

WEBINAR:

Driving Toward a Stronger Road Safety Culture

February 22
10am - 11am

**ROAD SAFETY
CULTURE**



WWM



Presenters from Road Safety At Work



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In the early 2000s...

Obvious gaps and program challenges

- Wrong focus – productivity trumped safety
- Low safety expectations
- Double digit Total Recordable Injury Rate
- Complacency – “Cost of Doing Business”
- Too many employee and civilian fatalities



A new day for safety in WM

Mission to Zero

- Safety as our cornerstone
- Morning launch
- Safety meeting & compliance calendar
- Employee-lead safety committees



What's your sign?



What's your sign?



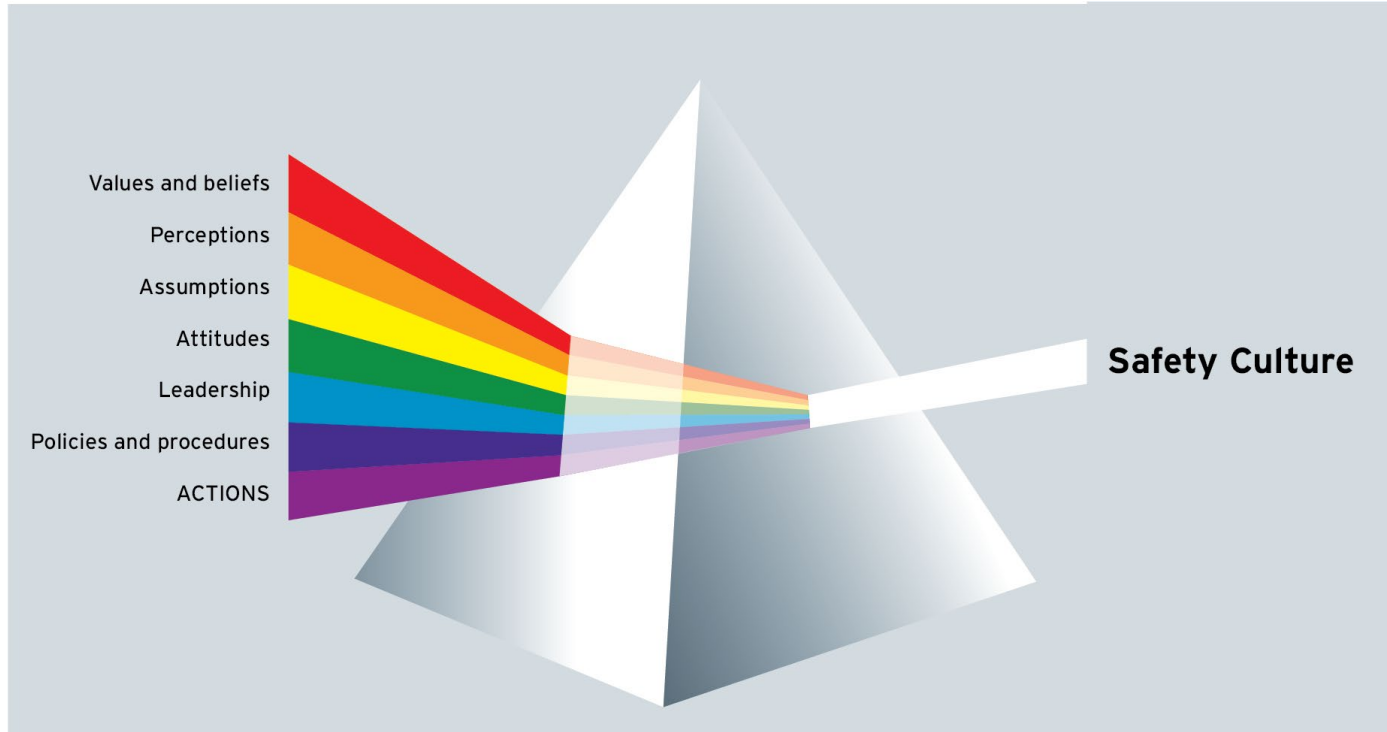
Safety culture – disconnect or solution?



Time, energy and priorities focused on **production** ahead of getting things done **safely**.



What is safety culture?



What is safety culture?

It's the ways in which
safety issues
are addressed
in your workplace.

What is safety culture?



Safety culture
drives
safety performance.

Injury Rates

BRADLEY CURVE

The DuPoint Bradley Curve identifies four stages of safety culture maturity: Reactive, Dependent, Independent and Interdependent.



Natural Instincts

Supervision

Self

Teams

Relative Safety Culture Strength

Reactive Stage

People don't take responsibility and believe incidents will happen. And over time, they do.

Dependent Stage

People view safety as following rules. Incidents rates decrease and management believes that safety could be managed "if only people would follow the rules"

Independent Stage

People take responsibility and believe they can make a difference with actions. Incidents reduce further

Interdependent Stage

Teams feel ownership and responsibility for safety culture. They believe zero injuries is an attainable goal

It's especially important for road safety

- Driving happens *out on the road*
- Environment variable, dynamic
- You rely on drivers to make safe choices
- Motivation depends on the **strength** of your organization's road safety culture



Questions

Things **YOU** can do to build a stronger road safety culture

Set goal posts

Align organization

Clarify expectations

Lead by positive examples

Activate supervisors

Motivate leaders

Engage employees

Encourage safety champions

Reward positive behaviours

Take action on road safety

Set the goalposts

- What *sort* of organization do you want to build?
- What *kind* of workplace do you want to work for?
- Thoughtful, deliberate guidance from the people who own and lead the business.



