

SAFESTART®

Advanced Safety Awareness Training



Preventing injuries at work, at home and on the road



The miracles of science™

DuPont Sustainable Solutions

TRAINING SOLUTIONS



TOOLS TO HELP EMPLOYEES AVOID THE CRITICAL ERRORS THAT LEAD TO INJURIES

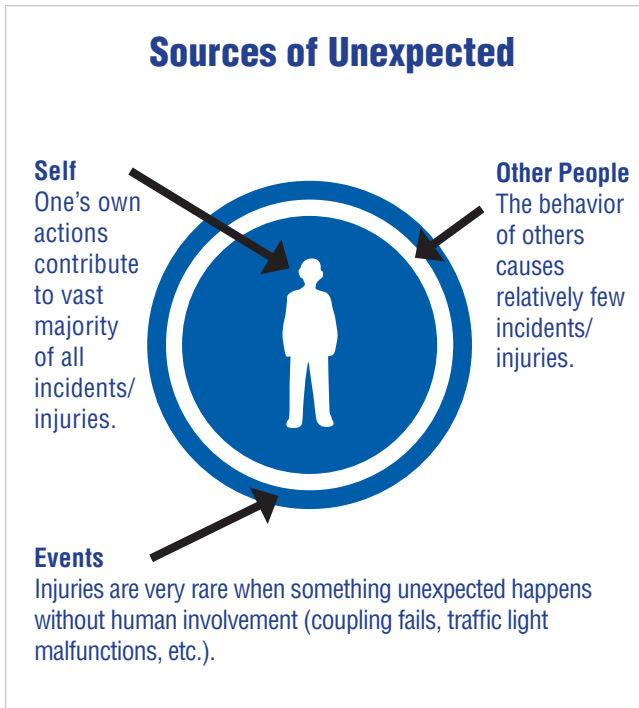


Figure 1

Everyone knows that keeping your mind on task and eyes on task are important – whether you are operating a crane or kicking a ball or driving a car. So why would you need to train employees how to do it?

To decrease you organization's rate of error and personal injury, you must first understand the root causes behind mistakes and errors. Telling employees to "be careful" or "pay more attention" is not enough. Employees need tools which will teach them how to keep hazards in mind and in sight.

Talking with an estimated 40,000 workers in all types of industries and situations confirmed to SafeStart® author Larry Wilson that the injured employee's own actions contribute to the vast majority of all workplace injuries. (See Figure 1.)

What those conversations also revealed was that the underlying causes of almost all of those injuries could be summarized in four states (*rushing, frustration, fatigue and complacency*) which result in four critical errors (*eyes not on task, mind not on task, line-of-fire and balance/traction/grip*).

(See Figure 2.)

By making people aware of the state-to-error risk pattern and providing them with skills and techniques to reduce these errors, people can reduce their risk of injury. (See Figure 3.)

