The Importance of Developing and Promoting a Positive Safety Culture

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Culture Is Easy to See – Hard to Implement

Winning Is the Goal of Every Team, Right?

- All teams, players, coaches, owners state that winning is their goal.
- Since 1998, the Browns have only had four winning seasons.
- As an aside – Patriots had a 76% win rate for the same period.

Safety is the Goal of Every Organization, right?

Construction worker killed in Waite Park crane accident

Fargo, ND, USA / The Mighty 790 KFGO | KFGO
Don Haney
Jul 26, 2024 | 6:42 AM

Worker Deaths at Las Vegas Site Spur Safety Debate

By Tamara Audi
June 10, 2008 12:01 am ET

LOCAL

Fayetteville employee killed after driving ATV into fence

Joseph Pierre
Fayetteville Observer
Published 11:47 a.m. ET July 25, 2024

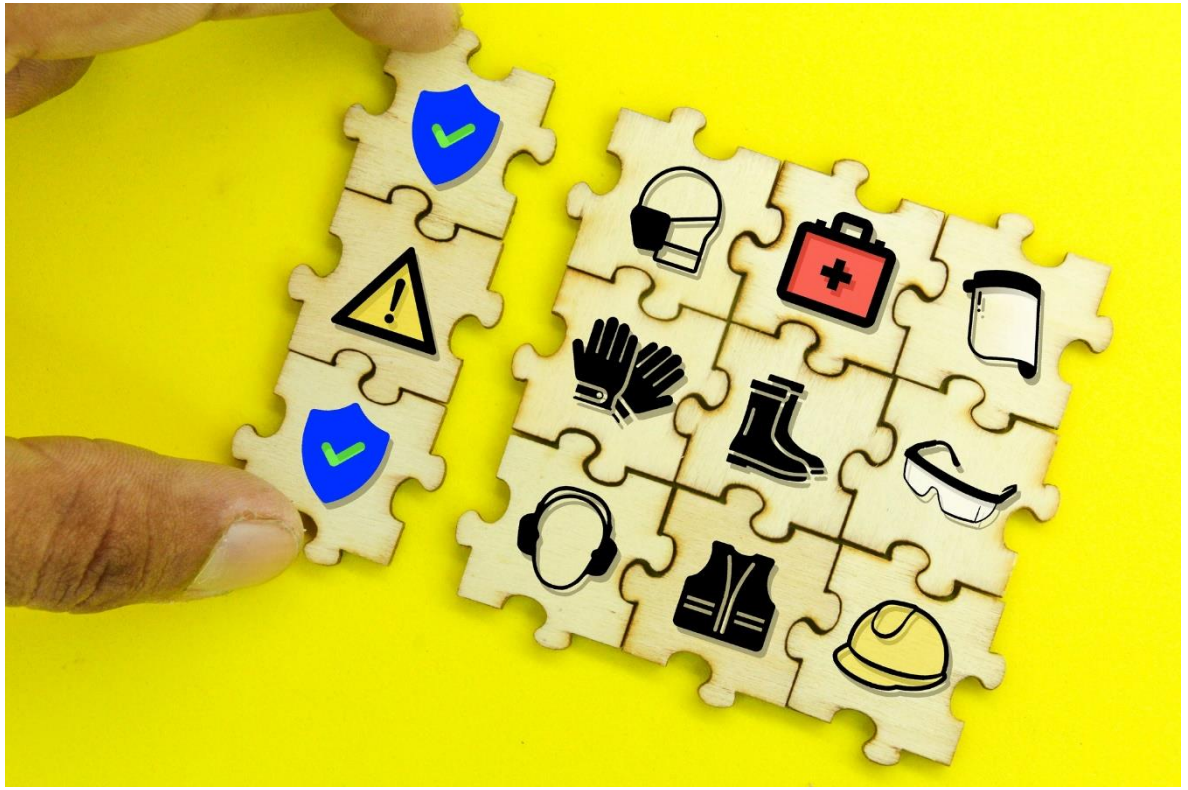
GE Plant to reopen days after employee dies in work-related accident

Why Isn’t Safety Highlighted More?

- Have you ever had someone say that they don’t care about safety?
- Are your safety goals stated?
- Does your organization know what your goals are?

Who Are the Drivers of Safety in Your Organization?

