

Safety Meeting Starters (SMS) for February 2012

Happy February! I hope that this material finds you well, and that you find a number of useful articles, stories and safety awareness items in this packet. *This month's theme is a hero's journey.* As you know, Safety Meeting Starters (SMS) is jammed packed with safety stories, pictures, articles, tools for pros, and tidbits all aimed at increasing safety awareness. Enjoy this month's edition.

And the Winner Is... If you recall, last month we challenged all readers to improve safety by sharing SMS. If you forwarded the January SMS, your name was put in a drawing for a set of my safety books along with two audio CDs. The winners are; Lynne from Ethyl Corp, David from Aramark and K. Ferraz with Pharmaform. Thanks to everyone who shared this information.

We love your feedback - - send comments to matt@mattforcksafetyspeaker.com.

Thanks again and pass this along! *Remember, no one gets hurt today!* God Bless, Matt.

Comments from the Crowd!

"I loved the stories...they were relevant and effective. Matt's a very good speaker." Jan 2012

"Good insight regarding speaking the CEO's language. Matt was very helpful in understanding what motivates our business leaders." Jan 2012

"I appreciated Matt's interactive approach. He is very goal oriented." Jan 2012.

To inquire about how Matt can help your organization get even better safety results, log onto www.thesafetysoul.org

Matt Forck, CSP, JLW | www.thesafetysoul.org | 573.999.7981

Kcrof is dedicated to building SAFE people!

S.A.F.E. (See Accidents Forever Eliminated)™ at Work - A Motivational Safety Column!

A Hero's Journey

He pulls himself from bed each morning before the sun is up. He dresses in his work clothes; a pair of jeans, flame-resistant shirt, steel-toed boots and a jacket. He adds long johns and coveralls if snow is in the air. He sips his morning coffee and watches the sun slowly light the horizon. His lunch is gathered and stuffed into the green metal box, ready for yet another day. He stays just long enough to kiss his wife, wish his daughter 'good luck' on her algebra test and tell his son that he wouldn't miss watching him play basketball tonight; another game in a long season. With that, he walks out, climbs into the truck and heads to work. Sure he'd rather still be in bed or better yet, fishing, wood working or hunting, but there is a mortgage, bills, food, clothing, braces and insurance. Soon there will be college tuition and maybe a wedding and maybe one day...grandkids. So, he goes to work, just as he has for the last twenty-two years.

She hears her children calling her name. 'What now' she thinks?' It's been a long day, too long. Her will, energy and desire to continue long since gone. But, she does. After all, the kids still need a bath, dressed for bed, a short movie, a snack, a cup of milk, two books and their nightly medicine. She would rather soak in a hot bath or curl up near a warm fire under a soft quilt and sip green tea but with loving kindness, she moves forward. After all, she is Mom.

He walks through the building only to notice a co-worker in the corner. "Is he doing what I think he is doing?" he thinks to himself. Yes that man is doing what I think he is doing and that could hurt him, maybe even kill him. He thinks to himself, "I should stop him. But, he is a journeyman; surely he knows what he is doing." Seconds seem like hours as he stands frozen watching a co-worker place himself in danger. He would rather be on break or in the office or out in his truck by himself but he is not. He is here watching another person place his life in danger. "Hey, stop...let me help you" he begins as he walks over to his co-worker. "Have I ever told you how I do this...?"

Today it is easy to fall into the trap of idolizing overnight success stories, get rich quick schemes or Silicon Valley millionaires. Yet heroes do not leap tall buildings in a single bound or change who they are with a cape and a phone booth. A real hero's journey is paved by setting and living a long term example, one that your spouse can be proud of and your children can learn from. A hero's path is lined with selflessness, putting others before you and taking risks to talk to a co-worker about safety. A hero's journey consists of realizing the good that you can do instead of thinking about the negatives of life. A hero's road is paved in values, making the decisions easy, since these values are clear. If you have a spouse, children, co-workers, friends, neighbors or can read this then you are a hero. Embark today on your path...one equal to your worth...a hero's journey.