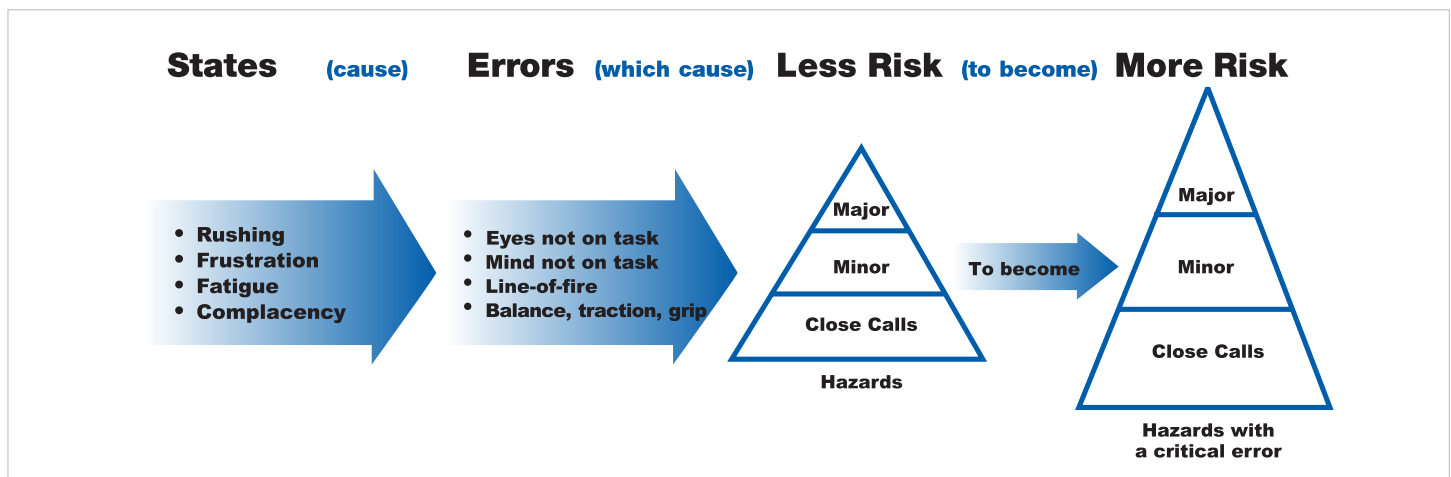


Figure 2

SafeStart® is an advanced safety awareness training program designed to help prevent injuries in any situation – at work, at home and on the road. It was introduced in 1998 following 15 years of training, consulting and research by author Larry Wilson.

The Core Program consists of five workbooks with accompanying presentation slides, DVDs and leader’s guide. Each unit takes about 90 minutes to deliver, ideally with one unit delivered each week or every two weeks.



Talking to thousands of workers confirmed to Larry Wilson that employees contribute to most of their own injuries.

SafeStart® has trained more than 1,000,000 people in:

Arabic

Czech

Danish

Dutch

English

Finnish

French

German

Greek

Hindi

Hungarian

Italian

Japanese

Korean

Mandarin

Norwegian

Polish

Portuguese

Russian

Slovak

Spanish (Castilian)

Spanish (Latin American)

Swedish

Tagalog

Thai

Turkish

Vietnamese

Not all components available in all languages

✓ SAFESTART®

Critical Error Reduction Techniques (CERT)

1. Self-trigger on the state (or amount of hazardous energy) so you don't make a critical error
2. Analyze close calls and small errors (to prevent agonizing over big ones)
3. Look at others for the patterns that increase the risk of injury
4. Work on habits

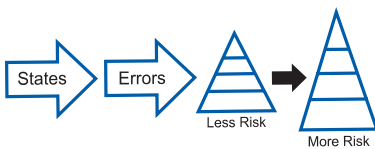


Figure 3

Since its inception, SafeStart® customers at more than 7,000 sites worldwide have typically reported reducing injuries by 50 to 90 percent – beginning in the very first year of implementation. To date more than 1.5 million employees have been trained in the SafeStart® Principles and Critical Error Reduction Techniques and are enjoying the benefits of less injuries.

“SafeStart® teaches you to be alert, to focus and to look out for the little things. It’s saved my life a couple times while driving.”

~ Distribution Clerk
US Postal Service



SAFESTART® CORE PROGRAM

The purpose of SafeStart® is to help people prevent the errors and mistakes they never wanted to make in the first place. It's not about rules, procedures or specific workplace hazards. It's about keeping those (*and other*) hazards in mind and in sight.

Just knowing about a hazard won't do you much good if you're not thinking about it or if you don't see it in the first place. SafeStart® teaches people when they are most likely to make an injury-causing error and what to do so they don't make that error. SafeStart® focuses on the state of mind the person is in. It teaches people that there are four states that lead to four injury-causing errors (see *diagrams on previous page*).

Many safety programs provide information about specific workplace hazards. But because unexpected things happen anywhere and at any time, knowing about specific hazards isn't enough. Employees need to develop skills and habits that will keep them safe in any situation at any time. That's what sets SafeStart® apart from other programs. It teaches people to recognize the state-to-error patterns that greatly increase the risk of injury and gives them four critical error reduction techniques they can use to keep them safe at work, at home and on the road.



