# SAFESTART HUMAN FACTORS





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

Erika Pouliot, EHS Director High Liner Foods

#### 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 **OUR TOP SPECIES** We have the scale and marketer of value-added frozen seafood to the and global reach to deliver the products (Atlantic and Pacific) (Wild and Farmed) foodservice and retail trade. Our unified platform and our customers and well-known core brands give us the unique ability to consumers want. Our top species by serve our customers with a variety of value-added percentage of 2018 sales (in USD): seafood that meets their diverse needs. **KEY RETAIL BRANDS** KEY FOODSERVICE BRANDS To help us deliver what our customers want, Top sourcing when they want it, we source seafood from countries around the world. No matter where we source, Manufacturing MIR4BEL our requirements are the same: suppliers must HIGH LINER Offices strive to catch or farm seafood responsibly, protect against overfishing and limit impacts on Distribution the natural environment. They're also expected to treat their employees well and uphold high worker safety and social standards.

## WHEN DID IT ALL START

- Atlanta, GA
- Early 2014
- Team of 5

#### WHAT WAS OUR INITIAL PLAN

- 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

## WHEN WE GOT BACK – WE 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 TRAINING PLAN**

- 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?



#### **INTRODUCTION TO EMPLOYEES**

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



### **OPEN HOUSE**



#### LETTER FROM THE GENERAL MANAGER

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.



#### **NEW HIRE SAFETY TRAINING**



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!

#### **BUDGET PROCESS**

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



#### **OVER TIME**

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



#### SAFETY INCIDENTS- INCREASING

- One site's safety record was trending upwards
- Challenged with getting safety record back on track
- Goal: all employees to be trained in SafeStart within a 3 month time frame
- 200 employees
- Re-launch or take 2



#### **RELAUNCH PLAN**

- 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



#### **AGREED UPON SCHEDULE**

- 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 2<sup>nd</sup> week



## **SAFESTART GROUP SCHEDULE**

Week	Safe Start Group Schedule							
Week 10/16-10/22	Group & Missale 1	Group <b>B</b> Module 1	Group <b>C</b> Module 1	Group <b>D</b> Module 1	Group <b>E</b> Module 1	Group F Module 1	Group <b>O</b> Module 1	EAU Group A
	10/17/16 1400-1500	10/18/16 0600-0800	10/18/16 1400-1600	10/19/16 0600-0800	10/19/16 1400-1600	10/20/16 0600-0800	10/20/16 1400-1600	10/21/16 0600-0800
Week 10/23-10/29	Group <b>G</b> Module 1	Group <b>H</b> Module 1	Group   Module 1	Group J Module 1	Group <b>K</b> Module 1	Module 1 Make Up 1	EAU Group B	Module 1 Make Up 2
	10/24/16 1400-1600	10/25/16 0600-0800	10/25/16 1400-1600	10/26/16 0600-0800	10/26/16 1400-1600	10/27/16 1400-1600	10/27/16 1400-1530	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 CLASSROOM

- 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**

#### **Table of Contents**

Α	Planning Checklist/Class Format			
В	Guide to SafeStart Cards			
С	Attendance Form			
D	Betting Instructions			
E	Certificate of Completion			
F	Course Survey			
G	Module 1 Trainers Notes			
Н	Module 2 Trainers Notes			
1	Module 3 Trainers Notes			
J	Module 4 Trainers Notes			
K	Module 5 Trainers Notes			
L	EAU 1 Trainers Notes			
М	EAU 2 Trainers Notes			
N	EAU 3 Trainers Notes			
0	EAU 4 Trainers Notes			
Р	EAU 5 Trainers Notes			
Q	EAU 6 Trainers Notes			
R	SafeStart Money Templates			
S	Blank Coloring Pages			



#### TRAINER CHECKLIST

## 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

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



- 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



#### 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



- 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

#### **MASTER TRAINING ROSTER**

- 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 TRAINING ROSTER**

Group E	Group E	Group E	Group E	Group E
Module 1	Module 2	Module 3	Module 4	Module 5
Wed. 10/19/16 1400-1600	Wed. 11/2/16 1400-1600	Wed. 11/16/16/16 1400-1600	Wed. 11/30/16 1400-1600	Wed. 12/14/16 1400-1600
Bill White	Kenny Thompson	Travis Johnson	Bill White	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, Phenh S.	Vong, Phenh S.	Vong, Phenh S.	Vong, Phenh S.	Vong, Phenh 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 MAKEUP SCHEDULE**

	••
Make Up	Make Up
Module 1	Module 2
Thurs. 10/27/16 1400-1600	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



# **LAST CHANCE SCHEDULE**

Eligible for Graduation	Eligible for Graduation	Eligible for Graduation
Make up module 2 only	Make up module 3 only	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

