

A black silhouette of a city skyline with various skyscrapers of different heights and shapes, set against a white background.

SAFESTART

HUMAN FACTORS

CONFERENCE

Tricks of the Trade: Tips on Implementing SafeStart at Your Workplace

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SAFESTART HUMAN FACTORS CONFERENCE



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**Tricks of the Trade:
Tips on Implementing SafeStart at Your Workplace**

We are Deliciously Simple Seafood.

Our Vision:

Great Tasting Seafood for a Better Life

Our Mission:

With the customer at the center of all we do, we are on a mission to drive seafood consumption by providing innovative solutions to a world looking for healthy, easy to prepare, delicious seafood options.

Our Values:

Customer Focus | Innovative | Responsible

At a Glance

High Liner Foods is a leading North American processor and marketer of value-added frozen seafood to the foodservice and retail trade. Our unified platform and well-known core brands give us the unique ability to serve our customers with a variety of value-added seafood that meets their diverse needs.

OUR TOP SPECIES

We have the scale and global reach to deliver the products our customers and consumers want. Our top species by percentage of 2018 sales (in USD):



27.7% Shrimp



27.3% Cod
(Atlantic and Pacific)



14.1% Salmon
(Wild and Farmed)



10.6% Haddock



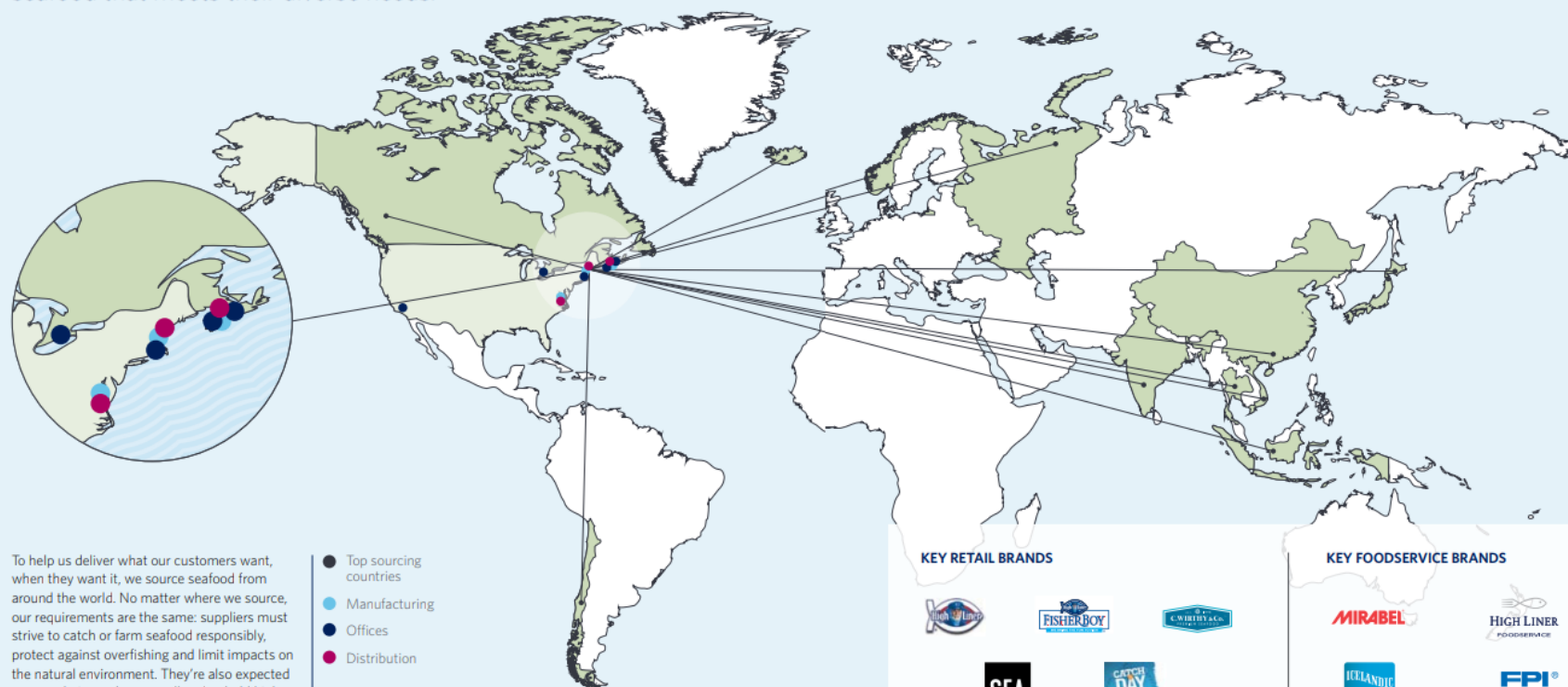
6.9% Pollock



4.6% Tilapia



3.3% Sole



To help us deliver what our customers want, when they want it, we source seafood from around the world. No matter where we source, our requirements are the same: suppliers must strive to catch or farm seafood responsibly, protect against overfishing and limit impacts on the natural environment. They're also expected to treat their employees well and uphold high worker safety and social standards.