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Safety Tidbits—the most information packed page in safety!

Quotes of the month:

“Throw your heart over the bar and your body will follow.”

-- Trapezes artist to his students

“If you’re going to dreaming anyway...dream big!”

--Donald Trump

Grab Bag - -

Safety Duct Tape - - 72 minutes of safety material to recharge your batteries for only 99 cents! http://www.amazon.com/Safety-Duct-Tape/dp/B005Q2XQM6/ref=sr_1_1?ie=UTF8&s=dmusic&qid=1319715328&sr=1-1

Construction safety – Slips and trips on site

<<http://www.hse.gov.uk/construction/safetytopics/falls.htm#?eban=rss->
><http://www.hse.gov.uk/construction/safetytopics/falls.htm#?eban=rss->

Metal firm’s safety flaws exposed after worker crushed

<<http://www.hse.gov.uk/press/2012/coi-yh-0112.htm#?eban=rss->
><http://www.hse.gov.uk/press/2012/coi-yh-0112.htm#?eban=rss->

Resolve to Be Food Safer in the New Year

<<http://www.foodsafety.gov/blog/resolutions.html>><http://www.foodsafety.gov/blog/resolutions.html>

Life Doesn't Shout— It Just Runs Out

Utility Products

By **Matt Forck**, CSP & JLW On Feb. 8, 1960, Adolph Coors walked to his car and began the drive to his offices. He was now running the brewery.

<http://www.utilityproducts.com/articles/print/volume-16/issue-01/product-focus/safe-at-work/life-doesnt-shout-it-just-runs-out.html> (make sure you route and Like this one on Facebook!).

OSHA Quick Cards - - If you have not used OSHA quick cards before, then you will love this website. It’s a terrific reference for quick hit job briefings, safety awareness and safety meetings; <http://www.osha.gov/OshDoc/quickcards.html>

Really...Really?

Snow Cone Machines for Home Land Security!!! STANTON — The United States is fighting terrorism — one snow cone at a time. Montcalm County recently received a \$900 Arctic Blast Sno-Cone machine. The West Michigan Shoreline Regional Development Commission (WMSRDC) is a federal- and state-designated agency responsible for managing and administrating the homeland security program in Montcalm County and 12 other counties.

The WMSRDC recently purchased and transferred homeland security equipment to these counties — including 13 snow cone machines at a total cost of \$11,700. The machines were funded by a grant from the Michigan Homeland Security Program. The request for a snow cone machine came from another county, but all 13 counties received them. The purchase raised some questions at a recent Montcalm County Board of Commissioners meeting. Commissioners wondered about the machine and questioned its purpose. The Michigan Homeland Security Grant Program’s Allowable Cost Justification document, dated May 9, 2011, says the snow cone machines can make ice to prevent heat-related illnesses during emergencies, treat injuries and provide snow cones as an outreach at promotional events.

WMSRDC Executive Director Sandeep Dey said one county requested a popcorn machine, but that request was denied. He said the snow cone machine request would not have been granted by itself, but was approved because it came with other homeland security equipment. “It is used to attract people so they can be educated and prepared for homeland security,” Dey said from his office in Muskegon. “More importantly, they (homeland security officials) felt in a medical emergency the machine was capable of making ice packs which could be used for medical purposes.” The snow cone machine is currently being stored in the Montcalm County Emergency Services (MCES) building in Stanton. MCES Director David Feldpausch said the machine could be useful at the scene of a large fire or during very hot weather.

“I don’t like the term snow cone machine, because it sounds horrible,” Feldpausch said. “When you look at it as an ice shaving machine and its purpose, it makes a little more sense. I assume it will get used in Montcalm County a lot more in the summertime by the Fire Corps.” Greenville, MI by Elisabeth Waldon.