- Police Chiefs
- Engineers
- Attorneys
- Finance
- Elected Officials
- Other institutional employees



Orleans closes playground; groups look for funds to rebuild it – Cape Cod Times: Susan Milton, Published 7/13/2011

"A group of volunteers of all ages rallied to design and build a unique playground 25 years ago, one of nearly 2,000 'community-built' playgrounds created by the Robert Leathers Company over the past three decades, according to the company's website."

“Well-Loved Community Playground”

- Specifically, there were problems with splinters because of the structure's dried out wood, she said. Also, the pressure-treated wood leaches a preservative that contains arsenic, a product banned in 2003 for playgrounds, decks and other residential uses by the U.S. Environmental Protection Agency.

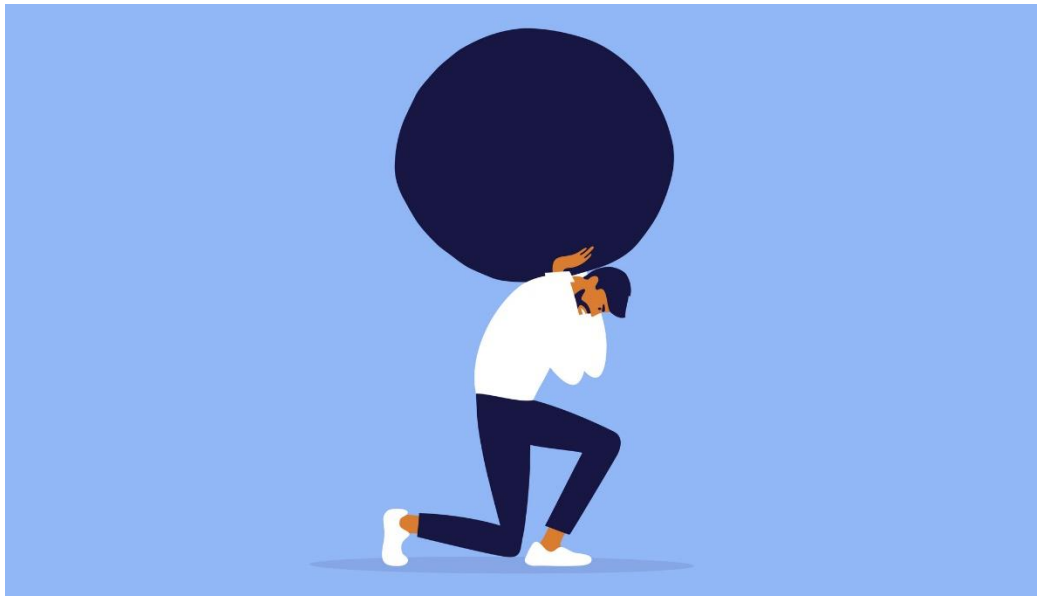
What Is Your Organization's Safety Culture

- What would employees say
- What would supervisors say
- What would administration say

1. Signs of a Great Safety Culture

- Employee accountability for incidents/accidents

- Even bigger – Does administration take accountability for incidents/accidents?



2. Employee-Lead Safety Suggestions

- Do the employees in your organization offer any methods to make the job site safer?