- Top sourcing countries
- Manufacturing
- Offices
- Distribution

KEY RETAIL BRANDS



KEY FOODSERVICE BRANDS



When did it all start?

- Atlanta, GA
- Early 2014
- Team of 5

What was our initial approach?

- Test pilot one site
- One trainer per shift along with the EHS Department
- Salary only trainers

How did we select our trainers?

- Attitude
- Role Model
- Shift/Department
- Management Support
- Extrovert
- Hourly/Salary
- Willing & Able
- Language

Got back to work and asked the question:

NOW
WHAT ?

- SafeStart consultant visit
- Provided an overview of the program
- Taught the first 2 modules
- Upper management was invited
- Enrolled Leadership as students
- Buy in from Leadership increased

- Initial round of training
- Total of 45 employees trained
- Limited to groups of 15 employees
- Trainers partnered with each other

Steering Committee

- EHS Chair
- SafeStart trainers
- Target future trainers
- Divided up responsibilities
- Asked: What is going well?
- Asked: What needs improvement?

- Implementation guide
- Introduction letter to the employees
- New hire safety training
- Open house

Implementation Guide

Task	Person/Dept Responsible	Due Date	Resources Required	Comments	Status
Letters to all employees		April 30	Letter template	Letter will inform EEs of the new SafeStart program/give a heads up re: sched	
Employee Contests		May 31	Prizes, posters, coloring books	Will be used as a tool to encourage engagement by EE families	
Informational Posters		April 30	Materials from SafeStart communication kit	To be displayed in EE commune areas	
Spreading "SafeStart" stories		ASAP; ongoing	SafeStart story card	One element of "culture change" to be implemented in plant	
Encourage "open mind"		May 15	Incentives for participation, suggestion box (w/ SafeStart white board for posting constructive comments)	SafeStart has a number of prizes and incentives to choose from. Can be tied into PBB safety photography project	
Organize the training schedule		April 30	Spreadsheet with dates of training & names of participants, public place to post schedule	Will send to affected departments and KK for approval	
Review session feedback sheets		April 22	Feedback sheets from mgmt trng	JT to report out the feedback at monthly safety cmte mtg	
Spreading the SafeStart message at home/outside of work		May 31	Boo Boo Bandits video, DVD player, coloring books	NG will bring video to show her kids at the YMCA	



Introduction to SafeStart



I am writing to you about an important project that we will be launching next week. I am referring to the SafeStart program, which every employee in the company will be attending over the next year or so. The program is five classes – two hours each class. You will be paid for the entire training session. We will hold the classes for groups of twenty at a time every other Friday. The names and schedule for the groups will be posted throughout the building. This initiative is important for several reasons: we believe that maintaining a safe workplace enables us to be more competitive in a global economy and that there is a strong connection between safety and quality. Most importantly, we are more committed than ever to sending every employee home safely—and because statistics prove that far more injuries occur off the job, we want to help you and your family to be safe at home as well.

I believe you will enjoy the training. A couple of weeks ago, some of your supervisors attended a session like the one you will be attending. The sessions use humor and lots of group discussion to talk about some common-sense principles that make sense in the real world. We brought in world-class consultants to our plant to help us plan for this exciting opportunity. Our hope is that you will find the classes as useful as we did.

Again, please keep an eye out for the schedule so you attend the right class. Thank you.



HIGH LINER FOODS

in partnership with



*welcomes you to one of the most **fun,**
interesting, and impactful training programs
you've ever been to... give it a look!*

- January 1 fiscal year
- Cost of materials
- Approximate number of new hires
- Divide up between months
- Budget time off the floor
- New trainers

- Continued training small group
- Spread out over the year
- Started adding hourly trainers
- Gaps in training started
- Safety record was starting to decline
- Safety focus was missing
- Passion was missing

- One site trending upwards
- Challenged with getting safety record back on track
- All employees to be trained in SafeStart in 3 month time frame
- 200 employees
- Re-launch take 2

