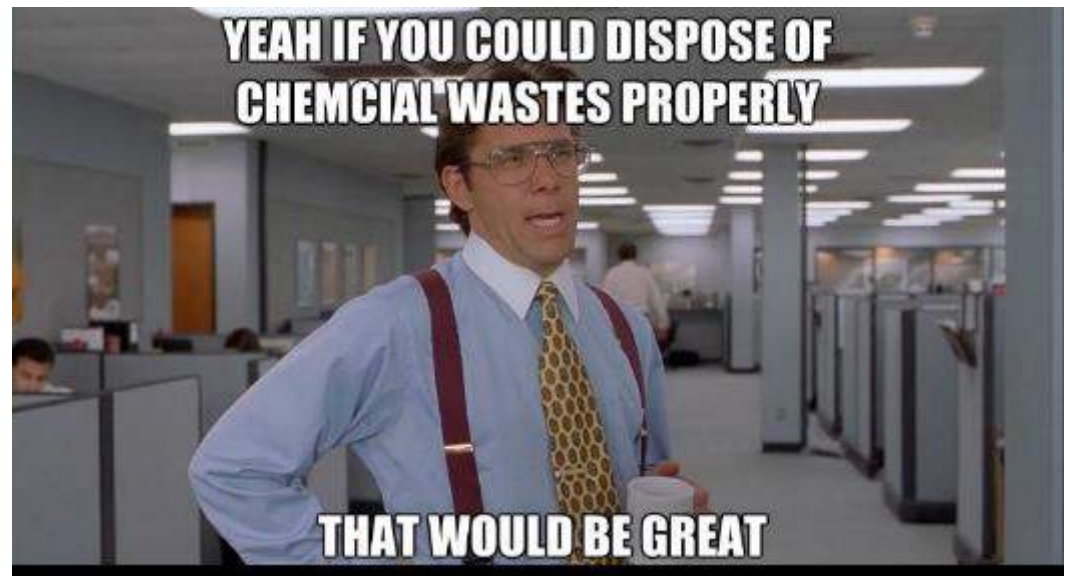


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HazCom with GHS Training
Controlled Document: Valid when printed on 10/8/2018 3:25 PM

VS



EYEWASH AND SAFETY SHOWER EQUIPMENT TRAINING



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Eyewash and Safety Shower Equipment Training Program
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VS

WHERE IS THIS EYEWASH STATION

OF WHICH YOU SPEAK?



LOCKOUT TAGOUT (LOTO)

LOTO Overview: Affected Employee Training Program

Lock Out Tag Out Overview: Affected Employee Training Program Controlled
Document: 07/16/2015
Valid when printed on 5/21/2019 12:47 PM

VS



Secret Time: If you aren't funny...

- **Google ideas**
- **Ask someone who is**
- **Think of a game to play to keep attention**
- **Do a group activity**
- **Get OUT of the meeting room**
- **Go outside**
- **Write on the walls**
- **Coloring**



Be respectful and use discussion

- **Speak to your employees as equals and let them know you think of them as such.**
- **People are more inclined to pay attention, if they're not being talked down to.**
- **Ask for their opinions and solutions to safety challenges.**
- **Would you treat your grandmother that way?**



Secret Time: Would you rather

- **Is this really training or nap time?**
- **Which would you rather be a part of?**



Reach them at their level

- **Every employee is different.**
- **You need to understand how they communicate and get information.**
- **Are you reaching them when they are receptive?**



FIRE PREVENTION

SAFETY MATTERS | **AT WORK | AT HOME**

Fires are a danger that pop up quickly, but are easily prevented. Fires can occur anywhere at work or at home. Here are some things that you can do to reduce your risk of fire:

- 1. Prevent fires by:**
 - a. Keep fire exits clear.
 - b. Don't overload electrical circuits.
 - c. Keep ignition sources away from flammable.
 - d. No smoking indoors or around.
 - e. Check the work area for smoking.
 - f. Keep all objects at least 18 inches away from coils or heads.
 - g. Don't put anything on top of fans or ceiling fans.
 - h. Use fire extinguishers properly.
 - i. Use fire breakers more than once, don't use the breaker until you're signed out for the problem.
- 2. In the event of a fire:**
 - a. Don't panic and don't have someone yell out.
 - b. If equipped with a alarm, pull the alarm.
 - c. Do not be building following planned egress routes.
 - d. Remain calm, feel the room for fire, get out and do not go back in.
 - e. Check doors for heat, do not touch the handle with the back of your hand.
 - f. Have an exit route and register the number of those who.
 - g. Do not use the stairs as the fire is spreading.
 - h. Use the stairs at the base of the fire and stand at least 10 feet away.
 - i. Stay low to the floor, cover your face and mouth with a cloth.
 - j. Keep the door from side to side and feel for heat to help you get out.

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October 2018

How about online?



Doug Jansen

August 15 Add Topics

Here is a safety question. During a recent facility walk-thru with a safety team we found this situation. There are at least four safety hazards in this photo. Can you find any of them?



