

SAFESTART HUMAN FACTORS



CONFERENCE

2022

Orlando, FL

November 8 & 9

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

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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 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.

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 employees		April 30	Letter template	Letter will inform EEs of the new SafeStart program/give a heads up re: sched	Green
Employee Contests		May 31	Prizes, posters, coloring books	Will be used as a tool to encourage engagement by EE families	Yellow
Informational Posters		April 30	Materials from SafeStart communication kit	To be displayed in EE commune areas	Yellow
Spreading "SafeStart" stories		ASAP; ongoing	SafeStart story card	One element of "culture change" to be implemented in plant	Green
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	Yellow
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	Green
Review session feedback sheets		April 22	Feedback sheets from mgmt trng	JT to report out the feedback at monthly safety cmte mtg	Green
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	Yellow

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 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 G 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 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

A	Planning Checklist/Class Format
B	Guide to SafeStart Cards
C	Attendance Form
D	Betting Instructions
E	Certificate of Completion
F	Course Survey
G	Module 1 Trainers Notes
H	Module 2 Trainers Notes
I	Module 3 Trainers Notes
J	Module 4 Trainers Notes
K	Module 5 Trainers Notes
L	EAU 1 Trainers Notes
M	EAU 2 Trainers Notes
N	EAU 3 Trainers Notes
O	EAU 4 Trainers Notes
P	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

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

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 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. 11/16/16/16 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, Hourm C.	Choup, Hourm C.	Choup, Hourm C.	Choup, Hourm C.	Choup, Hourm 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 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



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  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

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

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



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THANK YOU FOR ATTENDING!