- 2 trainers were delegated as Leads
- Developed an accelerated Implementation Guide
- Roster
- Master training list
- Groups of 20
- Mixed up departments
- Reviewed master schedule with GM

- 1 hour of OT per class per student
- Classes held on 6-8am & 2-4pm
- 1 hour charged back to normal shift
- 1 hour charged back employee
- Spaced out every 2 weeks
- 2 make up sessions per module at the end of every 2nd week

SafeStart Group

Schedule

Week	Safe Start Group Schedule							
Week 10/16-10/22	Group A Module 1 10/17/16 1400-1600	Group B Module 1 10/18/16 0600-0800	Group C Module 1 10/18/16 1400-1600	Group D Module 1 10/19/16 0600-0800	Group E Module 1 10/19/16 1400-1600	Group F Module 1 10/20/16 0600-0800	Group O Module 1 10/20/16 1400-1600	EAU Group A 10/21/16 0600-0800
Week 10/23-10/29	Group G Module 1 10/24/16 1400-1600	Group H Module 1 10/25/16 0600-0800	Group I Module 1 10/25/16 1400-1600	Group J Module 1 10/26/16 0600-0800	Group K Module 1 10/26/16 1400-1600	Module 1 Make Up 1 10/27/16 1400-1600	EAU Group B 10/27/16 1400-1530	Module 1 Make Up 2 10/28/16 0600-0800

- Final approval
- 2 week employee notice
- Posted schedule in main hallway
- Supervisors received a schedule
- Created a Wallet Card

SafeStart Schedule Wallet Card

SAFESTART GROUP J
TRAINER: X

Module 1
Wed 10/26/16 6-8 AM

Module 2
Wed 11/9/16 6-8 AM

Module 3
Wed 11/23/16 6-8 AM

Module 4
Wed 12/7/16 6-8 AM

Module 5
Wed 12/21/16 6-8AM

Language consideration

- Strong Spanish population
- Bilingual SafeStart Trainer
- Workbooks in their language
- Paired up other like-speaking employees to assist with translation in class

Preparation for classes

- Selected and booked one room
- Moved materials to that location
- Organized room
- Binders by language
- Bought pens, markers, snacks
- Cash box and SafeStart money

SafeStart Binder for Training Room



Table of Contents

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S	Blank Coloring Pages

SafeStart Training Checklist for Trainers



SafeStart Training Checklist

- ☐ Laptop
- ☐ Projector & Screen
- ☐ SafeStart Presentation (USB drive)
- ☐ Trainers Binder
- ☐ SafeStart Binders
- ☐ Pens
- ☐ SafeStart Cards
- ☐ Cash Box & SafeStart Money
- ☐ Envelopes
- ☐ Snacks & Drinks

SafeStart Class Preparation & Format

SafeStart Class Preparation & Format

1. Load SafeStart module on laptop
2. Distribute Binders, envelopes and \$5 each
3. First Class: give a personal introduction and explain briefly the format of class
4. Collect any homework
5. Allow one participant to share their SafeStart story before the presentation
6. Using the presentation notes in trainers binder, follow along with the video
7. Bet before each video
8. Have a participant volunteer the answers on the SafeStart card

SafeStart Class Preparation & Format

9. Distribute money according to correct answers
10. Allow 5 min. break after the workbook exercises
11. For the group exercise, split participants into 5 groups of 4
12. After the group exercise, have two participants share the SafeStart stories they told to their group
13. Before the end of class, distribute the SafeStart card(s) they need for homework
14. Encourage participants to do the at-home activities (Boo Boo Bandits, coloring contest, etc.) for bonus SafeStart money

SafeStart Betting Format

Betting Format for SafeStart

- Betting occurs during the video portions of each SafeStart module
- There are four videos per module
- Participants are given an envelope and (5) singles each to start
- Participants must bet before each video and write their bets down on the story card
- Participants can bet whatever they choose up to the maximum amount of SafeStart dollars they have
- Participants must bet at least \$1 each video
- How betting works
 - if they get all the correct answers, they receive from the cashbox the amount of SafeStart dollars they bet
 - If they get it wrong, they turn into the “bank” the amount of SafeStart dollars they bet

SafeStart Betting Format

- There is a “pity pile” for participants who lose all their money. They are given \$1 at a time so they can keep betting
- Extra giveaways:
 - Banker (\$10)
 - Turning in homework (\$5)
 - Telling a SafeStart story at the beginning of class (\$5)
 - Telling a story after group discussion (\$5)
- At the end of class, money should be stored in the envelopes with the participant’s name on each. The envelopes can be placed in their binders
- Following Module 5 (Module 6 for EAUs), there is a graduation where diplomas will be distributed. At the graduation, there is a gift store for participants to cash in their money