SafeStart® Core Program contents:

- 5 Employee Workbooks
- Leader's Kit including Leader's Guide and PowerPoint® Slides with linked videos
- Self Check Cards
- SafeStart® Home Kit

"We went four years without a recordable incident. Additionally, we applied the SafeStart® methodology in the areas of production and quality and that helped us obtain a considerable reduction in quality and production problems."

~ Safety & Environmental Coordinator
Automotive Parts Manufacturer



SAFESTART® HOME KIT

While thousands of workers lose their lives on the job each year, tragically many thousands more die by accident off the job. Even more troubling are the thousands of children who die each year as a result of incidents which could have been prevented. This was a primary reason for developing a series of SafeStart® programs for employees to take home.

By telling employees upfront that they can “take SafeStart® home” and that the end result of learning the SafeStart® Program at work will be to help them keep their loved ones safe, you immediately capture their attention and achieve “buy-in.” This allows you to be much more effective in your safety efforts – increasing participation and improving attitudes. Employees also solidify and reinforce the SafeStart® concepts they learned at work by teaching family members.

Companies realize financial and productivity benefits from the SafeStart® Home Kit by reducing off-the-job injuries. By presenting employees with the opportunity to take safety home, companies show they care, are good “corporate citizens,” and share a common goal with their employees – keeping their families safe.

The SafeStart® Home Kit is included with the SafeStart® Core Program free of charge.



SafeStart® Home Kit contents:

- 3 DVDs – *Taking SafeStart® Home*, *Boo Boo Bandits* and *Hurt at Home*.
- Instruction Guide
- Self Check Cards
- SafeStart® Stickers for their first aid kit or medicine cabinet
- Instructional Posters
- 2 Keytags

“The materials are presented in a way that our associates can relate to, whether it was on the job, at home, playing sports, or whatever.”

~ Director of Human Resources for Safety, Wellness & Workers Compensation
Bedding Manufacturer



SAFESTART® EXTENDED APPLICATION UNITS



You've obtained incredible success with the implementation of SafeStart® at your facility! Now what? How do you keep the enthusiasm and commitment alive?

There are now five Extended Application Units that reinforce the original SafeStart® training and provide additional applications for the SafeStart® concepts. Depending on your training schedule, these workbooks can mean five years of SafeStart® sustainability.

Designed as an annual or semi-annual followup to SafeStart®, each module takes about 60-90 minutes to complete. The units review the original SafeStart® concepts but the content is new and introduces more advanced concepts and techniques to further develop employee safety skills.

The Extended Application Units are:

- Using CERT to Prevent Sprains and Strains
- Two Recurring Problems
- Mind on Task, Safety Systems and Recognizing Change
- Deliberate Risk and Error
- Risk, Error and Redundancy

Extended Application Unit contents:

- 5 Employee Workbooks
- Leader's Guide including PowerPoint slides

"SafeStart® has been in place here for about 3 years. We are going to reintroduce it to the workforce to reenergize the program and hopefully keep it fresh thereafter. It has been working quite successfully here at Marsulex --we've gone 3 years without a recordable incident."

~ Environmental, Health and Safety Director
Air Quality Control Company



LARRY WILSON'S THOUGHTS ON WORKPLACE SAFETY

Now, it's fairly well established that less than 10 percent of all injuries and incidents everywhere – at work, at home or on the highway – are caused by equipment failure or malfunction. What's left, in terms of unexpected or unplanned occurrences, will be the people component. Most people are surprised that the incidence of "the other guy" doing something unexpectedly to cause an injury is also very low. During the last 20 years around 125,000 people in 2,000 different organizations have been asked how many of their injuries were caused by the equipment or car doing something unexpectedly. The normal response has been about 2 to 5 percent. Then, they were asked how many times "the other guy" doing something unexpectedly was a factor. The normal response has been about 5 to 15 percent. What's left is the self factor.

Obviously then, if over 90% of all acute injuries are self-inflicted (caused by our own mistakes), reducing human error or minimizing its negative effects is the name of the game. Unfortunately, this strategy has not been given as much "air time" as other fixes.

