



Changing Your Safety Culture to Prevent Accidents and Injuries

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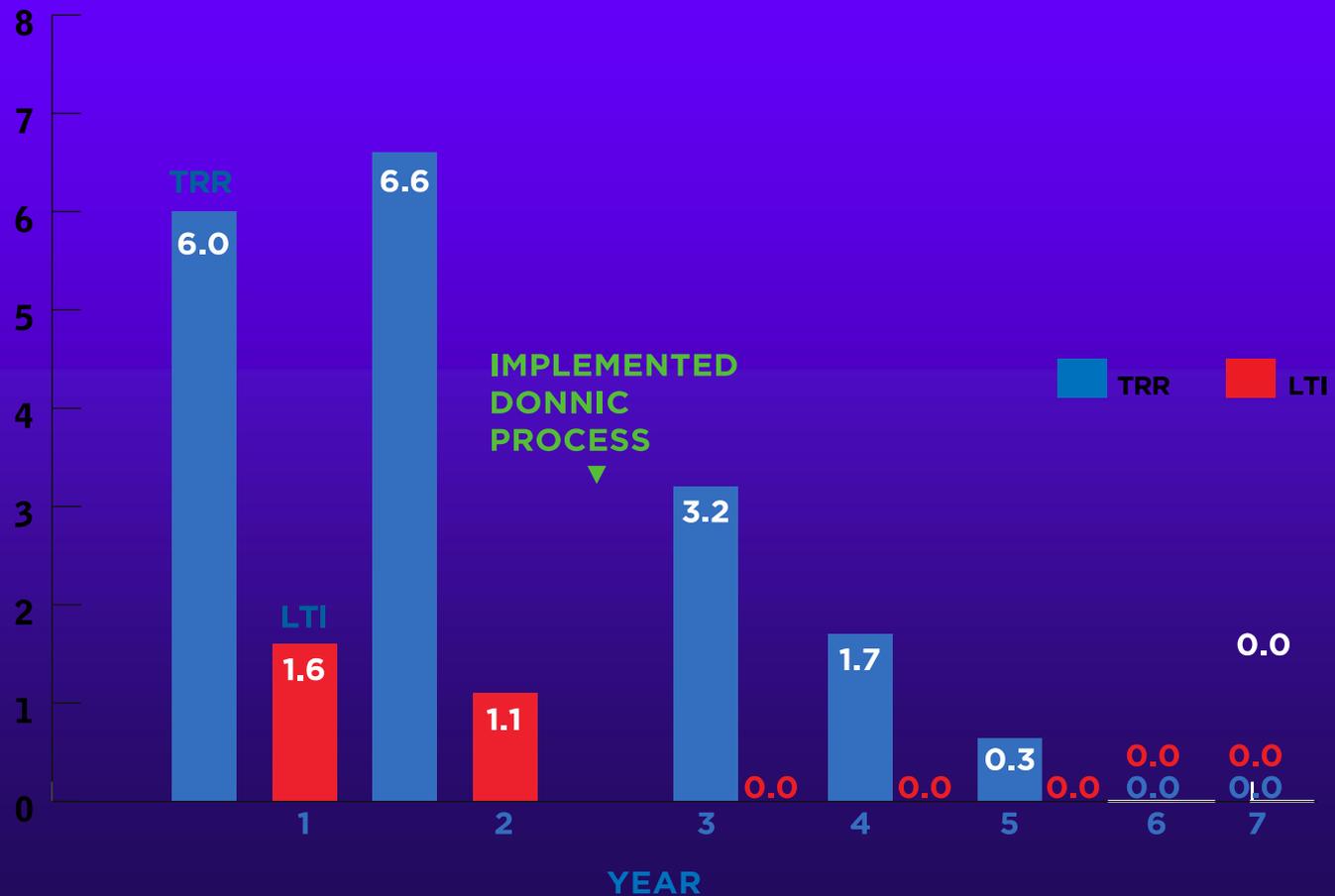


Learning Objectives

- ◆ Learn the causes of 90% of accidents & injuries
- ◆ Discover why change is so difficult
- ◆ Gain insight into what works & what doesn't work.

Food Processor

FOOD PROCESSOR
330 EMPLOYEES



OSHA
INJURY
RATE

Pulp & Paper Mill

PULP & PAPER MILL

180 EMPLOYEES

OSHA
INJURY
RATE





Human Factors

95% or more
accidents and injuries
are related to human factors.



Primary Causes of Accidents:

- ◆ Half of injuries are caused by a loss of focus.
- ◆ Half of injuries are caused by the mindset “it won’t happen to me.”



Conventional Approach

- ◆ PPE
- ◆ SOPs
- ◆ OSHA Training
- ◆ Audits & Inspection
- ◆ Observation



Conventional Approach

Can take 5 – 10 years to produce
significant change



Culture Change

Can produce significant change
in 1 – 2 years



Culture Change

- ◆ Approximately 50% reduction in recordables in 1 year
- ◆ Approximately 80-90% reduction in recordables in 5 years



Culture Change

Save up to twice your annual
w/c payment over 5 years.

The Mind

Wear your PPE



“It won’t happen to me”





“Human beings can alter their
lives by altering their
attitudes and mind.”

William James



Treat Employees Well

You have to recognize that people are
still most important.

Herb Kelleher, CEO Southwest Airlines



Focus on People

In order for Alcoa to be a world-class company, it first had to be the safest.