Man shot as people pass around loaded gun- - A Rock Island man was shot in his lower right leg and ankle when a loaded 12-gauge shotgun, which several people were passing around inside a house and posing with for pictures, discharged and struck him, Moline police said. The shooting happened about 8:40 p.m. Saturday in Moline. Patrol officers were flagged down in the area of 10th Street and 4th Avenue, and they found Zachary Inman, 18, on the porch of the home at 395 11th St., police said.

Inman was transported to Trinity Rock Island, where he underwent surgery for injuries that were not considered to be life-threatening, police said. An update on his condition or whether he was still hospitalized was unavailable Sunday. Charged with being a felon in possession of a

firearm was Matthew Nazari, 18, of Rock Island. Nazari was being held Sunday in the Rock Island County Jail awaiting bond and additional charges, police said. Illinois State Police crime scene investigators were called to process the Christmas Eve scene. Anyone with additional information on the shooting is encouraged to call the Moline Police Department or Crime Stoppers of the Quad-Cities at 309-762-9500. (Various Sources).

Darth Vader in Florida! ORLANDO, Fla. - A Florida Highway Patrol trooper was attacked in Orlando early Thursday by a man wearing a Darth Vader mask, authorities said. Michael Cole, 28, of Orlando, was arrested on felony charges of resisting arrest and battery on an officer. According to the FHP, a construction worker informed the trooper around 2:45 a.m. of an intoxicated man wearing a Darth Vader mask who was walking in the middle of a road near Summerlin Avenue and Anderson Street.

The trooper approached the masked man, later identified as Cole, and repeatedly asked him to get out of the road, the FHP said. Cole instead cursed at the trooper and laid in the roadway, authorities said. The trooper then told Cole to get up, but he attempted to punch and kick the trooper, who deployed his Taser, according to the FHP. Officials said Cole's thick jacket prevented the Taser from working, so the trooper used pepper spray to subdue him. Local 6 News captured video showing the man screaming while being placed onto a stretcher. Cole complained of shortness of breath and was taken to Florida Hospital South. He was later released and booked into the Orange County Jail. The trooper was not injured. (Various Sources reporting).

OSHA Corner - -

Inspector Sees Employees Exposed to Cave-In Hazards, OSHA Launches Investigation - - Jan 13, 2012 By Sandy Smith - - OSHA began an inspection Aug. 12 of Sunland Construction Inc. when an agency investigator noticed that the company had failed to provide a safe means of egress from a 5-foot-10-inch trench and protect workers from a cave-in hazard at a worksite in Newman, Georgia. As a result of these conditions, the company was cited for two willful violations for exposing workers to the possibility of a trench collapse while replacing high-pressure gas lines. OSHA is proposing \$140,000 in penalties. A willful violation is one committed with intentional knowing or voluntary disregard for the law's requirements, or with plain indifference to worker safety and health.

OSHA standards mandate that all excavations 5 feet or deeper be protected against collapse. Detailed information on [trenching and excavation hazards](#) is available on OSHA's web site. "Cave-ins can happen quickly, without warning and with deadly consequences. OSHA will not allow employers to be indifferent to protecting their employees against these hazards," said Andre Richards, director of OSHA's Atlanta-West Area Office.

Sunland Construction, which provides pipeline construction and related services, has been cited by OSHA three other times since 2010 at locations in Alabama, North Carolina and Texas. The violations cited in Georgia are similar to ones cited after OSHA inspected the company's

construction site in Deer Park, Texas. Headquartered in Eunice, La., the company has an eastern district office in Tuscaloosa, Ala. Sunland Construction Inc. has 15 business days from receipt of the citations and proposed penalties to comply, request an informal conference with Richards or contest the findings before the independent Occupational Safety and Health Review Commission.

Lineman falls from pole - - SACO, Maine (NEWS CENTER) -- A lineman working on a utility pole died Monday when he fell 55 feet to his death. Sgt. Chris Handiman from the Saco Police Department tells NEWS CENTER that the lineman, who was working for Hawkeye, Inc., fell from the pole off the Boom Road just before 4:00pm. Officials are not yet releasing the man's name, but they do say he was 44-years-old and from Maine. Police also say it appears all the proper safety equipment was being used, and the investigation continues into what exactly went wrong. OSHA has been notified of the accident. Hawkeye, Inc. is based in New York.

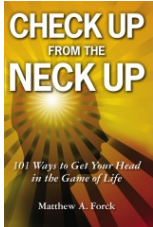
Worker, 19, Killed in Fall From Tornado-Ravaged Merrick Section Home - - West Springfield, MA — A 19-year-old construction worker was killed Wednesday, January 11, 2012, after falling from the roof of a tornado-damaged home in the Merrick section of the city. The fatal construction accident occurred around 10:30 a.m. at the corner of George and Union Streets, reported abc40. According to reports, James Ivanov of Agawam fell four stories inside the home while working on the framing of the house. Ivanov fell from the roof down to the basement floor, where he was pronounced dead by responding emergency crews.

West Springfield Police and Fire are currently investigating the fatal workplace accident. The federal Occupational Safety and Health Administration (OSHA) are expected to launch an investigation as well. On June 1, the Merrick section of the city was ravaged by a tornado. The house where the fatal construction accident took place happens to be near the home where a woman lost her life, while protecting her 15-year-old daughter in a bathtub, MassLive.com reported.

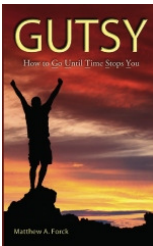
Man Killed in Press Machine at St. Louis Sign-Making Company - - St. Louis, MO — An industrial accident at a sign-making company left a worker dead Tuesday night, January 10, 2011, after a press machine crushed him. The fatal workplace accident occurred at Butler Merchandising Solutions, located at 2233 Delmar Boulevard, reported St. Louis Today.

Brady Perkins, 47, died at about 9:20 a.m., after he somehow got stuck in the press machine while working the night shift at the facility. Perkins was ultimately crushed to death. It is unknown at this time what caused Perkins to become trapped in “pickup truck-sized” press, but investigations are ongoing. There were other workers at the business at the time, but it is still unclear if anyone had witnessed the accident. The federal Occupational Safety and Health Administration (OSHA) are expected to launch an investigation into the fatal work-related accident. Investigations are underway.

Happy Valentine's Day - - I love my clients...so my gift to you is maximum savings on all of my safety books! (Use the codes below to get discounts...no minimums).



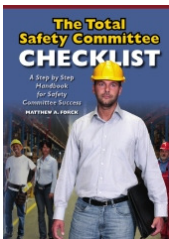
Check Up From the Neck Up-101 Ways to Get Your Head in the Game of Life. Save \$4.00 per book, V7Q7J6SQ, To Learn more or Order click here; <https://www.createspace.com/3421795>



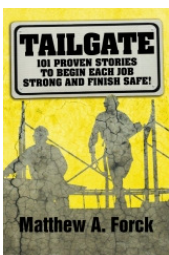
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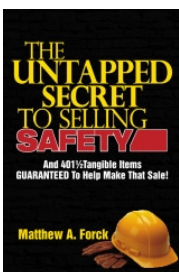
ISMA (Involved Safety Meeting Activities—101 Ways to Get Your People Involved! Save \$3.00 per book, 7PFWJA5P, To Learn more or order click here; <https://www.createspace.com/3435479>



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Building SAFE People!

ISMA-Involved Safety Meeting Activity

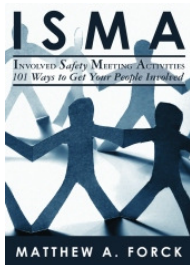
- Activity:** Change Habits
- Estimated Time:** 10 Minutes
- Materials Needed:** Post it notes and pencils/pens
- Reference materials:** See ISMA below.