Advances in engineering controls, machine guarding, personal protective equipment and procedure design have had most of the limelight. And for good reason – these controls are very efficient. But can all hazards really be eliminated?

Of course not! Yet there has been a reluctance, and in some cases a great reluctance, to look at reducing the unintentional mistakes we all make that can get us hurt. It's much more popular to try to "fix" something. While "blaming" someone is useless (or worse), and doing nothing means you "accept" that the injury was not preventable – fixing something that didn't contribute to the injury isn't going to get you anywhere either.

Can you minimize human error? Yes. The traditional behavior-based safety approaches can reduce human error – but primarily through rote observation and repetition. It does work, even if it takes a fair bit of time and expense. However, an easier and faster way would be to simply look at what causes all types of error – and work on those human factors or states.

You can teach people how to make fewer mistakes and fewer injury-causing mistakes. Hundreds of companies have already done so and are enjoying significant reductions in recordable injuries.

SAFESTART®

These four states...

- Rushing**
- Frustration**
- Fatigue**
- Complacency**

can cause or contribute to these critical errors ...

- Eyes not on Task**
- Mind not on Task**
- Line-of-Fire**
- Balance/Traction/Grip**

...which increase the risk of injury.

"SafeStart® ... doesn't stop you from rushing or becoming frustrated, tired or complacent, but it helps you recognize the state you are in and take action to prevent the errors that cause injury."

~ Environmental, Health and Safety Manager
Brewing Company



IMPLEMENTING SAFESTART® SUCCESSFULLY



The SafeStart® Core Program consists of five programs, each taking 90 minutes to complete. Ideally the sessions would be conducted once a week or once every two weeks.

Your SafeStart® implementation begins with a ½-day leadership support session to help the leadership group understand what it takes to make SafeStart® successful in both the short-run (*during the rollout*) and in the long run (*post rollout*).

We have standardized the employee training into three options.

Option 1: Train-the-Trainer

One of our certified trainers provides your in-house trainers a comprehensive overview of SafeStart®, together with a hands-on opportunity to teach SafeStart®. After the course, your trainers rollout Units 1-5 on their own.

Option 2: Employee Overview plus Train-the-Trainer

One of our certified trainers, who is a specialist in motivational presentations, completely covers the concepts from Units 1 and 2 with your employee population. We will then conduct a Train-the-Trainer session with your in-house trainers, who then rollout Units 3-5 on their own.

Option 3: We Do All the Training

With this option, our certified trainer will cover Units 1-5 with your employee population in three ½-day blocks. These sessions can be conducted one day to one month apart.

Note: Option 2 has proven to be the most popular. It allows companies to benefit from a specially trained presenter providing a motivational kickoff, while fully involving your staff in implementation. It also shortens the training time – with only 3 units left to rollout after the initial launch.

Once SafeStart® has been implemented, it is important to solidify the concepts and keep them fresh in employees' minds. Plan to use other SafeStart® training modules to enhance safety awareness. Implementing STOP™ (*see Pages 10-11*) can help you further improve safety culture by building observation and communication skills.

Another option is to use SafeStart® promotional items or to find your own unique ways to extend SafeStart® learning and awareness.

"When you give workers ownership of the process... it's peers teaching each other, looking out for each other. This dramatically increased employee commitment and the program's overall success."

~Dr. Jonathan Dawe, Director of Human Resources for Safety, Wellness & Workers Compensation
Simmons Company

SafeStart® Steering Committee

To sustain SafeStart®'s initial momentum, it is critical to establish a SafeStart® Steering Committee from the very beginning with members from each of the various departments. Their role will include generating activities that promote the SafeStart® techniques, integrating the concepts into ongoing safety training and processes and organizing community outreach programs.

