

SUSTAINABILITY PROGRAMS



BENEFITS OF SAFETRACK

SUSTAIN AND IMPROVE SAFETY



SafeTrack is an observation and feedback process. It is one of the most effective ways to sustain and improve the SafeStart safety behaviors at your site. It teaches your observers to proactively and positively discuss possible states, errors and CERTs (Critical Error Reduction Techniques) with employees as part of their scheduled observations.

Helping employees to first understand their own injuries with SafeStart states and errors, then following up with meaningful SafeTrack observations has proven to be our clients' most successful combination. SafeStart reduces injuries quickly and substantially then SafeTrack provides further reductions and keeps injury rates down on an ongoing basis.

SafeStart teaches people how to keep themselves safe.
SafeTrack teaches people how to keep others from being hurt.

KEY SAFETY BENEFITS

BEHAVIOR-BASED SAFETY (BBS) BENEFITS

All well-executed observation and feedback processes should achieve these benefits in addition to a significant decrease in injuries:

- Improved participation
- Reduced costs
- More and better improvement suggestions
- Decrease in unsafe conditions
- Decrease in accidental equipment damage
- Reduced downtime
- Improved ergonomics / workstation design
- Better housekeeping and orderliness
- Better understanding of safety rules and procedures
- Improved communication
- A large increase in positive reinforcement for safe behaviors
- Improves awareness (eyes and mind on task)

KEY SAFETRACK BENEFITS (VS OTHER BBS)

With SafeTrack you'll have the benefits typical to all well-executed observation and feedback processes—most importantly a significant decrease in injuries (over 60%).

The key benefits of SafeTrack over other BBS programs:

- teaches observers how to observe effectively (skills, examples, practice)
- focuses on positive reinforcement instead of negative repercussions
- it provides a specific, measurable way to gauge ergonomic risk
- relates to employees using the common language of SafeStart
- addresses human factors and unintentional risk, not just lack of knowledge (of hazards and procedures) and deliberate risk
- uses real employees and real observations instead of actors to better prepare participants for observations
- provides the framework (system and team) to ensure SafeStart and SafeTrack processes continue
- is very easy to implement (especially after SafeStart)
- improves awareness (eyes and mind on task)

CONCEPTUAL OVERVIEW

At a basic level, an observational safety program like SafeTrack, is one of the three primary components required to achieve a world-class optimum safety system (Figure 1).

Observation and feedback processes or behavior based safety (BBS) processes have been around for a long time (over 40 years) and have been used by thousands of companies to achieve sustained injury reductions. But they require a substantial investment in time, both for observer training and for the observations themselves. So why invest in one?

First, let's agree that one of the most powerful ways to increase a behavior is to positively reinforce it. In order to deliver meaningful positive reinforcement, especially for certain very important "on-going" safe behaviors, like eyes on task and body position out of the line of fire, the person must be observed performing their job. It's impossible to give meaningful and effective positive reinforcement otherwise. You can't say "thanks for driving the fork truck safely" if you didn't actually watch the person driving it. They know that you don't really know whether they were driving it safely or not. Observation and feedback processes provide a method for: performing observations, providing reinforcement, tracking results, and implementing improvement strategies.

SafeTrack is primarily about teaching people how to observe a co-worker and how to deliver meaningful, positive reinforcement. Secondly, it's about how to positively correct at-risk behavior if observed. The focus is on non-deliberate and habitual behavior, helping people use SafeStart CERT #4, "Work on Habits", to target their at-risk behaviors. This course will also teach people how to record and track their observations so the data can be analyzed and improvement strategies can be developed.

SafeTrack works because it is based on proven techniques and field observations that Larry Wilson has conducted in his 25+ years of delivering observer training. It provides instruction in a simple and sometimes humorous manner that observers can relate to while the reality-based videos really demonstrate how people, not actors, communicate.