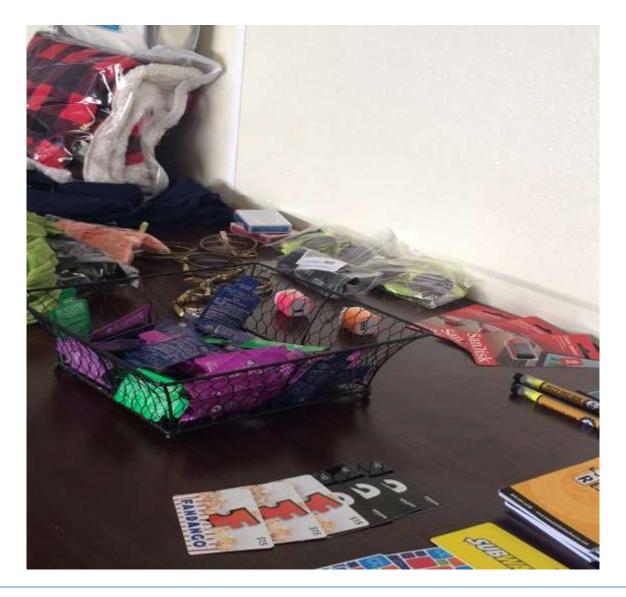


#### **GRADUATION DAY**

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

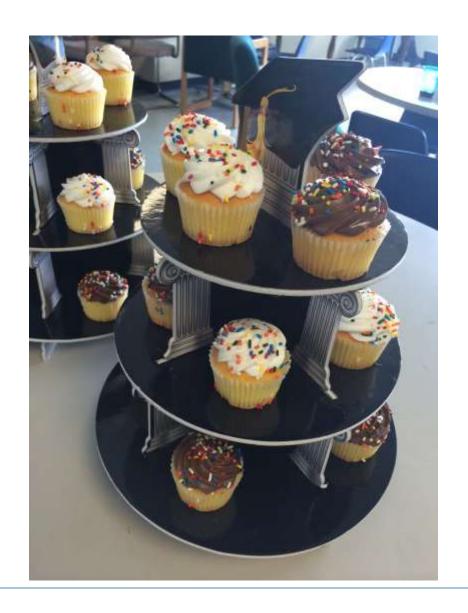


# **PRIZE TABLE**





# **GRADUATION DAY**



# **SAFESTART CERTIFICATES**



# This Certificate of Completion

has been awarded to

for the successful completion of the SafeStart program.



Certification Date

SafeStart Trainer



# **GRADUATING CLASS**



# **SUSTAINING SAFESTART**

- Post graduation of modules 1-5
- EAUs
- SafeStart Safety Slogan
- Hourly Trainers
- Bulletin Board
- Pledge



#### **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.-



# **SLOGAN CONTEST WINNER**

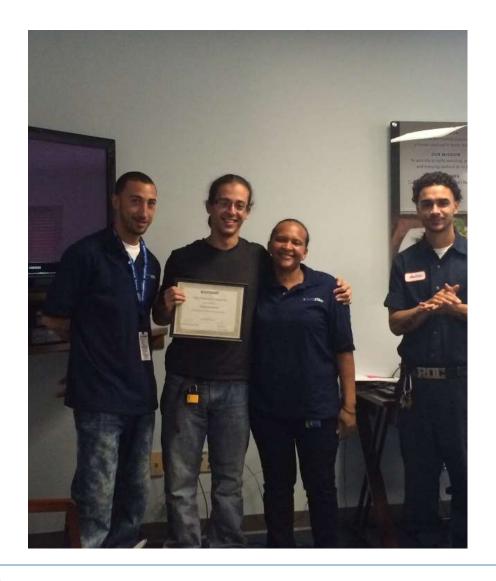
Winner of the **M**SAFESTART Safety Slogan Contest:

# Safety Starts with me!!

Kristie Kiser



# **NEW TRAINERS**





# **SAFESTART BULLETIN BOARD**

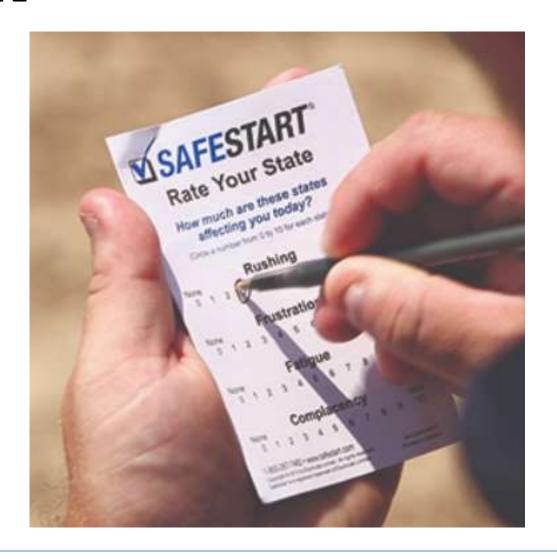


#### **SAFESTART PLEDGE**

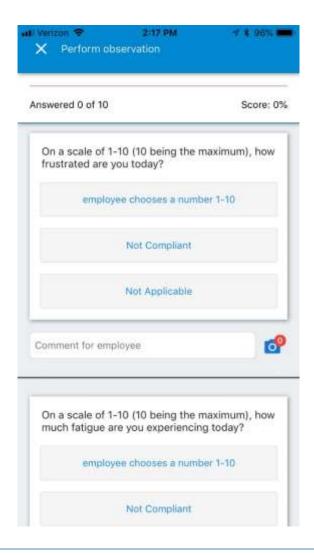
I will self-trigger on rushing, frustration, and fatigue. I will work on my habits to fight complacency. This is my pledge.



# **RATE YOUR STATE**



# **MOBILE PHONE OBSERVATION- SUPERVISORS**



#### **SAFESTART CULTURE**

- Employee Roundtable Discussions
- Ask SafeStart questions
- Pulse of the culture
- Incident Investigation Questions
- Safety Huddle topics
- SafeStart Consultant
- Follow up visits
- Site Assessments



#### **COMPANY WIDE**

- 2022 rolled out SafeStart Now- remote worker
- All Corporate/Salary employees
- 13 corporate trainers
- Class of 10
- 3 sessions- spring, summer, fall
- Executive Leadership bought in
- Participated in the spring session



# **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

# **SAFESTART RELAUNCH – CASE STUDY RESULTS**

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

# **OVERALL COMPANY RESULTS**

• TCIR: 4.3 (2015)

2 years of practicing SafeStart

• TCIR: 1.4 (2017)

• TCIR: 0.9 (through 6/30/2022)

# SAFESTART HUMAN FACTORS





# **THANK YOU FOR ATTENDING!**

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