

The secret strategies –

that make health and safety stick, and stick
around

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My talk today:

The challenges with health and safety today

Balancing compliance with ownership

Secret strategy 1 – Build

Secret strategy 2 – Buzz

Secret strategy 3 – Bake

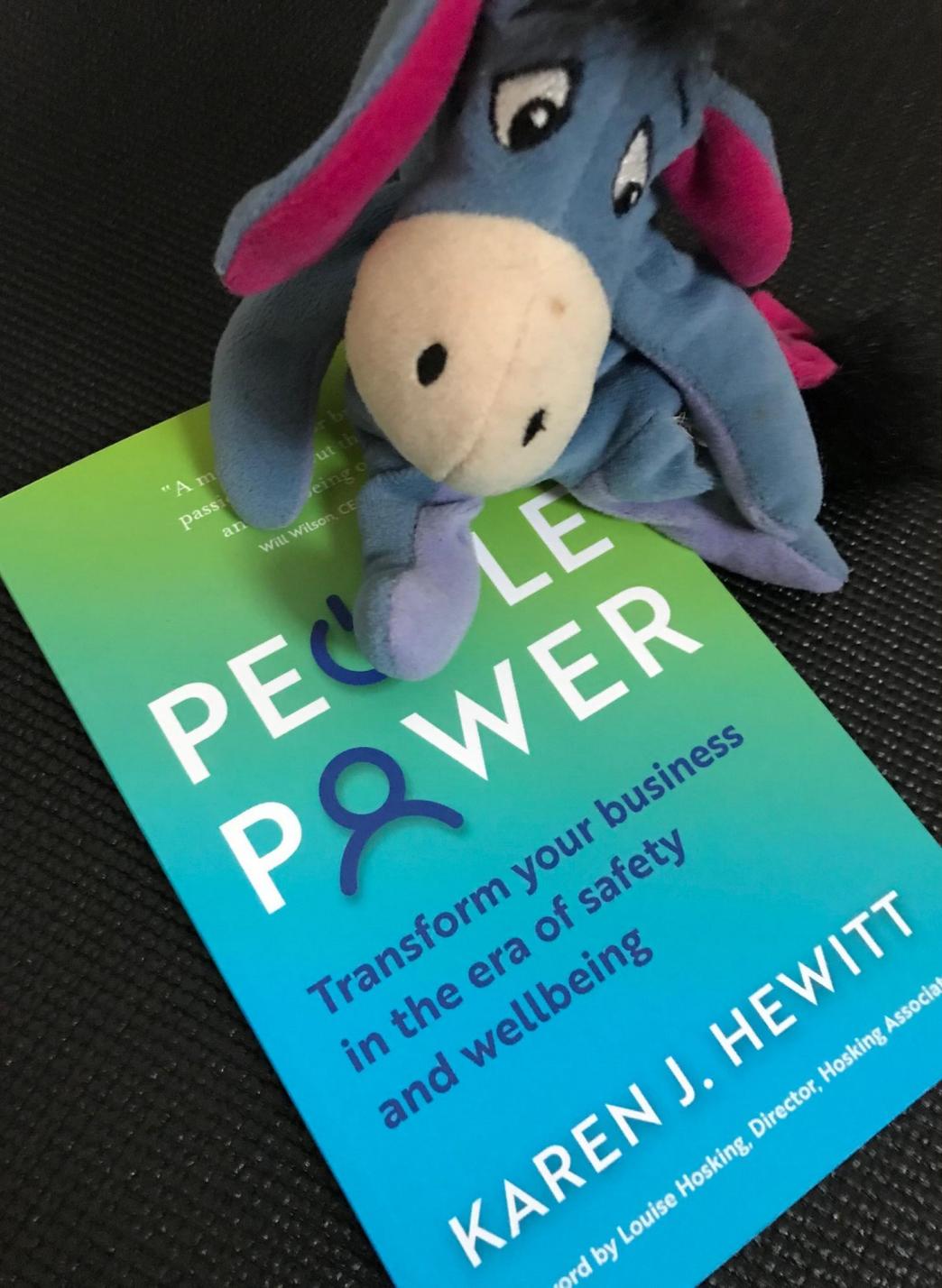
Conclusions

Q and A

Competition

The challenges with health and safety today

- An ever-growing remit – safety, health, wellbeing, resilience....?
- The additional demands of a global pandemic
- Not everyone sees the relevance of health and safety to them
- Increasing pressure from other business issues
- Information and channel overload
- The negative image of health and safety



“They’re funny things, accidents. You’re never having them until you’re having them”