- Kept original boxes
- Each group kept binders in labeled box
- Names were placed on the edge
- Trainers set up classroom
- Trainers collected binders at class and put back in box for next session

- Assign one person to collect rosters
- Trainers passed rosters in after class
- Update master spreadsheet
- Color coded system
- Green = complete, red = missing
- Note: allowed employees to go onto the next Module despite missing one

Sample Roster

Group E Module 1 Wed. 10/19/16 1400-1600 Bill White	Group E Module 2 Wed. 11/2/16 1400-1600 Kenny Thompson	Group E Module 3 Wed. 11/16/16 1400-1600 Travis Johnson	Group E Module 4 Wed. 11/30/16 1400-1600 Bill White	Group E Module 5 Wed. 12/14/16 1400-1600 Bill White
Batten, Lakivia	Batten, Lakivia	Batten, Lakivia	Batten, Lakivia	Batten, Lakivia
Blancaflor, Jerry G.	Blancaflor, Jerry G.	Blancaflor, Jerry G.	Blancaflor, Jerry G.	Blancaflor, Jerry G.
Bowery, Charles	Bowery, Charles	Bowery, Charles	Bowery, Charles	Bowery, Charles
Butts, Streeter	Butts, Streeter	Butts, Streeter	Butts, Streeter	Butts, Streeter
Choup, Hourn C.	Choup, Hourn C.	Choup, Hourn C.	Choup, Hourn C.	Choup, Hourn C.
Golden, Marjaray J.	Golden, Marjaray J.	Golden, Marjaray J.	Golden, Marjaray J.	Golden, Marjaray J.
Hai, Kong	Hai, Kong			Hai, Kong
Heng, Sopheak	Heng, Sopheak	Heng, Sopheak		Heng, Sopheak
Hour, Kimyong	Hour, Kimyong	Hour, Kimyong	Hour, Kimyong	Hour, Kimyong
Ibas, Rodrick	Ibas, Rodrick	Ibas, Rodrick	Ibas, Rodrick	Ibas, Rodrick
Martin, Devaughn	Martin, Devaughn	Martin, Devaughn	Martin, Devaughn	Martin, Devaughn
Miller, Marc	Miller, Marc	Miller, Marc	Miller, Marc	Miller, Marc
Murphy, Rodney L.	Murphy, Rodney L.	Murphy, Rodney L.		
Nebrotskie, Lee	Nebrotskie, Lee	Nebrotskie, Lee	Nebrotskie, Lee	Nebrotskie, Lee
Brown Jr., Oliver	Brown Jr., Oliver	Brown Jr., Oliver	Brown Jr., Oliver	Brown Jr., Oliver
Thach, Chung T.	Thach, Chung T.	Thach, Chung T.	Thach, Chung T.	Thach, Chung T.
Tran, Hien D.	Tran, Hien D.	Tran, Hien D.	Tran, Hien D.	Tran, Hien D.
Vong, Phen S.	Vong, Phen S.	Vong, Phen S.	Vong, Phen S.	Vong, Phen S.
White, Patrick W.	White, Patrick W.	White, Patrick W.		
Waddell, Michelle	Waddell, Michelle	Waddell, Michelle	Waddell, Michelle	Waddell, Michelle
Garcia, Glenn D.	Garcia, Glenn D.	Garcia, Glenn D.	Garcia, Glenn D.	Garcia, Glenn D.

- Move any missing employees to the make up session module.
- Notify employee/supervisor of make up Green = complete, Red = missing
- Update master roster

Sample Roster Make Up Schedule

Make Up Module 1 Thurs. 10/27/16 1400-1600	Make Up Module 2 Thurs. 11/10/16 1400-1600
Kenny Thompson	Kenny Thompson
McDaniel, Robert	Carstens, John A.
Nix, Harvey	Chambers, Shameka R.
Williams, Monique	Johnson, Cornelius
Hai, Kong	Williams, Monique
Martin, Devaughn	Dela Cruz, Severino
Williams, Michelle L.	
Hill, Donte	Lucas, Terrance
Chandler, Jeffrey E.	Terry, Evan
Christian, Alma	Robinson, SherAntonae
Ventura, Paul J.	Hai, Kong
Sherman, Roderick	Martin, Devaughn
Ocampo, Olga	Nebrotskie, Lee
Crawley, Kristen	Cole, Ricky
Davis, Jeffrey W.	Fox, Michelle L.
Eppinger, Adolphus O.	Manaloto, Reynaldo
Davis, Gary	Manaloto, Romeo
Rodgers, Beth A.	Eppinger, Adolphus O.
	Greene, Carlos
Denton, Deborah	Staton, Richie R.
Quintero, Angela C.	Mungo, Tony