CONCEPTS SUMMARY

- Addresses the observational component of a world-class safety system and improves the other two components (traditional & personal safety skills)
- Teaches people how to effectively observe co-workers and deliver positive reinforcement for safe behaviors
- Teaches people how to positively correct at-risk behaviors
- Demonstrates how to communicate effectively by using real people in real situations
- Provides a system for recording, analyzing and developing safety improvement strategies
- Reinforces and sustains SafeStart concepts

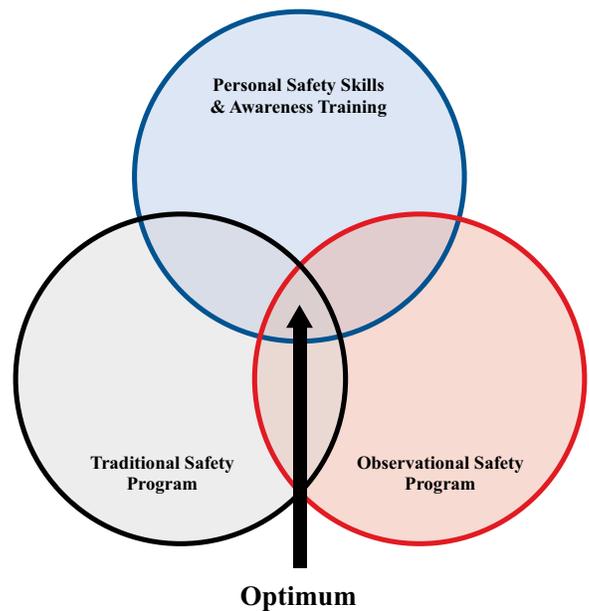


Figure 1

SAFETRACK RESULTS

In most cases, SafeTrack has been implemented following the successful results of a SafeStart implementation where injuries have already been significantly reduced. But even with these dramatic reductions, clients will typically see as much as a 60% additional reduction in injuries with SafeTrack.

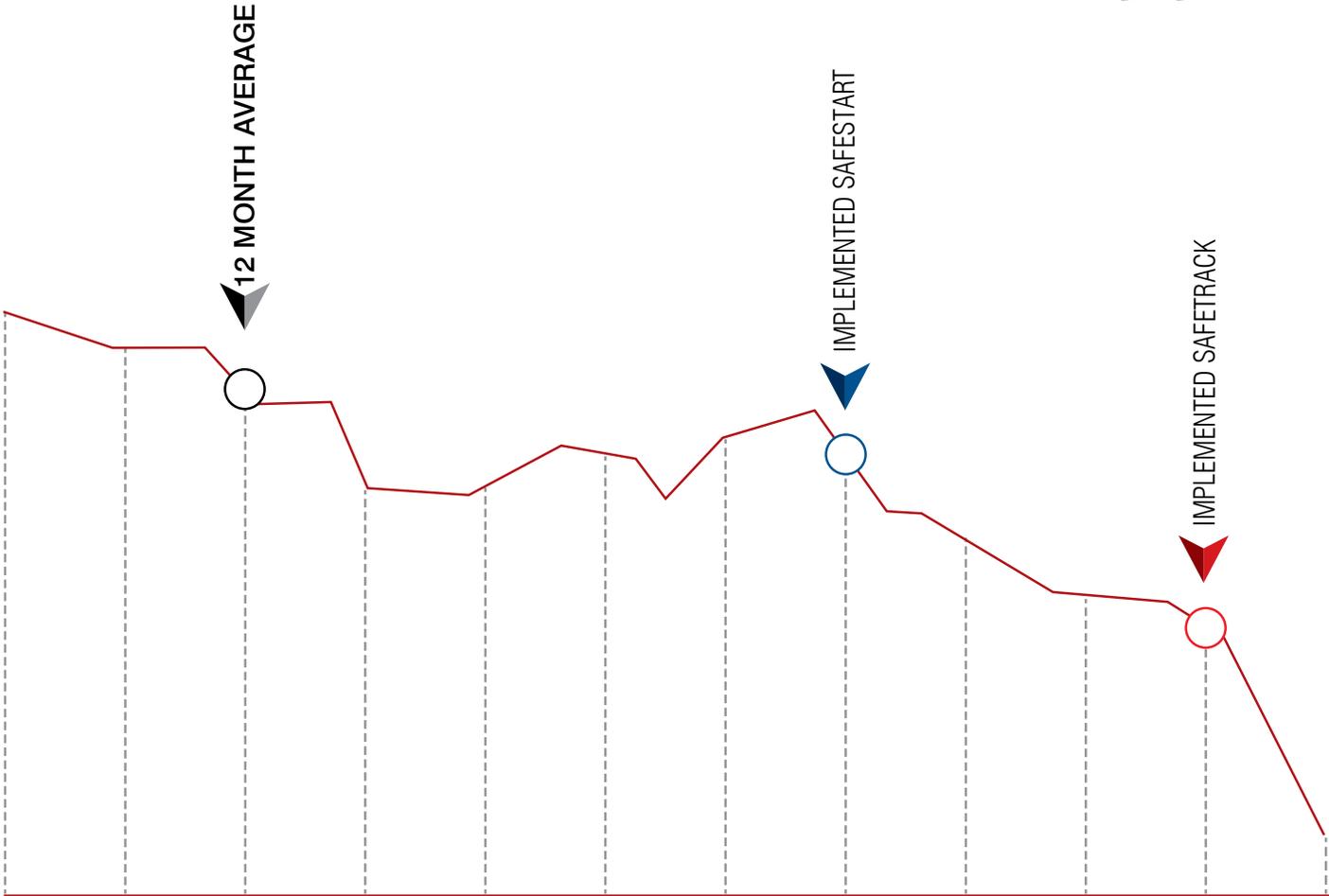
What is more important about SafeTrack results is that these lowered injury rates will be maintained on an ongoing basis with a successful implementation.