The ISMA:

- Give each person a small post it note and pencil/pen.
- Ask each person to think of his or her work and job. Ask them to think of safety, both at home at work. What are some areas that they cut corners?
- If your group performs safety observations and keeps statistics of safety versus at-risk acts, go over this list as the group is thinking.
- Have each person write two at-risk acts that they engaged in.
- Ask each person to put the post-it note in his/her pocket and challenge them to change these behaviors.
- In one month, pull the notes back out and ask each person to think about how they did in changing these habits.

The Take-a-ways:

We have safety meetings and safety functions, but it seems that we still have people getting hurt. It seems that our incident rates remain the same or increase. The only way to decrease incident rates is to change behaviors, that is the only way. Please take a look at your habits and commit to change the two you have written on the sheet.



Want 101 ISMAs? Check out *ISMA (Involved Safety Meeting Activities—101 Ways to Get Your People In Involved!)* at Matt's website:
<http://www.thesafetysoul.org/Matt%20Forck%20Safety%20Speaker%20Review%20Books.htm>

SPOT-M –(Safety Picture of the Month)

Taking Advantage of What We Have!

The International Labor Organization puts the number of child miners in Peru, Bolivia and Ecuador at 260,000.

(Note, this photo was taken almost twenty years ago, I'm not sure the status of child labor in these countries today).

Back in the Early 1900's this photo could have been taken in any of the hundreds of Mining Communities across the United States. Today, we are appalled by this photo!

As other countries work to reach standards of both child employment and safety, let's make sure we take advantage of the sacrifices of those men, women and children before use. Getting hurt at work is not a condition of our employment.



Choose in favor of your safety!

Send me a picture and if we share in SMS you can pick out one of Matt's safety books or audio CD for FREE! Send to matt@mattforcksafetyspeaker.com

SPOT-M –(Safety Picture of the Month)

I'd never fall!



WHEN CONDITIONS CHANGE, LIKE TAKING THE WINDOW OUT...RE-EVALUATE AND CHANGE YOUR SAFETY PRACTICES FOR SAFETY!

Choose in favor of your safety!

Send me a picture and if we share in SMS you can pick out one of Matt's safety books or audio CD for FREE! Send to matt@mattforcksafetyspeaker.com.

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Building SAFE People!

Safety, Clipped from the Headlines...

Worker who fell from Ladder dies from injuries

A construction worker who suffered serious injuries after falling off a ladder in Grand Teton National Park died Wednesday at Eastern Idaho Regional Medical Center. Bryon Peck, 33, fell 15 feet off a ladder Monday morning outside of a new employee housing unit in Moose. Peck was installing a second-story door, park spokeswoman Jackie Skaggs said. Peck was a plant manager for Wardcraft Homes, a modular housing manufacturer out of Fort Morgan, Colo., that was hired as a subcontractor for the park housing project. Park official couldn't identify Peck's hometown except to say it was located near Fort Morgan. Park emergency personnel responded at 11:40 a.m., just three minutes after the call, Skaggs said. Park officials wouldn't comment on the nature of Peck's injuries. A park ambulance then took Peck to St. John's Medical Center.

"Very soon after he [arrived] at St. John's, they almost immediately transferred him to the airport," Skaggs said. At Jackson Hole Airport, Peck was placed on a fixed-wing Life Flight aircraft headed to Eastern Idaho Regional Medical Center. Peck was on life support until Wednesday. "His family made the decision to suspend life support," Skaggs said.

"We're all heartbroken," Skaggs said. "It's a tragic accident, a tragic loss of life. Our condolences go out to Bryon's wife and children and his colleagues and coworkers." Wyoming Workers' Safety OSHA investigators arrived at Grand Teton on Wednesday. OSHA investigators could not be immediately reached for comment.

