Safe + Sound Campaign

Partner Town Hall
March 6, 2018
OVERVIEW

• Shifting the Safety Curve
• Safe + Sound Campaign
  • Goal
  • FY 2017
  • FY 2018
  • Tools & Resources
Shifting the Safety Curve

**GOAL:**
To shift American businesses and organizations along the safety curve.

**ISSUE:**
OSHA’s current regulatory and enforcement efforts alone are not going to drive 10 million employers to better safety and health performance.

**SOLUTION:**
- Every workplace should have a SHP
- Meet businesses where they are
- Build partnerships
Big Tent Approach

Management Leadership
Worker Participation
Find & Fix Hazards

- Uniting the OSH community
- Collaborating with industry, trade, and professional organizations
Safe + Sound Campaign

EVERY business and workplace needs a SHP that includes:
• Management Leadership
• Worker Participation
• Systematic Approach to Find and Fix

Many valid approaches: choose one
(OSHA, NSC, ANSI, OHSAS, state plan standards)

Wherever your business is on the safety curve, take a step in the right direction.

www.osha.gov/shpcampaign
Polling Question:

If you were a Safe + Sound Week Partner in 2017, what activities did you do? (Select all that apply)
2017 Safe + Sound Week Partner Engagement

**Social Media**

**Blog Posts**

**Press**

**Website Content**

**Proclamations**
2017 Safe + Sound Week – Twitter Analytics

Partner/Co-Sponsor Twitter Reach

- **Potential Reach** (Have twitter, did not tweet)
- **Actual Reach** (tweeted at least once)
- **OSHA Twitter Followers**
2017 Safe + Sound Week Pre-Registration

32 Participants Representing 14 Countries:

Afghanistan  France  
Brazil  Germany  
China  Italy  
Colombia  Mexico  
Curacao  Saudi Arabia  
Czech Republic  South Korea  
Egypt  Spain  

International Participants: 

AK  CA  CO  CT  DC  DE  FL  GA  HI  IA  ID  IL  IN  KS  KY  LA  ME  MI  MN  MO  MS  MT  NJ  NM  NY  NC  ND  OH  OK  OR  PA  PR  RI  SC  SD  TN  TX  UT  VA  WA  WV  WI  WY

Nationwide Events:
So far in 2018…
Polling Question:

What motivated you to become a Safe + Sound Campaign Partner for 2018? (Select all that apply)
2018 Objectives

- Increase the number of small to medium-sized businesses with active safety and health programs
- Build communities to reinforce and support a culture of safety in the workplace
- Double the number of participants in Safe + Sound Week 2018 from 2017
2018 Strategic Approach

Continuous Engagement
Deliver regular correspondence and inspiration to current and potential campaign supporters

National Webinars
Quarterly SHP education sessions featuring real people giving real world examples

Local Events
Educate and inform local businesses on the value of and resources to support SHPs in their community

Safe + Sound Week
Opportunity for organizations throughout the country to show their commitment to safety
Continuous Engagement

- QuickTakes – 2x monthly
- Social Media: Twitter, LinkedIn, & Facebook
- Monthly Partner Communications Update
- Safe + Sound List Serv
- Add safeandsoundcampaign@dol.gov and safeandsound@subscriptions.dol.gov to your safe senders list.
Polling Questions:

What communication channels are most important for reaching your members/network? (Select your top three)

The information and communications received thus far for Safe + Sound 2018 have been helpful to my membership/network (Select one)

What can we do to improve? (Type answer)
Webinars

- **February - Tools for a Successful Workplace Safety & Health Program**
  - Live webinar presented by CPWR: The Center for Construction Research and Training
  - Recording: [https://www.youtube.com/watch?v=K8ry3knFKk4&feature=youtu.be](https://www.youtube.com/watch?v=K8ry3knFKk4&feature=youtu.be)

- **March - Show Me the Money: Demonstrating the ROI in People, Projects, and Programs**
  - Pre-recorded webinar presented by ASSE

- **April – Elements of a Successful Safety and Health Program**
  - Live Webinar presented by Safe + Sound Campaign
  - Date: TBD

- **May – Employee Perception Surveys**
  - Live Webinar hosted by NSC
  - Date: TBD
National Event to be held **August 13-19, 2018**

- **Goal:** Raise awareness and understanding of the value of safety and health programs among workplaces, as well as encourage their voluntary adoption and implementation.

- Participants commit to taking proactive safety and health program actions for the core elements of management leadership, worker participation, and finding and fixing hazards.

- Pre-registration and new resources for Safe + Sound Week 2018 will go live in April

  [www.osha.gov/safeandsoundweek](http://www.osha.gov/safeandsoundweek)
Upcoming Opportunities for 2018

**Ongoing**
- Partner Communications Update
- Educational content and webinars

**March**
- Partner Town Hall
- Begin collaborative development

**April**
- Safe + Sound Week Preregistration Live
- Safe + Sound Week new resources released

**May**
- Webinar: How to Participate in Safe + Sound Week

**June**
- Collaborative Partner Safe + Sound Products
- Member Profiles/Success Stories
- Safety & health program resources

**July**

**August**
- Safe + Sound Week
Collaborative Partner Safe + Sound Products

- Available to all Partners
- Beginning in Mid-March – Someone from OSHA will contact you

General information about the Campaign and safety & health programs

Industry specific information about top injury sources, OSHA citations, and resources to fix hazards
Spotlight on Safety and Health Program Success

• Work with your members to develop profiles of those that have successful safety and health programs implemented to use in your:
  
  Blogs      Social Media      Website      Trainings      Newsletters

• The Safe + Sound Campaign is also looking for suggestions and examples that any organization can use to begin a program or enhance an existing one. Ask your members to send us a few sentences for any of the following prompts:

1. What convinced your organization to develop a safety & health program?
2. Describe one way you’ve demonstrated management leadership that has made a difference in your organization.
3. Describe one strategy you’ve used to engage worker participation that has made a difference in your organization.
4. Describe one thing you’ve done to systematically find and fix hazards that has made a difference in your organization.
5. What is the best thing anyone has said about your safety & health efforts?
New Safe + Sound Resources Under Development

- **Safe + Sound Campaign**
  - Safety & health program core element micro learning videos
  - Recommended List of OTI Education Center courses for safety & health programs
  - Walk Through Inspections for Collateral Duty Safety Officers
  - Better Safety Conversations
  - SHAPE (Safety and Health Assessment/Program Evaluation) Quiz
  - Safety & health program self-evaluation, implementation, and audit tools

- **Safe + Sound Week**
  - S+S Week in 1-day, 3-day, full week Itineraries
  - S+S Week Toolbox Talk
  - What Safety and Health Means to Me Activity
  - Guide to Facilitating Dialogue with Workers during S+S Activities
  - Guide to Getting Outside Stakeholders Involved in S+S Week Activities
  - Activity profiles
  - Spanish translation
Polling Question:

What is your organization planning to do for Safe + Sound Week 2018? (Select all that apply)
Polling Questions

1. How can we best partner with you and your organization?

2. Are there resources other than those under development that would be helpful for your membership?

3. Do you have any ideas or suggestions to help us reach businesses?

4. What is your timeline?

For more information, contact: safeandsoundcampaign@dol.gov