3 Strategies to get Attention on Your Safety Messages

Marie-Claire Ross

Chief Corporate Catalyst, Corporate Culture Creator, Melbourne, Victoria, AUSTRALIA

1. Introduction – The Cost and Challenges of Poor Safety Communication

Research has found that poor employee engagement levels have a crippling effect on safety performance. The average cost of a safety incident for an engaged employee is $63 versus $392 for a disengaged employee. Engaged employees are 5 times less likely to have a safety incident and 7 times less likely to have a lost time incident.

Administered and designed correctly, manual handling training programs can work to reduce injuries long term. Yet, not all programs are created equal. Learn the costs and challenges organisations face with manual handling communication programs and the importance of return on investment (ROI) calculations.

1.1 Getting Attention

Getting attention is the very first step to encouraging others to change their behaviour. Getting attention is like a spark plug igniting fuel to start an engine. Attention starts the motor of the brain. It’s the first step in getting people to take action on a new behaviour.

The good news is once attention has been obtained, it makes it easier to break up old patterns of behaviour and create new ones. In this interactive workshop, participants will learn the following training outcomes:

- Why getting attention is so important
- How the brain processes information and how to work with it, not against it.
- How to correctly disseminate communication throughout an organisation.
- Overcome “we’ve heard this all before” bias using three emotional triggers.
- An easy four step communication blueprint to standardise your communication.

1.1.1 Example of Manual Handling Communication Campaign

To fully explain how the four step AURA communication blueprint works, participants will be taken through a real example. CSR Viridian is the largest glass manufacturer in Australia and New Zealand. By its very nature, glass is a difficult product to work with safely. As a whole, the industry has a high injury rate, the most common being manual handling injuries. During the presentation, participants will be taken through what worked and what didn’t to improve manual handling injuries.

Table 1. CSR Viridian Manual Handling Injuries 2011-2014.

<table>
<thead>
<tr>
<th>Year</th>
<th>Total injuries</th>
<th>Manual Handling injuries</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>364</td>
<td>95</td>
</tr>
<tr>
<td>2012</td>
<td>245</td>
<td>75</td>
</tr>
<tr>
<td>2013</td>
<td>212</td>
<td>72</td>
</tr>
<tr>
<td>2014</td>
<td>164</td>
<td>54</td>
</tr>
</tbody>
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1.1.2 Training Objectives

The objectives are:

- To understand the true costs of poor workplace communication and how this affects performance.
- To discover how the brain processes information and how to work with it, in order to change behaviour.
- To learn a variety of easy-to-use strategies on how to communicate effectively on manual handling that can be implemented straight away.

The target audience includes those who want to improve the results of their manual handling training and communication. A workbook will be provided to participants and group work will be encouraged. The workshop will run for 3.5 hours with a 30 minute break.

Acknowledgements

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References