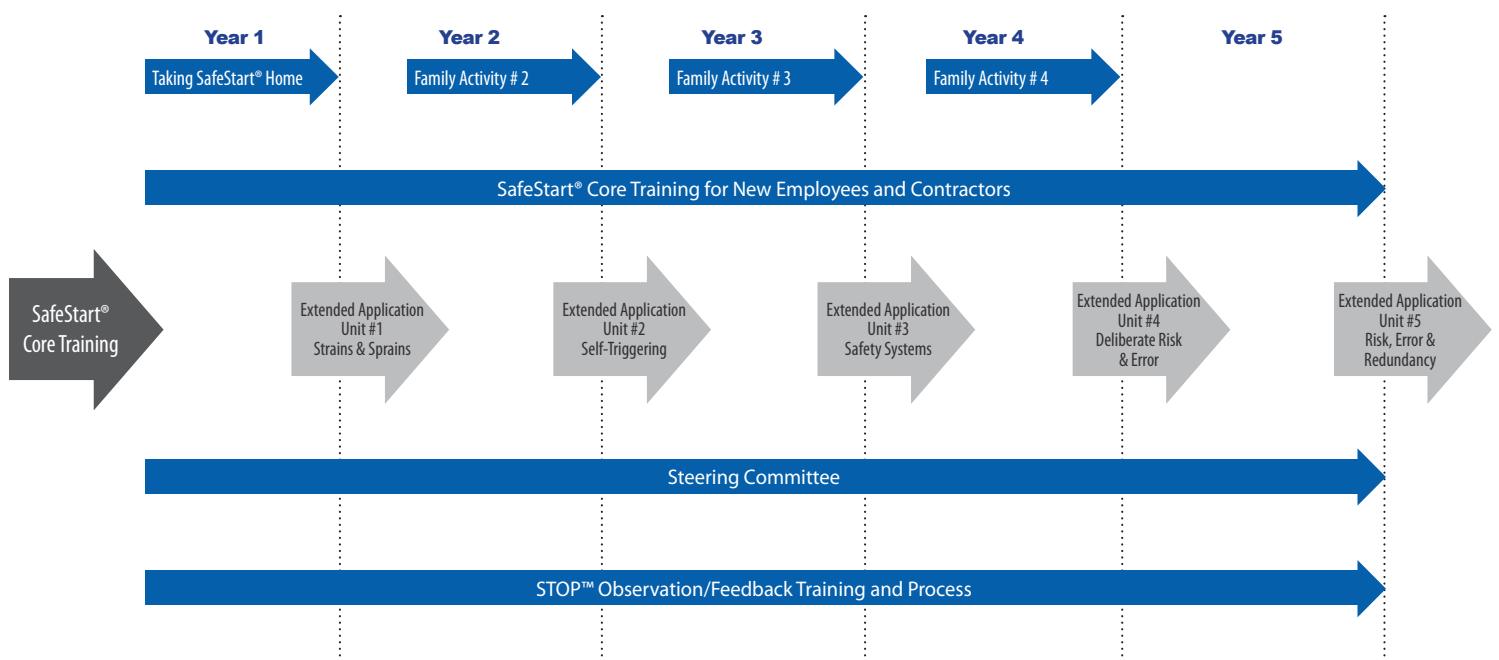
SafeStart® Home Kit

Though the SafeStart® Home kit isn't officially launched until employees have completed Unit 5 of SafeStart®, it is discussed at the very beginning of the SafeStart® training. It is a key component that will positively position the training, capture everyone's attention and motivate them to learn the concepts for themselves so they can teach their family members

SafeStart® Extended Application Units

SafeStart® is followed up semi-annually or annually with Extended Application Units, which take about 60 minutes each. Currently there are five units available with others in development.

SafeStart Implementation Timeline



STOP™ Training

STOP™ is a formal observation and feedback program which can help you solidify and build upon the gains made when you implement SafeStart®. STOP™ training enables employees at different levels learn to talk to each other about safe and unsafe work practice.

Implementation Resources

Certified Implementation Specialists have worked with numerous organizations, and are available to provide expert assistance and advice on-site to help guide the successful implementation of SafeStart® and/or STOP™. Based upon their experiences with various industries and work environments, they can also help you avoid common pitfalls.