ROSS BELLWOOD

SAFETY COORDINATOR, BUCKEYE CANADA INC.
PACKAGING INDUSTRY

SafeStart is not a work policy—it suits your life. It has been very well accepted here. We have had a great response from SafeStart. We are using it as a base program and all others will be centred around it. The Managers are quite hot on the concepts of SafeStart. We have seen a significant improvement in our serious injury rate. We then implemented SafeTrack and have seen a further reduction.



TOTAL INCIDENT RATE

IMPLEMENTATION OPTIONS



SafeTrack implementations are most often conducted by our consultants as facilitators—although a 3-Day Train-the-Trainer option is available for in-house facilitators. We require that all SafeTrack facilitators be certified at a Train-the-Trainer session (public or in-house).

There are 4 primary components to a SafeTrack implementation: training observers, training in-house facilitators (optional), conducting employee overview sessions, and setting up internal processes and a steering committee to record, track and analyze your observations.

SAFETRACK TRAIN-THE-TRAINER SESSION

In these 3-Day workshops your in-house trainers complete the full SafeTrack program, first learning to be an observer then receiving further training instruction (and insider tips) from one of our world-class consultant trainers to prepare for teaching other observers.

Participants will deliver a SafeTrack unit to their colleagues—for practice and critiquing—as though it were their own SafeTrack observer training class.

Each trainer then spends a half-day, one-on-one with the consultant for “on-the-job” observation practice. This is to ensure their newly-learned observation and communication skills are allowing them to adequately conduct observations.

Resources required:

- SafeTrack Participant Kit
- SafeTrack Trainer’s Kit
- SafeTrack Observation and Post-Observation Cards

SAFETRACK OBSERVER TRAINING

There are 4 classroom sessions each taking 3 hours, delivered in 4 half-day sessions or in two straight days. Each session consists of video exercises, group discussion and self-study workbook activities. The facilitator then takes the observer “on-the-job” to conduct real observations followed by an assessment, in a one-on-one hands-on training session.

The observers trained in SafeTrack are usually a 50/50 mix of supervisors and permanent hourly employees. Normally 20% of the workforce is trained in the first year, with an additional 10% trained each subsequent year.

Resources required:

- SafeTrack Participant Kit for each Observer
- SafeTrack Observation and Post-observation Cards

IMPLEMENTATION OPTIONS

SAFETRACK EMPLOYEE OVERVIEW SESSION

One of the most effective ways to initiate the SafeTrack observation and feedback process is to have a Certified SafeTrack Consultant conduct Employee Overview sessions for all employees. These sessions will significantly aid your initial group of observers by informing the employees of the reasons why you're implementing SafeTrack, its benefits, and the optional, positive and co-operative nature of the observations.

Resources required:

- SafeTrack Workbook #1 "Introduction to Critical Behaviors" for each employee

SETTING UP INTERNAL PROCESSES

The SafeTrack program will teach observers and facilitators how to record and track their observations so the data can be analyzed and improvement strategies can be developed.

You will need SafeTrack cards and either an individual process or someone to collect the data from observations. Your SafeTrack consultant may be able to offer guidance on this during implementation or as an additional service depending on the complexity of your situation.

Resources required:

- SafeTrack Observation and Post-Observation Cards

Visit our website at www.safestart.com/safetrack for more details





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