Paul O'Neill, (Retired) CEO, ALCOA



Myth #1:

Crisis is a powerful impetus for change.

Reality:

Only a small percent of people can make a healthy, sustainable, life style change.

May, 2005: Fast Company



Myth #2:

Change is motivated by fear.

Reality:

Compelling, positive visions of the future are much stronger inspirations for change.

May, 2005: Fast Company



Myth #3:

The facts will set us free.

Reality:

When a fact doesn't fit our personal reality, we reject it. Change is best inspired by emotional appeals rather than factual statements.

May, 2005: Fast Company



Myth #4:

Small, gradual changes are always easier to make and maintain.

Reality:

Radical sweeping changes are often easier than gradual changes because they quickly yield benefits.

May, 2005: Fast Company



Myth #5:

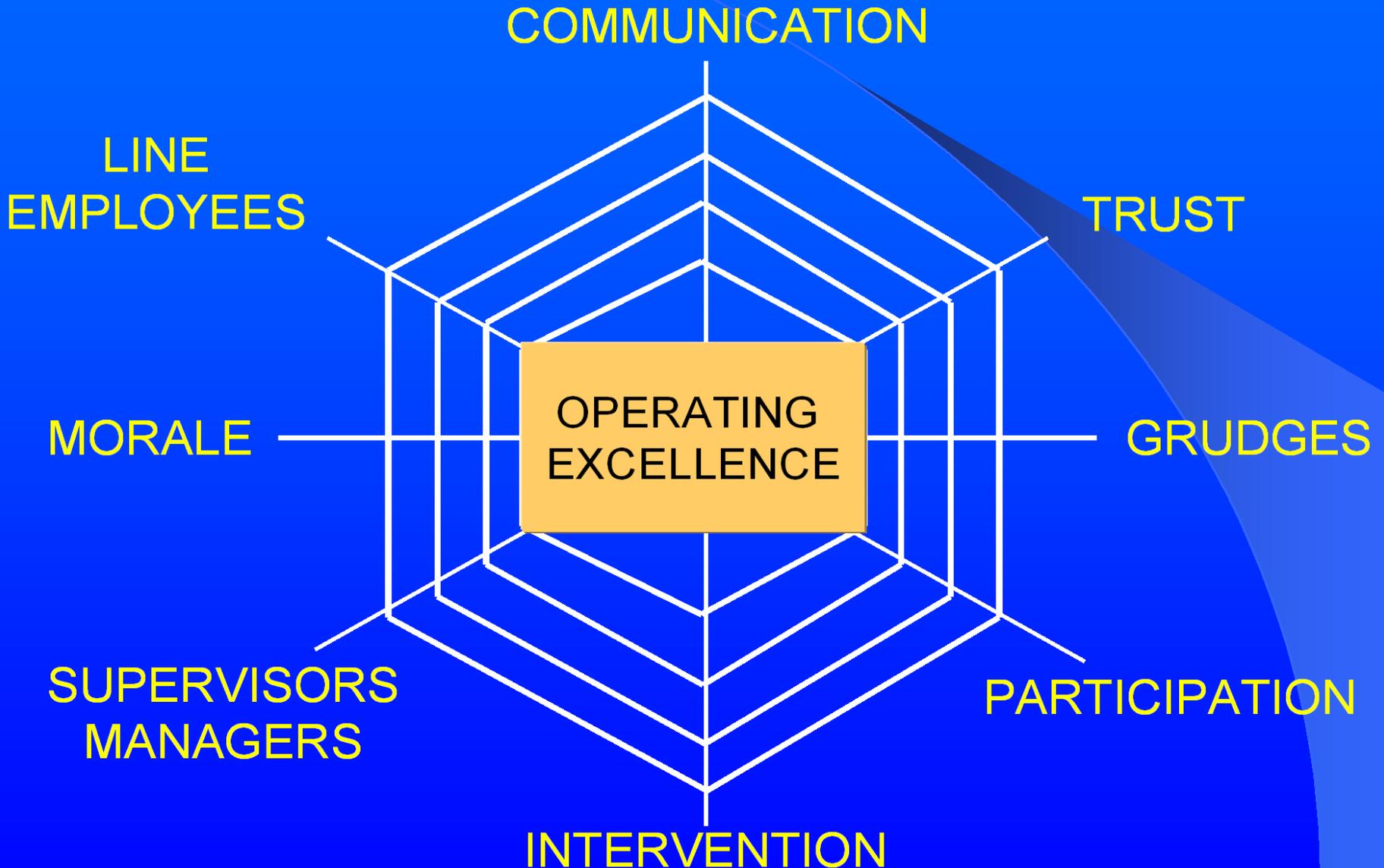
We can't change because our brains become
'hardwired early in life.'

Reality:

Our brains have extraordinary 'plasticity'. We can
continue learning complex things throughout our
lives.

May, 2005: Fast Company

THE CULTURAL COBWEB



A single, dark metal key with a simple loop handle and a notched bit, resting on a light-colored, textured surface like sand or gravel. The key is oriented vertically.

Crisis

Using a single level approach:

- ◆ a smaller number can make a healthy, sustainable change

Using a multi- level approach:

- ◆ a significantly higher number can make a healthy sustainable change



Multi-Level Approach

- ◆ Evaluate
- ◆ Train and involve everyone
- ◆ Reinforce
- ◆ System & structure
- ◆ On-going support



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For more information call:

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