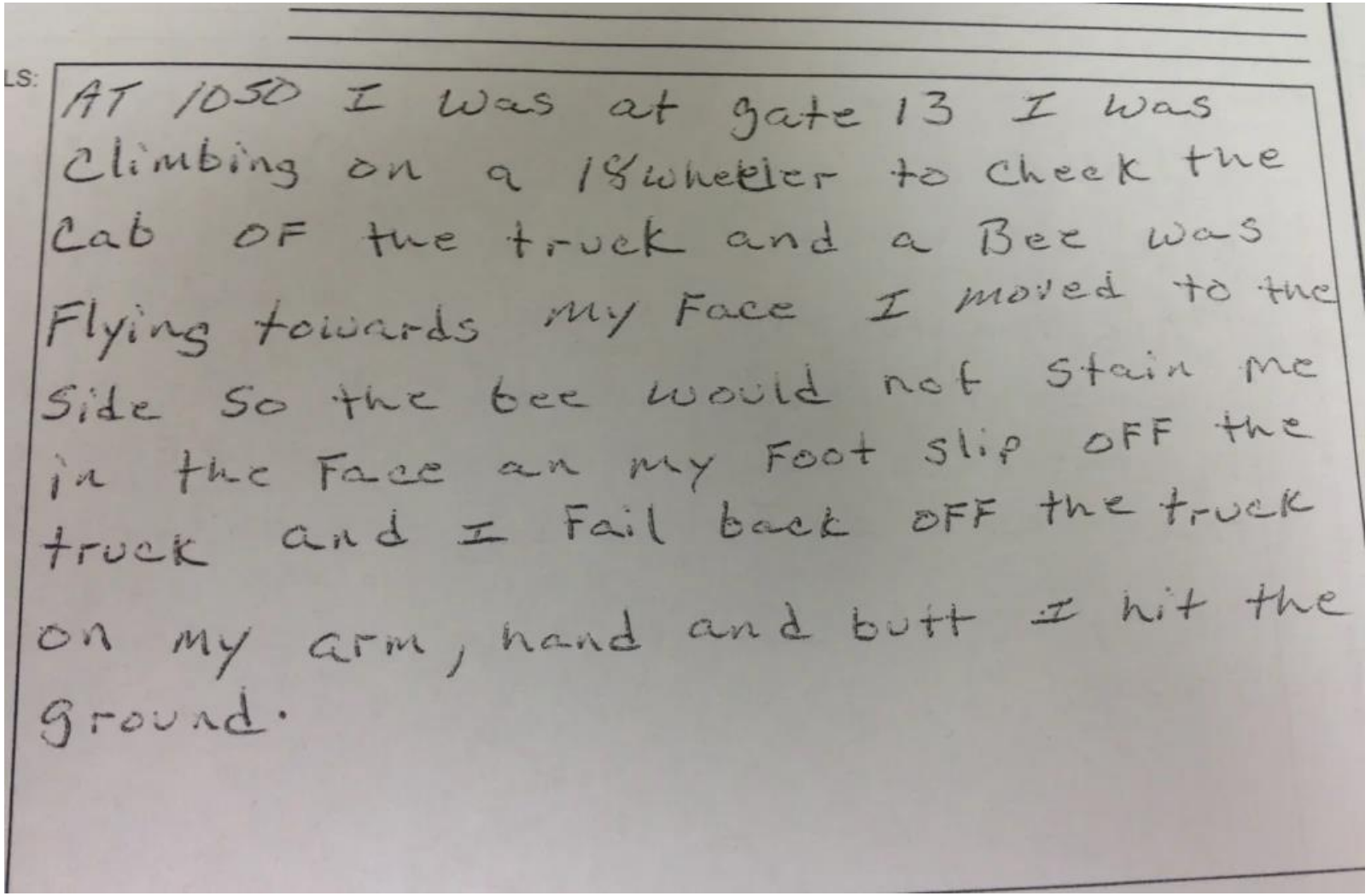
3. Organizational Meetings/Lunches to Discuss Safety

- Implementing culture has to be a part of every part of the organization. It has to be constant and consistent.

4. Leadership Discusses Accidents/Safety

- Risk managers can influence this by providing regular statistics and updates.

5. All Accidents/Incidents Are Reviewed



6. Accident Reviews Focus on Corrective Behavior, Not Just Discipline

7. That’s Just the Cost of Doing Business….

What is the COST of doing business?

- **Romain Grosjean Walks Away From Dramatic, Fiery Crash | 2020 Bahrain Grand Prix**
- Youtube.com

8. Safety Awards are Tied to Process, Not Outcomes

ABC News, April 30, 2010: Louisiana Oil Spill: Feds Gave Safety Prize to Transocean's Deepwater Horizon

- “The federal agency charged with enforcing safety on deepwater oil rigs has also played a major role in promoting the industry's claim that it is safe, and in 2009 handed out one of its top prizes for safety to Transocean's Deepwater Horizon.”
- “Transocean's safety effort included two dance videos, one of them a hip-hop video promoting safety that was filmed on the Deepwater Horizon. The Deepwater Horizon exploded last week, killing 11 and unleashing what could become one of the worst oil spill disasters in the nation's history.”

UNC | Kenan-Flager, July 8, 2013: Out of Sight, Out of Mind

- “Personnel safety on Deepwater Horizon was so good the crew was receiving an award for it. But they weren’t applying those same standards to their operational safety. The drill pipe in their well should have been secured with 21 centralizers. They only used six. That was just one of many operational safety measures that went overlooked.”

9. Safety Savings are Invested Back into Safety

- Avoiding complacency is key
- Know what your costs of risk are: Premiums, lost-time, retentions

- **Reminder** Insurance claims=increased premiums

Some Things to Remember

- A bad claim or loss isn’t an indicator you have a bad culture

How to Influence a Culture

- Tough conversations need to be had with administration – have a plan
- Find ways to get frontline employees involved
- Find ways to get department heads involved
- Has to be consistent, constant pressure.