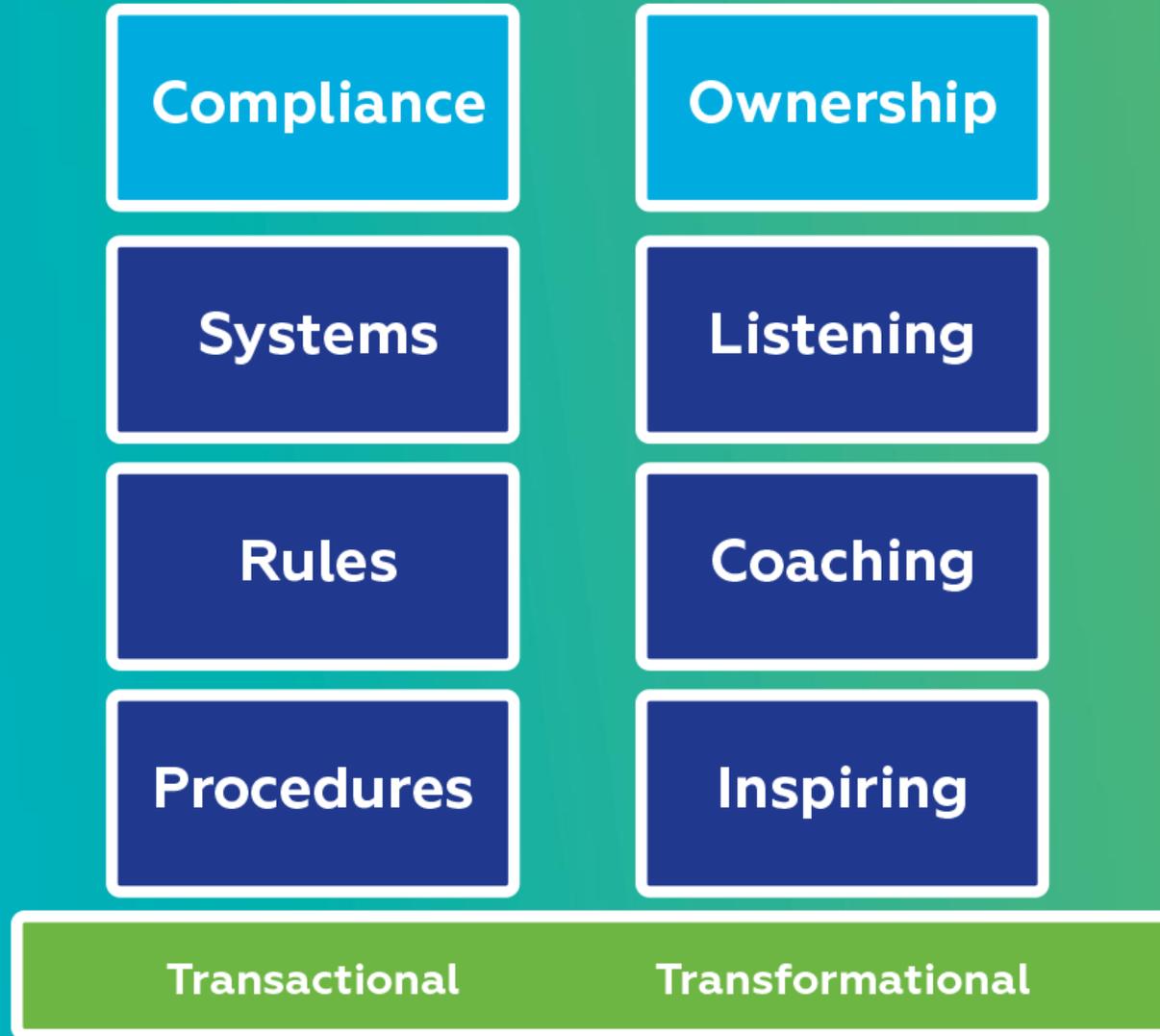
Eeyore

“People will forget what you said, they will forget what you did, but they will never forget how you made them feel”

Maya Angelou

In the face of all of this, how do we make our health and safety message:

- A. Relevant
- B. Interesting
- C. Of value
- D. Long-lasting i.e. sticky



Build



Buzz



Bake

A blue speech bubble graphic with a white text overlay. The bubble has a dark blue shadow on the left side, giving it a 3D effect. The text is centered within the bubble.

Secret strategy 1 - Build

Build before you buzz:

1. Outline your vision
2. Sell it to management
3. Get the right people in the right places
4. Build win-win partnerships
5. Define the behaviours you need

Example behaviours for safety

1. Prepare to work safely
2. Lead by example
3. Talk safety first
4. Ask questions for safety
5. Intervene for safety
6. Take five for safety
7. Report for safety

Must come from your
incident profile!

That can be
leveraged
elsewhere

Self-care before the work begins

Role model wellbeing

Talk wellbeing first

Ask questions for wellbeing

Challenge wellbeing risks

Take five for wellbeing

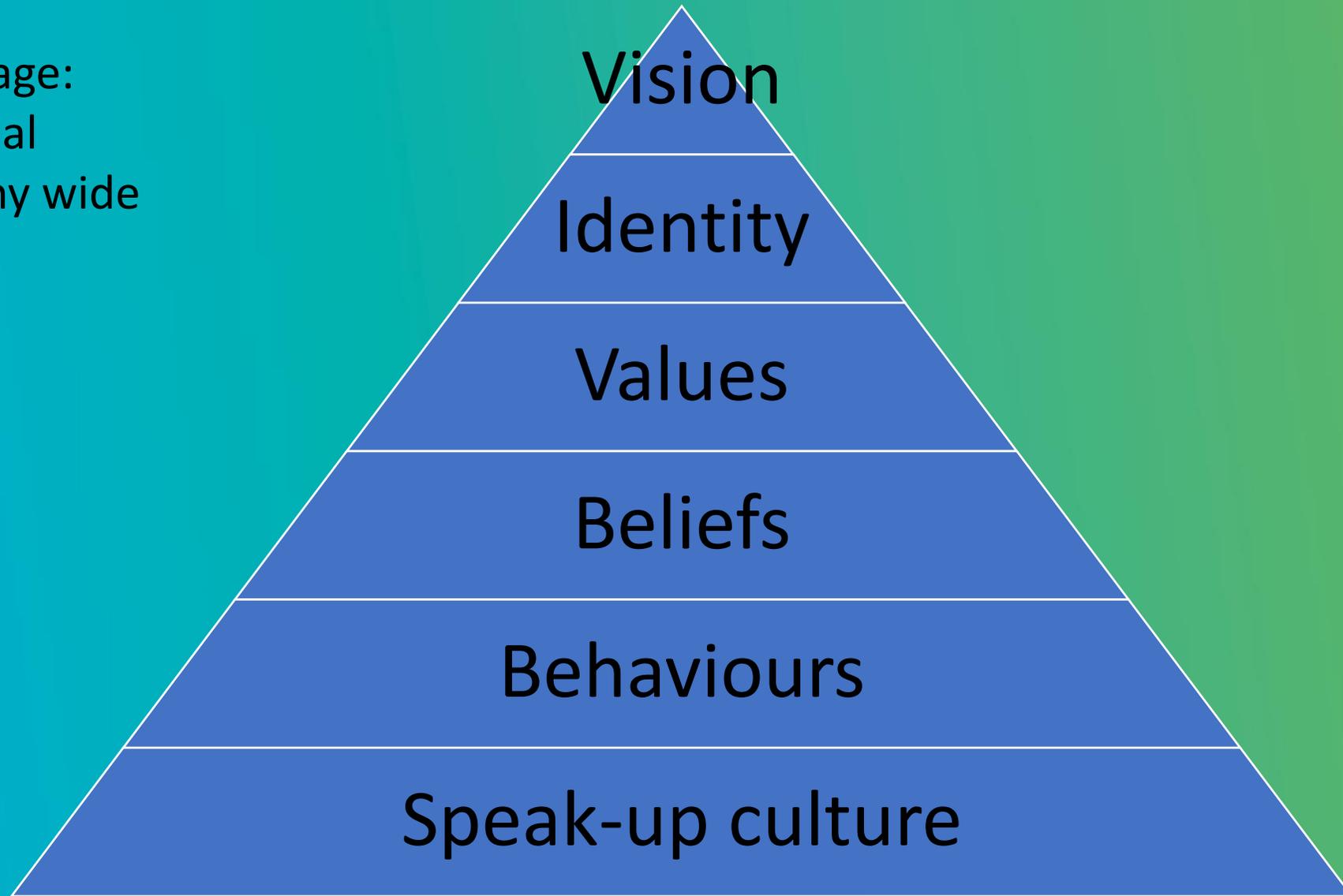
Report all wellbeing issues

A blue ribbon graphic with a 3D effect, featuring a darker blue shadow on the left side. The ribbon is horizontal and contains white text.

Secret strategy 2 - Buzz

Your message:

1. Individual
2. Company wide



Where inspiration comes from





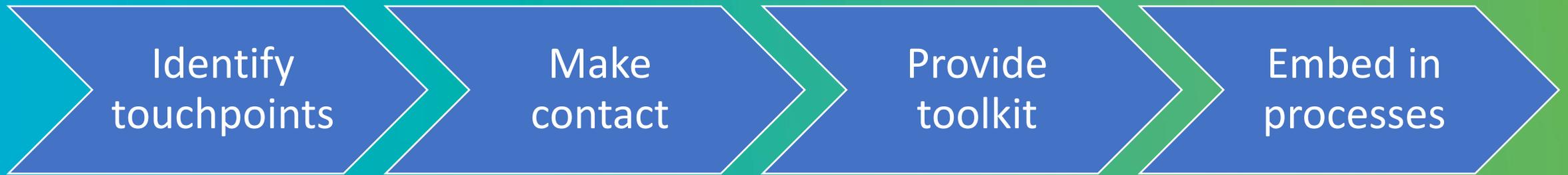
Where inspiration comes from

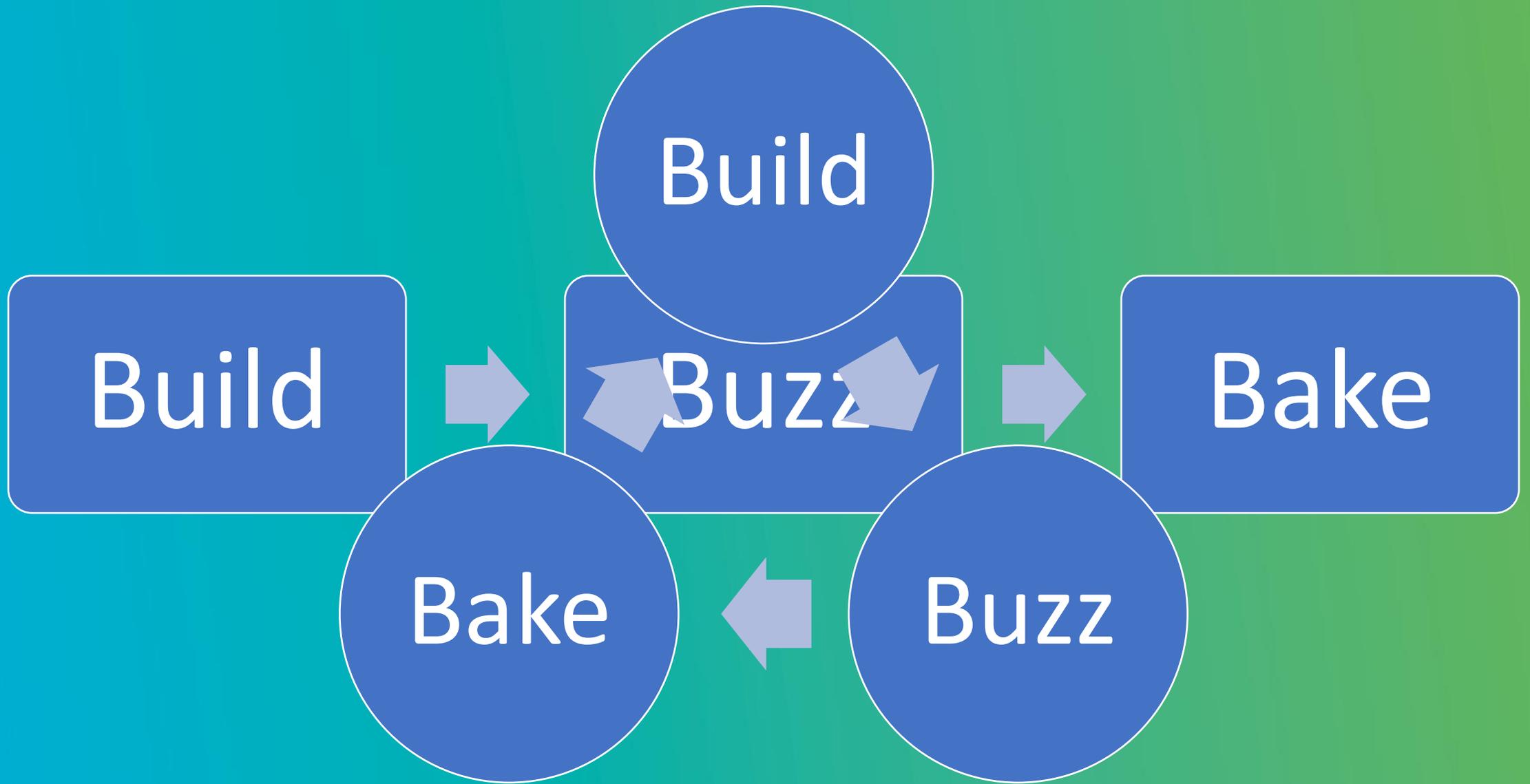


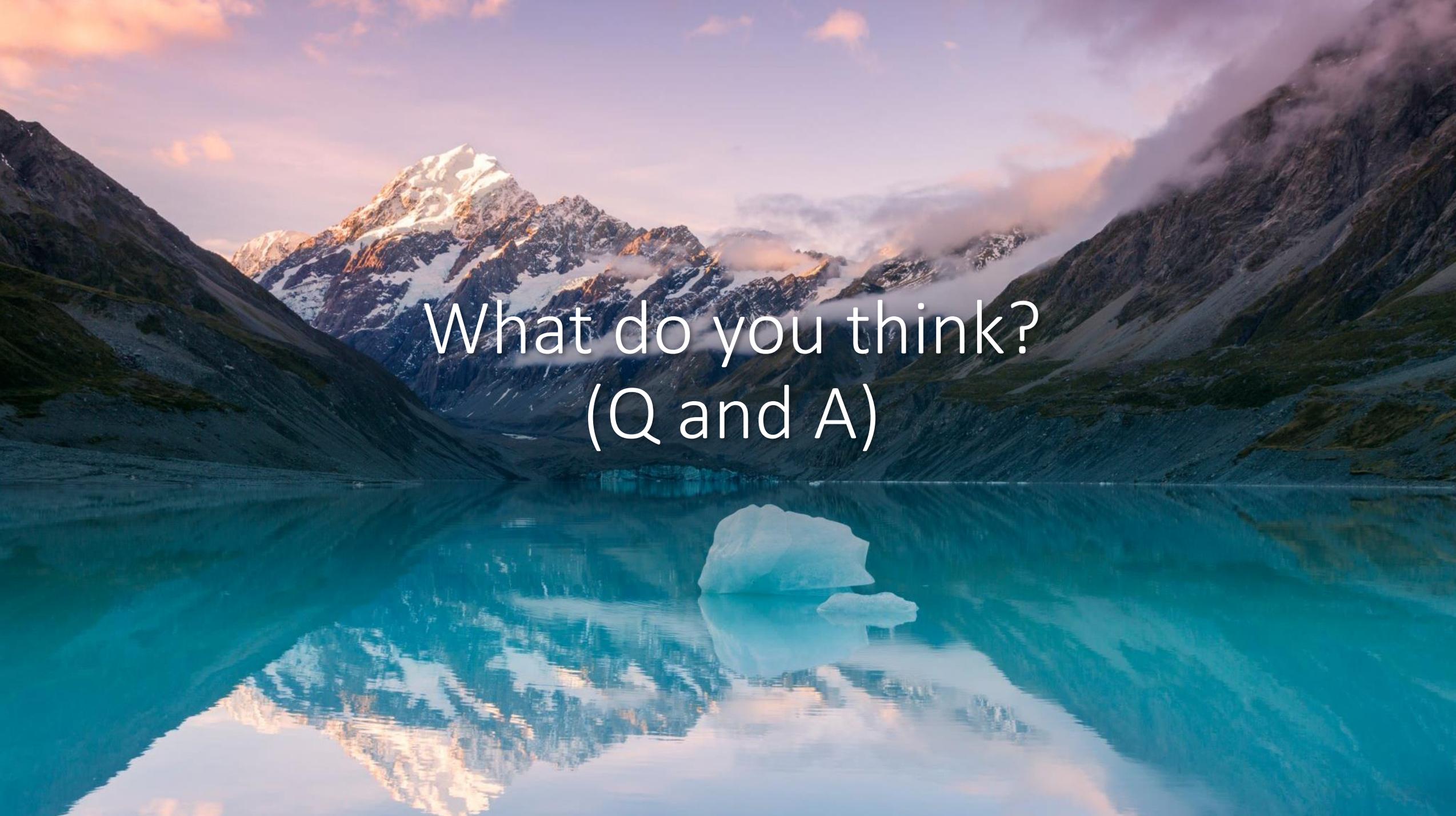
A blue ribbon graphic with a 3D effect, featuring a darker blue shadow on the left side. The ribbon is horizontal and contains white text.

Secret strategy 3 - Bake

How to embed your behaviours





A scenic landscape featuring a turquoise lake in the foreground, a large ice chunk floating in the water, and snow-capped mountains in the background under a cloudy sky. The text "What do you think? (Q and A)" is overlaid in the center.

What do you think?
(Q and A)

Competition time!





Can you
answer
these 3
questions?

1. What do we need to do to change the negative image of health and safety?
2. What 3 things do you need to do to build ownership of health and safety?
3. What are the 3 stages of inspiration?