"We did our own investigation with rangers and we're cooperating with OSHA with their investigation," Skaggs said. "We're using this as an opportunity to reevaluate our safety policies and procedures to make sure we're doing everything we possibly can to keep our own National Park Service employees safe." Work on the employee housing at Moose was suspended, likely for a week, Skaggs said.

Safety Thought: I don't have details of this incident, but my rule of thumb from being in the field for a number of years is that one out of two times that I observe a ladder being used on a job, there is an at-risk act or unsafe condition. Review ladder use, inspections, fall protection and safe work practices with your team today!

Articles from various news outlets

More News, Clipped from the Headlines...

OSHA investigation not required for state's first 2012 farming fatality

A Jan. 2 farming accident that killed a Rapid City man has caused the state's first agricultural fatality of 2012, but it will not trigger an investigation by the Occupational Safety and Health Administration. Anthony Siquieros, 31, died in a baling operation accident involving a power take-off shaft. He was employed as a farm hand at the time of his death.

By law, the workplace accident had to be reported to the regional OSHA office in Bismarck, N.D., within eight hours of the death. But since federal law exempts all small farming operations - defined as 10 or fewer employees - from OSHA regulation, his office doesn't have jurisdiction to investigate it, according to Tom Deutscher, area director for OSHA.

From reports that he received this week, Deutscher said the tragedy probably occurred on an OSHA-exempt operation. "That's absolutely right. Federal law exempts all small farming operations if they employ 10 or fewer workers ... or if they have no active labor camp," said Deutscher, referring to migrant farm workers. The U.S. Bureau of Labor Statistics preliminarily reported 36 fatal workplace injuries in South Dakota in 2010, the most recent year for which data is available. Fourteen of those occurred in the category of agricultural, forestry, fishing or hunting operations.

Of those, 11 were in crop production and three on cattle operations. Few, if any, would have triggered an OSHA investigation or resulted in employer fines because small farm and ranch operations have been exempt ever since OSHA was created in 1970, Deutscher said. Nationwide, there were 4,547 workplace fatalities in 2010, nearly the same as 2009 numbers. The majority of those deaths are highway and transportation incidents and the same is true for South Dakota. Seven of the ag-related deaths in 2010 involved transportation, meaning they occurred on highways or other roads. Seven others were caused by "contact with objects and equipment."

Often, that deadly contact involves a power take-off shaft, said Meade County Coroner Steve Barry. A PTO unit is a common piece of power equipment used in agricultural and industrial applications. It is attached to an operating tractor motor and transfers power to another farm implement on the other end, typically a baler, auger, grinder or swather. Barry has dealt with three fatal farm accidents in the last three years and he is convinced that power take-off shafts, which caused two of the three deaths, are the most dangerous piece of equipment on any farm.

"A PTO shaft is generally going to be the worst thing around the farm," Barry said. Deutscher agreed. "They are a killer. They're not forgiving at all," he said. Any loose or ill-fitting clothing, even the neck string on a sweatshirt hoodie, can have lethal consequences, he said.

"People don't realize that loose clothing gets caught in there," he said. Power take-off units are equipped by manufacturers with a safety shield to help prevent accidents, but those are sometimes removed for speed and convenience, Deutscher said. "I grew up on a farm," he said. "We violated every safety rule there was. One of the first things you did was rip the guards off a piece of equipment. It's just the culture, or at least it was years ago."

The Meade County Sheriff's Office, which investigated the accident, would not reveal if a safety shield was in place during the Jan. 2 accident that killed Siquieros. Investigative reports are not available to the media without a court order.

Carelessness or inexperience can be deadly in combination with a PTO unit, Barry said. "People don't know what a PTO shaft does or can do. Those machines have so much power. They don't see the danger and it just happens so quickly. It's an instant thing."

It was reportedly Siquieros' first day on the job, Barry said. His funeral services were Saturday in Pine Ridge. He is survived by his wife and four children, all of Rapid City.