Implementation Assessment

A Certified Implementation Specialist can conduct a formal Implementation Assessment at your site to review the success of your effort, identify gaps and recommend next steps for improvement in your safety awareness and observation programs. These consultants work from a knowledge base gained from successfully implementing SafeStart® and/or STOP™ in various industries and work environments.



Reducing injuries for over 30 years by building safety observation and communication skills.

For more than 30 years, DuPont™ STOP™ (Safety Training Observation Program) has been helping businesses prevent injuries. Join the thousands of companies and government organizations worldwide who realize the benefits of this program as real dollars and cents.

STOP™ For Supervision

STOP™ For Supervision is based on the idea that formal and informal observations enable conversations with employees which result in safer workplaces. STOP™ For Supervision helps leaders understand that safety is just as important as production, cost and other business issues.

STOP™ For Supervision focuses on:

- **Spontaneous and scheduled safety observations.** The program is designed to enable discussions with people about safe and unsafe work practices. Participants apply their new skills hands-on.
- **Everyday safety as well as observing.** Participants work on developing their observation and communication skills, to make safety a part of regular operations, not a special event.
- **Conditions as well as actions** of people – safe and unsafe.
- **Communication** about safety every day, not just while observing.
- **An educational approach** that encourages thinking and reflection.



Important STOP™ For Supervision concepts include:

- **All injuries and occupational illnesses can be prevented.** This is a frame of mind – a way of approaching safety – which means there is always something that can be done to prevent injuries.
- **Supervisors and team leaders are responsible and accountable for the safety of their employees.** Safety is just as important as production, cost and other business issues.
- **Seeing Safety.** This means becoming so attuned to safety that a person automatically notices it wherever he or she is. Also called “making safety second nature,” this mirrors the way DuPont™ employees are sensitized to safety.

“I believe my ability to succeed as a supervisor has been enhanced by using STOP™ For Supervision.”

~George Ackley, Supervisor
Northwest Pipe Company

STOP™ For Each Other

STOP™ For Each Other is based on the idea that safety is everyone's responsibility. It is designed to help participants look at safety in a new way, so they can help themselves and their co-workers work safely. During the program participants develop their safety awareness and talk with others about all aspects of safety.



STOP™ For Each Other focuses on:

- **Everyday safety** – not just auditing. The program covers formal observations in the final unit, as another way to use the observation and communication skills learned in the program.
- **Safety of co-workers.** STOP™ For Each Other emphasizes how peers rely on each other to work safely in the workplace. It's not just about personal safety.
- **Conditions as well as actions.** STOP™ For Each Other highlights how the interaction of people and conditions work together to produce safe or unsafe situations.
- **Peer-to-peer communication.** STOP™ For Each Other encourages a mindset where safety is an everyday discussion, not just completing a formal observation.
- **An educational approach.** Thinking and reflection are encouraged.

Important STOP™ For Each Other concepts include:

- **Seeing safety.** The organization becomes attuned to safety so that the individual automatically notices safe or unsafe practices throughout the workplace and home. Also called "making safety second nature," this mirrors the way DuPont™ employees are sensitized to safety.
- **We depend on each other.** Peers rely on themselves and each other to stay safe.
- **Show me you care, make me aware.** The program gives peers permission to talk with each other about safety.

How STOP™ and SafeStart® Work Together

SafeStart®: Focuses on taking responsibility for your own safety. SafeStart® builds safety awareness by teaching employees to trigger on four key states that lead to the four critical errors which cause most workplace injuries.

STOP™ For Supervision: Focuses on using formal and informal observations to empower leaders to talk with employees about safe and unsafe work practices. STOP™ for Supervision helps leaders understand that safety is just as important as production, cost and other business issues.

STOP™ For Each Other: Based on the idea that safety is everyone's responsibility. STOP™ For Each Other emphasizes peer-to-peer formal and informal observations as important tools for improving safety communication.

"STOP™ has made our employees see a correlation between safety and quality. Once they become skilled at safety, productivity follows."

~Carsten Freitag, EHS Engineer
Avery Dennison, Germany