- At the end of all the sessions
- Review who has missed what module
- Create one more chance classes

Sample Roster

Eligible for Graduation Make up module 2 only	Eligible for Graduation Make up module 3 only	Eligible for Graduation Make up module 4 only
Garcia, Carlos G.	Haynes, Keith	Staton, Richie R.
Donald, Quinlone	Dela Cruz, Severino	Hamilton, Jacqueline
	Hai, Kong	Pender, Timothy L.
	Batiste, Rayfield	Delacruz, Virginia
	Fitzpatrick, Jason	Hai, Kong
	Denton, Deborah	Heng, Sopheak
	Grant, Jamera	Murphy, Rodney L.
		White, Patrick W.
		Zamora, Carl V.
		Cheever, Michael
		Fitzpatrick, Jason
		Denton, Deborah
		Jones Jr., Donald

Graduation Day

- Certificates
- Dessert to buffet
- Prize table
- Prizes awarded
- Group photo
- General Manager attended
- Posted Graduation photos in hallway



Prize Table





Graduation Day!





This Certificate of Completion

has been awarded to

for the successful completion of the SafeStart program.



Certification Date

SafeStart Trainer



Proud Graduates





Proud Graduates





Proud Graduates



- Sustaining SafeStart
- Post graduation of modules 1-5

SafeStart Slogan Contest

"TIS THE SEASON TO BE SAFE"

On behalf of all the **SAFESTART** instructors, we would like to congratulate all the **SAFESTART** graduates on their personal dedication to providing a safer environment at work and at home through training, self awareness and ownership of the roles we play in it.

The SAFESTART committee would like to challenge all Graduates to a **SAFESTART SAFETY SLOGAN CONTEST**.

Beginning immediately, we challenge you to create a unique one of a kind slogan using a **SAFESTART CONCEPT**.

One winner will be chosen to receive a **\$100.00** gift card just in time for XMAS!!! Your personalized banner will be hung in the D.C. for all to see.

PLACE ALL ENTRIES IN THE SAFESTART DROP BOX IN THE D.C.-

Winner of the  **SAFESTART** Safety Slogan Contest:

Safety Starts with me!!

Kristie Kiser



SafeStart Slogan
Contest Winner!

SafeStart Trainers



SafeStart Bulletin Board



NOVEMBER 5&6 2019



I will self-trigger on rushing, frustration,
and fatigue. I will work on my habits to
fight complacency. This is my pledge.

SafeStart Rate Your State



Supervisor Scorecard Assignment

Verizon 2:17 PM 96%

✕ Perform observation

Answered 0 of 10 Score: 0%

On a scale of 1-10 (10 being the maximum), how frustrated are you today?

employee chooses a number 1-10

Not Compliant

Not Applicable

Comment for employee

On a scale of 1-10 (10 being the maximum), how much fatigue are you experiencing today?

employee chooses a number 1-10

Not Compliant

Developed a
Rate Your State
observation for
mobile phones.

Observation: USHS SAFESTART

Initial Actions

Are the employees eyes on task? Are they watching what they're doing?

1. Safe
2. At Risk
3. Not Applicable

Is the employee rushing to finish a task?

1. Safe
2. At Risk
3. Not Applicable

Does the employee have the appropriate shoes for the work surface i.e., slip-resistant, safety-toed, etc.?

1. Safe
2. At Risk
3. Not Applicable

Does the employee avoid slip hazards in his/her work area?

1. Safe
2. At Risk
3. Not Applicable

- EAU's
- Annual overview
- Employee Roundtable Discussions
- Ask SafeStart questions
- Pulse of the culture

- SafeStart Consultant
- Follow up visit
- Site Assessment

Added SafeStart concepts into Incident Investigations and during safety huddles.

SafeStart Supervisor Pilot Program July & August 2019 Newport News, VA

Tips:

- Get everyone trained at one site
- Complete within a short time frame
- High momentum, focus and passion
- Talk the same language
- Management trained
- Office employees

Overall Results:

- TCIR: 4.3 (2015)
- 2 years of practicing SafeStart
- TCIR: 1.4 (2017)
- 90% employees trained
- 0.1 among SafeStart graduates with an OSHA recordable
- 70% reduction in recordables

Case Study Results:

- TCIR 2016
- 8.0
- TCIR 2017
- 1.2
- 100% employees trained in SafeStart