Safety Thought: Safety shield removed - - we don't know, but we do know it was his first day on the job. What do you do to protect new employees? All of our employee's family's entrust us to send their fathers, mothers, sons and daughters home in at least as good of shape that they came in. That didn't happen here...and four children will forever be asking why?

Articles from various news outlets

Tools for Pros!

Safety; When GOOD is Good Enough

Being good in safety is not enough. After all, the race for top decile or 'world-class' safety performance seems every bit as intense as the chase to break Roger Maris' 1961 home run record. Today, CEO's are setting single year injury goals that reduce last year's numbers by seventy five percent or more. Target zero posters hang on locker room walls all across this country. The spotlight is clearly and intensely focused on the year-end goal. Everyone is chasing zero, and that creates a small problem. It's hard to be perfect for 365 straight days!

In 2000, Dr. Kevin Leman published a book entitled *What a Difference a Daddy Makes*. Leman, an internationally known psychologist, speaker and author, uses this book to examine the significance of the father-daughter relationship. Early on however, he takes the pressure off of us dads by letting us know that we don't have to be perfect. Leman says that we don't have to worry about being 'super-dad.' All we need to be is good. A good dad cares about his child. A good dad is trustworthy and engaged. In the end, a good dad will raise a great child. That is the truth in safety, too. If we can be GOOD (GOOD meaning; G=Get in the Game, O=Offering 3-D Feedback, O=One Day at a Time and D=Determined to Make a Difference), we can have a great safety record.

G=Get in the Game. A quick quiz, who do you work for? For most, the automatic response is the name on the paycheck. Others will say, 'my boss.' After some thought, a few recited 'family.' The truth is we work for ourselves. We trade time and talent to an employer for money. We are each CEOs of our own business. We each have a corporate budget, the money we have to spend, a corporate fleet, the vehicle we own and drive, and a corporate staff, our family and friends. This fact is important because if I'm hurt at work I suffer, not my employer. Sure the employer will pay a financial piece for that injury, but the great secret is that the employer will continue to make money. The injured cannot make another eye, hand or finger. Your daughter cannot make another dad; your dad can't make another son. In April 2006, the Centers for Disease Control (CDC) released a report that listed the lifetime costs of the workplace injuries that occurred in 2000; the costs topped the \$406 billion mark. Those numbers include the employer paid medical expenses (\$80.2 billion), but the bigger numbers (\$326 billion) came from lifetime productive losses that include, "loss wages, fringe benefits and ability to perform normal household responsibilities." (CDC 2006) Those losses aren't felt by the employer but by each of our people when injured.

Recently, the National Safety Council awarded UPS Chairman and CEO Michael L. Eskew with the coveted Green Cross for Safety Medal. Eskew says this about safety, "But for safety to be a core value, it has to be taken personally." (McMillan 2007) Instilling in each of our people exactly 'who they are working for' is the first step in personal accountability and getting in the safety game.

O=Offering 3-D Feedback. Recently my family and I spent a week vacationing at the Disney theme parks. The most memorable attractions may have been the many 3-D shows. These are no 'typical' shows, there are smells filling the theater, rodents brushing your legs, bugs between you and your seat and a dog sneezing water on the audience. And this is just the introduction!

Today, we employ feedback mechanisms such as safety committees, peer observations, safety meetings, near-miss reporting and job briefings, and these are like television sets. They are like TVs because we wouldn't live without our television sets or these feedback tools, yet often they are little more than background noise. For feedback to be effective, it has to be 3-D. We have to make it jump off of the screen and capture the attention of our people. Some 3-D feedback ideas are giving a safety committee a specific end statement. This is a vision statement but not the recipe to make the vision happen, the committee can decide what ingredients are needed for their success. Encourage peer observers to have a safety awareness item in hand. For example, a simple 'Take-Five' candy bar can be the 'attention getter' that encourages everyone to take five minutes to analyze job hazards before beginning work. Endorse Involved Safety Meeting Activities instead of safety meetings. These shift safety meetings from sit and listen to get up and do; and triple retention rates over the traditional meetings. Check out my book entitled, *Involved Safety Meeting Activities, 101 Ways to Get Your People Involved* or a book series entitled *Games Trainers Play* for a head-start in this area.

