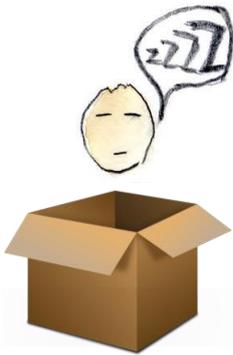




Annual Workplace Safety and Health Conference

No More Boring Traffic Safety Talks – It’s Time to Think Outside the Box



Lisa R. Robinson, CFLE
Program Manager
National Safety Council



Transportation Incidents

Transportation incidents are the leading cause of work-related fatalities and injuries.

Why does an employer care?

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Texas Employers Spend...

\$3.5 billion

every year as a result of on-and-off-the-job traffic injuries and fatalities.



On-and-off-the-job crashes
impact an employer?

True



- \$ Health, life, and disability payments
- \$ Sick leave
- \$ Contributions to workers' compensation, medical, and disability insurance
- \$ Liability insurance
- \$ Crash-related legal expenses
- \$ Lost productivity
- \$ Recruiting and training to replace an injured employee



Calendar

November 2000

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		



AAA reports that ___? percent of drivers indicated they have engaged in at least one risky behavior while behind the wheel within the last month. Those risky behaviors range from distracted, impaired, or drowsy driving to running red lights, speeding, or not wearing seat belts.

87 percent



Can you afford to be boring?



WHEN YOU TALK,
ALL I HEAR IS



WAH WAH WAH



Ooh! Ooh!
Pick Me





Things to consider:

- Who cares about the topic?
- Why are you doing it?



It's the Speakers Who Are Boring – Not Safety



Safety meeting presenters are known for their ability to take 10 minutes of solid information and cram it into a 90-minute presentation.



What's Wrong?

- Inexperienced presenters
 - kill time
 - pad the presentation with a lot of fluff and little substance
 - meet a requirement, don't direct change
 - lecture, don't facilitate



The most dangerous phrase
in the language is "we've
always done it this way."

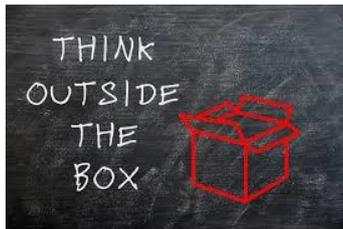
Rear Admiral Grace Hopper (1906-1992)



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Driving Change

You cannot expect different result by doing things the same way.



Content over Schedule



Ask yourself whether you're actually addressing the issue or merely giving the illusion of addressing the issue.



Make It Mean Something



Are you challenging your people to internalize and talk about what they've just learned, or are you dumping information and moving on to the next dump session?



Things To Think About

- Determine the purpose.
- Make it meaningful.
- Make it enjoyable.
- Short can be just as good.
- Be creative.
- Move away from lectures and speeches.
 - Multi-faceted learning
- Involve your employees.



Things To Think About

- Vet your speakers.
 - Internal and external
- Evaluate the materials and presentations.
- Look for interaction.
- One and done.
 - Ongoing
- Facilitate, don't preach.
- Be practical and relevant.
- Be positive and encouraging.



Contact

Lisa R. Robinson, CFLE
Program Manager
National Safety Council
lisa.robinson@nsc.org
512-466-7383
Txdrivingconcern.org