Doug Jansen

September 27 at 5:00 PM Add Topics

Don't overload your two wheel cart. You may lose more than just your product.



How about online?

Doug Jansen
September 14 at 5:00 PM · Add Topics
Here is one of our semi's at the dock. Does anyone see something that might be an unsafe condition?



4 Comments · Seen by 13

Like

Comment



Patrick Platts The yellow block should be in front the tier

Like · Reply · 3w



1

Doug Jansen
September 4 · Add Topics
There is an unsafe situation in this photo. Any idea what that is?



5 Comments · Seen by 2

Like

Comment

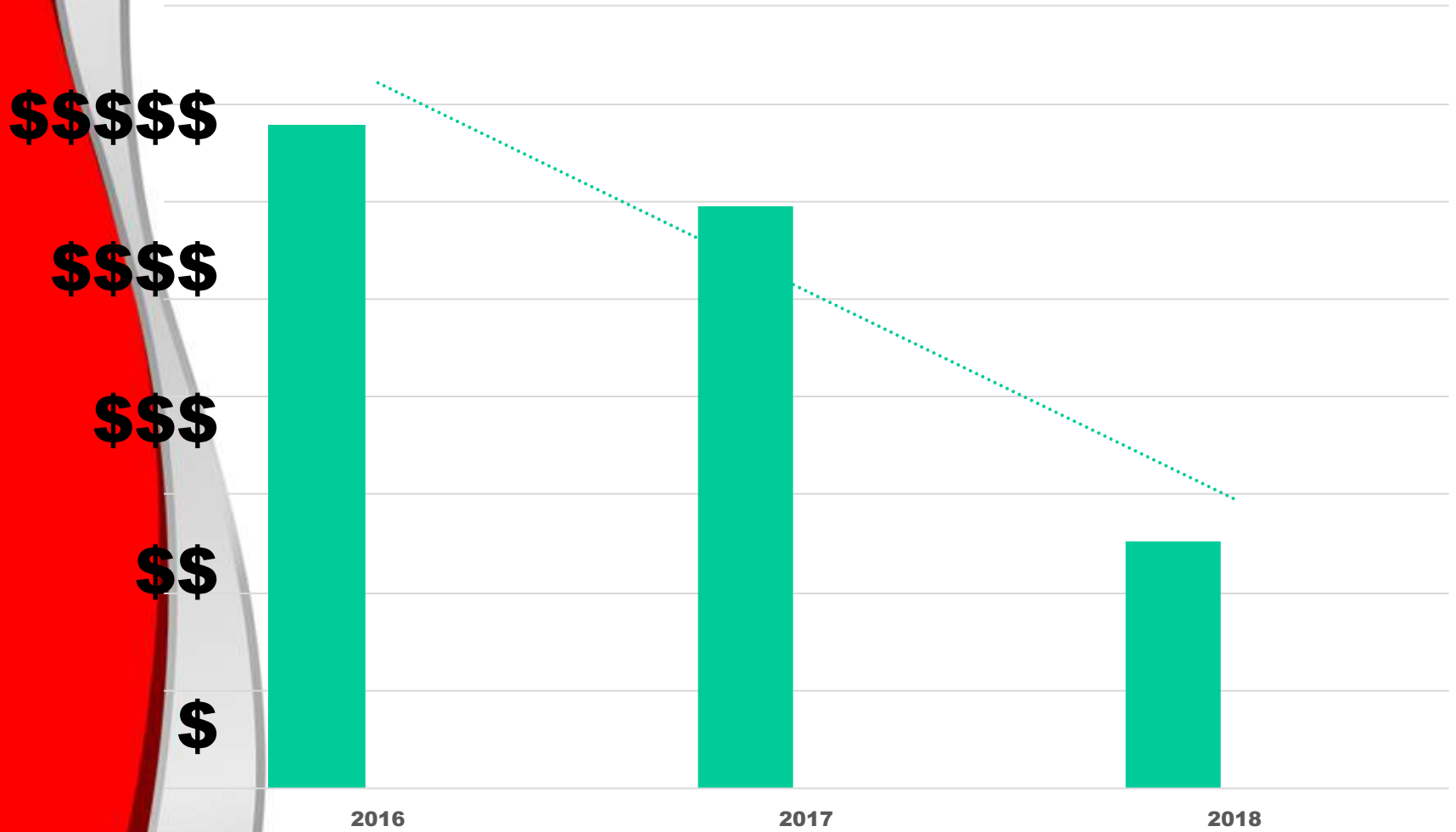


Darci Rose The plate at the end is down so if the pallet rolls it will fall off.

Like · Reply · 4w

Results?

Our Cost of Work Comp Claims



Take-Aways

- **Involve all employees in your program**
- **Listen to your employees**
- **Offer positive feedback**
- **Give employees the tools to be successful**
- **Keep it simple, make it fun**
- **Be respectful and use discussion**
- **Reach them at their level**

Questions?

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