'Practice makes perfect' isn't true; practice only makes permanence. In our business habit is key. 3-D feedback, not traditional feedback tools, is the best way to change habits and be GOOD in safety along the way.

O=One Day at a Time. Francis Petro, President and CEO of Hayes International Inc. said, "The fact is, the only day an employee can get injured is today. You can't get injured tomorrow until it gets here and you can't get injured yesterday because it is gone. So, we have to be very, very clearly focused on what is happening today and that becomes part of our makeup, that becomes part of our nature, and that becomes part of our culture." (McMillan 2007) Before 1997, Phillip Popovec, Site Director for International Specialty Products (ISP), said safety was, "terrible." But, the chemical manufacturer surmised, "We came to the conclusion that we don't have to worry about how many recordable injuries we get this year. We don't have to worry about how many recordable injuries we get this quarter. The only thing we have to worry about is not getting hurt today." (Smith 2005)

And, a GOOD safety program does just that. It takes the 'world-class' and 'top-decile' safety focus and pressure off the operation environment and shifts the focus to the present...to today. Many are engaging in Safety First meetings just like ISP. These are short, three to five minute daily safety meetings that focus on the hazards of the day and plan for making it one shift injury free. Safety stops can be used. These are predetermined times throughout a day when work is stopped for a short time to ensure all safety measures are in place. Introduce a Safety Saves program. A safety save is the stopping of a job by a peer or management person due to a

hazard on that job. Once the exposure is controlled, the event is reported and celebrated. The key is finding 'what's going to hurt me today,' and eliminating those exposures.

D=Determined to make a difference. Titus Adams was a normal six-year-old boy in every way except one; Titus suffered from night terrors, a clinically diagnosed fear of the dark. On Thanksgiving Day, 2002, Titus along with his mother and two-year old twin sisters enjoyed the holiday with grandparents. At eight o'clock that evening, his mother dressed him and his sisters in pajamas and loaded them in the truck for the hour-long drive home to Galeton, Colorado. Just minutes from their home the cell-phone rang. The phone was just out of arm's reach so Titus' mom unbuckled to reach it. As she did, she inadvertently veered off the road. The truck flew into the ditch and overturned. Titus quickly surveyed the scene. He and his sisters, buckled in, were okay. Titus could hear a faint sound of a woman's voice. The voice said, "Help." Telling the twins to 'sit tight,' Titus quickly unbuckled his seat. For a long moment he peered out the broken passenger window. It was dark out there...so dark. Finally he took a deep breath and crawled out the window. He stood, planting his bare feet solidly in several inches of Colorado snow. The wind cut through his pajamas. It was seven degrees.

So, what happened to Titus and his family? And, what's happening to safety within your organization. There is an old saying that reads, "The road of a thousand miles begins with just one step. Take that step today." The new era in safety isn't about top-decil but a step in a new direction with intense focus on simply being GOOD. The only real question left, how determined are we to make that difference? Are we willing to do the safety equivalent of firmly planting our feet in the cold Colorado snow and walk over a quarter of a mile in the dark to summon help, as Titus Adams did. His actions saved his family. And, a quest to be GOOD can save people too...and create a great safety record along they way!

Matt Forck, CSP and JLW leads safety conferences, seminars and keynote presentations on safety's most urgent topics including leadership, accountability and cultural change. A noted speaker, Mat is a former journey line worker and member of a utility safety staff. Matt has also published six books and dozens of articles. Contact Matt, learn about FREE resources or inquire about having Matt speak at your next event through his website; www.thesafetysoul.org.

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