Set the goalposts



Empower our people.
Enable our customers.
Elevate our business.

- We empower our people to put *safety* first.
- We foster a *spirit* of family, fun and giving back.
- We provide exceptional *service* to our customers and each other.
- We promote creativity and innovation to drive a *sustainable* business.
- We cultivate a habit of winning and the aggressive pursuit of *success*.



Develop a mission statement

- World-class safety is achieved when committed employees embrace safety as a core value and act consistently to influence behavior.
- Safety should not be considered a priority, but a core value with no compromise.



Align the organization

- Policies and practices must be consistent with stated values
- How things are done aligned with how company said it would do things
- Employee-lead safety committees



Clarify expectations

- Ensure everyone understands the goalposts, and the rules
- Hiring criteria, orientation, training, policies and procedures = tools for communicating expectations
- Standardized safety procedures



Lead with positive examples

- Management must provide **leadership**
- Actions are **models** others see and follow
- Consistently apply best driving practices
- Provide the positive examples you expect employees to apply



Lead with positive examples

- Build a clear, consistent picture of your road safety culture
- Managers , supervisors and safety leads – active, audible advocates
- Talk about company values at:
 - Safety meetings
 - Tailgate meetings
 - Ride-alongs
 - Newsletter, emails



Activate supervisors

- Valuable insights of current safety culture
- Change agents that make things happen
- Crucial part of two-way safety dialogue
- Leadership figures – walk the talk
- Engage, activate empower supervisors to be vital links



Motivate leaders

- Establish and communicate responsibilities
- Specific road safety deliverables
 - # of tailgate meetings, ride-alongs, spot-checks, orientations, training
- Challenge leaders with stretch objectives and leading indicators



Motivate leaders

- Clearly communicate and model safe behavior
 - lead by visible example
- Genuinely care and demonstrate concern for employees
 - leadership commitment FELT by employees
- Involve everyone
- Change unsafe behaviours not find fault



Engage employees

- Accept responsibility for ***own*** safe behaviors
- Actively care about the safety of ***others***
- Participate in ***all*** aspects of WM safety programs



Engage employees

- Safety Meeting and Compliance Calendar
- Rule Book
- District-specific Safety Plans
- In-field Observation Program



Engage employees

- Appeal to employee self-interests: own health and safety, family, co-workers
- Sustainability – company can continue to provide good jobs
- Stronger safety culture has mutual benefits for employees, company



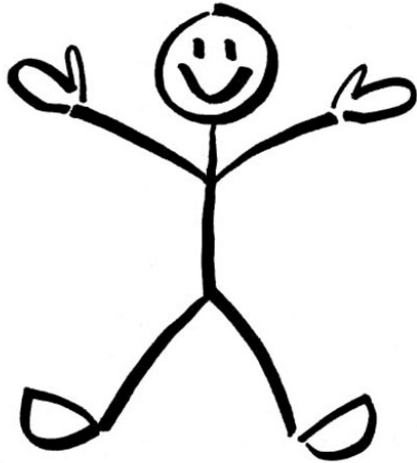
Make it visual and hands-on



- Posters, stickers in conspicuous locations
- Safety messages on e-forms, video links
- Driving instructor: explain, demonstrate. observe
- Manager or supervisor demo seat and mirror adjustment

Make it active

Active involvement fosters teamwork, commitment and an inter-dependent approach to achieving improved safety outcomes.



Plenty of opportunities

- Contribute to annual risk assessments
- Help build policies and procedures
- Participate on safety committee
- Participate in safety strategy sessions
- Lead tailgate meetings
- Engagement builds the team

Encourage safety champions

- Influencers, leaders
- People who do things right; others look to them for examples, guidance, etc.
- Help demonstrate “how road safety issues are addressed in this workplace”



Rewards positive behaviours

- Recognize goals, milestones achieved
- Set SMART and meaningful goals
- Provide appropriate recognition
- Sincere “Thank You” goes a long ways



Actions speak louder than words



TAKE ACTION

- When unsafe condition identified, address it
- When you see unsafe driving practice, say something
- When you discover new risk, find solution
- Investigate near misses and crashes; use what you learn

Road Safety Snapshot



Hover over image for a link to the resource

Things YOU can do to help build a stronger road safety culture



Create a road safety mission – involve your employees in writing it.



Reward notable safe behaviours with a simple handshake, personal note or “thank you.”



Ask your supervisors for behind-the-wheel insights and crash reduction ideas.



Start conducting ride-alongs – highlight safe behaviours, discuss areas for improvement.



Communicate road safety visually – give demonstrations, display messages in high visibility locations.

Questions

Contact us with your questions



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Thank you

Please follow us:

