

# SAVING SAFETY PROGRAM

simple. Objectives should contain the desired activity, the units of that activity that will be measured, the expected performance level and behavioral change, and the time allotted to do it.

4 **Realistic.** Objectives must be attainable or safety program participants will wind up discouraged when they can't reach the goal. Focus on one or two key objectives and take into account the number of people on staff, workplace conditions, the financial support you're receiving from management and the time allotted for training. All these factors determine how much you can realistically achieve.

4 **Well-timed.** Objectives should correspond with peak injury periods in the workplace. Holding a program in a toy factory after the Christmas rush will not be as effective, nor will it be an accurate reflection on how you can improve a safety record when it most counts.

4 **Measurable.** Make the objectives measurable so that they can be evaluated fairly. You have to be able to quantify behavior or participants won't know what you expect of them. If you want truck drivers to go for so many days without accidents, say so.

4 **Acceptable.** Goals must be approved by top management as well as the people who oversee the day-to-day operations of the company. Both groups of people can steer you away from objectives that can't be measured or that work against corporate policies. Objectives often used in safety programs include:

- Proper use of safety equipment
- Eliminating chargeable driving accidents, such as speeding or drunk driving
- Appropriate storage of tools and machinery
- Proper techniques for lifting and carrying
- Proper handling of hazardous materials
- Making sure doors and walkways are not hazardously blocked
- Replacing faulty lighting fixtures
- Establishing safety-training programs for workers
- Replacing outdated equipment
- Proper use of equipment to avoid damage

## 2. Developing A Comprehensive Program

Once the program's objectives are defined,

### Set Attainable Goals

Keep in mind the goals of your program. It's often harder to create safety programs because it's difficult to assess their impact on a company's bottom line. Therefore, it's important to select those goals that can show a measurable improvement.

Depending on which type of objective you are targeting with your safety program, here are five examples of how you can determine award winners in your next program:

1. Rate their individual achievement.
2. Award top performer against a set goal.
3. Supervisor's evaluation
4. A department or team competition.
5. Improvement to individual records.

decide when and how long the campaign will run. Most safety programs last anywhere from three to six months which allows time for education and training sessions and to really achieve results. Take into account the complexity of your work environment and how many behaviors you want to change. More complex programs will require more time.

Another thing to decide is if participants will work as individuals or in teams to accomplish safety goals. While many programs target and quantify individual achievement, many programs work well with a team-based structure. If you choose a team program, make sure that:

- Each worker feels he or she can attain the goal and that rewards will appeal to each individual on the team.
- Each worker has the chance to be recognized for outstanding achievement, even if the team doesn't meet its objectives. Supporting programs such as safety suggestions or poster contests allow for individual participation and reward.
- Teams consist of no more than six to eight members to keep the group cohesive and focused.
- Teams are made up of both supervisors and workers who perform similar tasks and