

Safety First

Safety awareness campaign
Safety that isn't visible ... isn't viable!



A unique concept to strengthen your safety culture:

- Visual campaign with 12 themes (1 year)
- Individual cards and competition

- NEW** Getting management involved: «Safety-Box»
- «Toolbox» action sheets to structure your meetings
- Industrial and domestic risks

Cut your costs through safety!
Every accident avoided = 10,000 € saved.





My objectives:

- Reduce the number of accidents and incidents, because **any accident is one too many**.
- Demonstrate to each **employee**, to each **subcontractor**, to each **interim**, but also to our **customers** and **visitors**, that **safety is a KEY VALUE** for our company.



My situation:

- **Progress** has **undeniably** been achieved.
- But safety results seem to have **leveled out**.
- We are seeing **attention begin to flag** somewhat.
- I would like the **personnel** to be more **motivated**.
- I would like to help the **management** to become **more involved** and improve their **skills**.



My challenge:

- Take **human factors** into account.
- Raise **attitudes** and **behaviors** to a higher level.
- Strengthen the **safety culture**.



Whoever feels unconcerned about safety is contributing to the risk

Safety First

My solution: the «Safety First» campaign

Fullmark's unique concept: a 1-year campaign / 12 key themes / 4 tools

1 Collective awareness-raising: The large-format poster campaign

Theme of the campaign:

« Culture Sécurité - SAFETY FIRST ».

Objective:

Strengthen the safety culture, work on attitudes and behaviors.

Specific subjects addressed:

12 subjects, including moving about, order and cleanliness, ergonomics, hurrying, multiple concurrent activities, hazardous works, etc.

« Turnkey » solution:

The visuals, the teasers, the frameworks, the application guide for introducing, following up and evaluating the campaign.



2 Individual awareness-raising: The cards and the competition

What?

For each of the 12 themes, an individual card to slip into the pay envelope or to distribute via the management.

Effective?

Yes, because you personally involve each of the employees. The cards contain lots of practical, concrete and immediately applicable advice and recommendations!

And the competition?

A real « plus » to motivate everyone to keep hold of the cards (in the pochette envelope designed for that purpose) and to dig back into them to find the answers to the competition questions. Double impact!



3 Toolbox-meeting action sheets for organizing « 15-minute safety meetings »:

What?

12 « toolbox meeting » action sheets linked to the 12 themes of the campaign.

Effective?

Yes, because they express the practical, direct and powerful aspect of the message being conveyed.

Purpose?

Encourage reflection, stimulate discussion, reinforce adherence.



4 Raising awareness of the management: Manager Safety Box

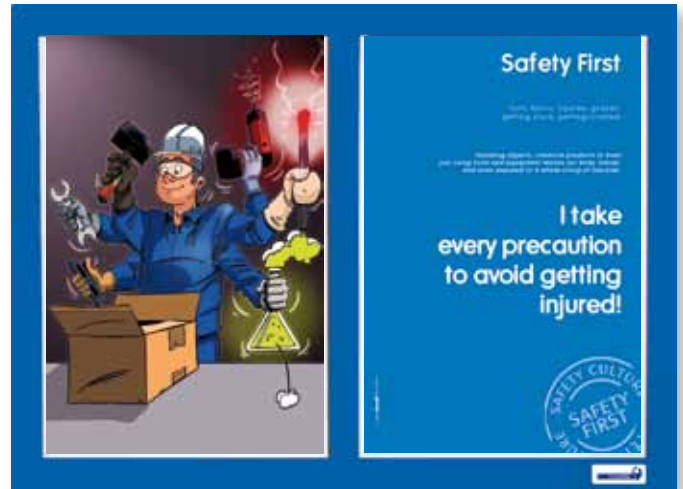


Each member of the management receives a box that contains:

- ➔ A special booklet explaining what he can do concretely, at his level, to act on each of the 12 themes of the campaign.
- ➔ A CD with information, tips and tricks to bring the campaign alive within his team.
- ➔ An exclusive access card to our special website. Access to further information perfectly corresponding to the expectations of the management: the keys to safety leadership, the cost of an accident, the legal responsibility, etc.

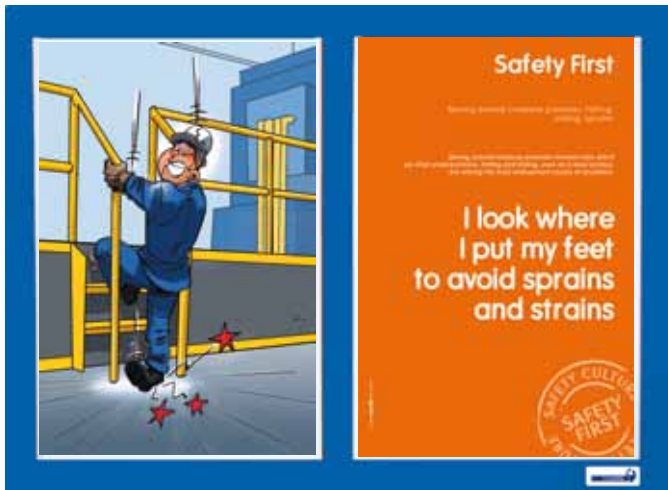


The 12 themes of the campaign

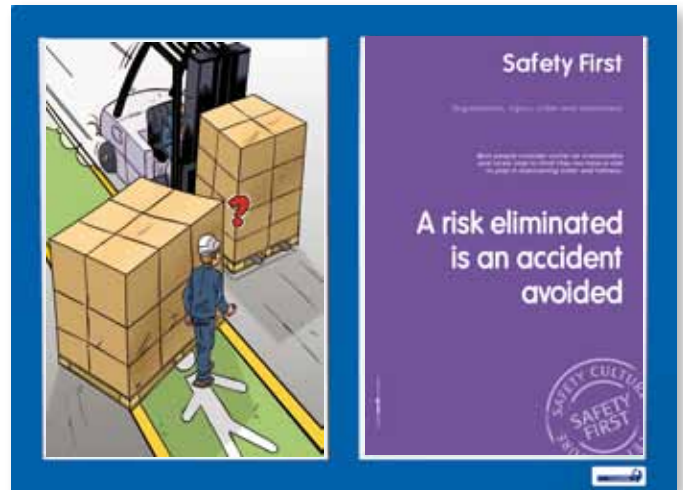


1. Involvement, adherence, attitude and behavior

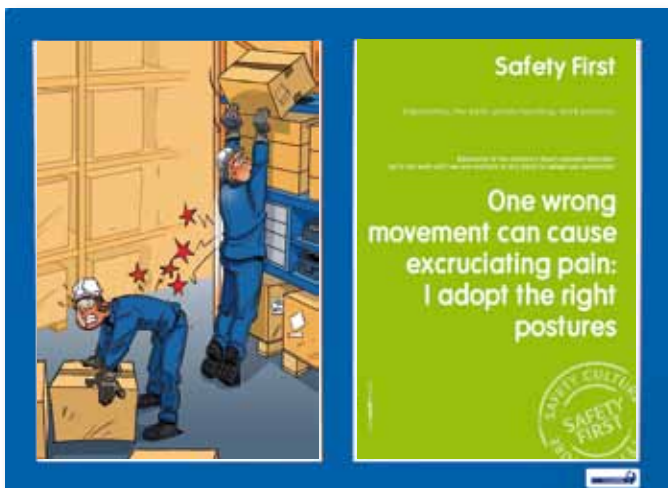
2. Cuts, burns, wounds, scratches, jamming injuries, crushing injuries



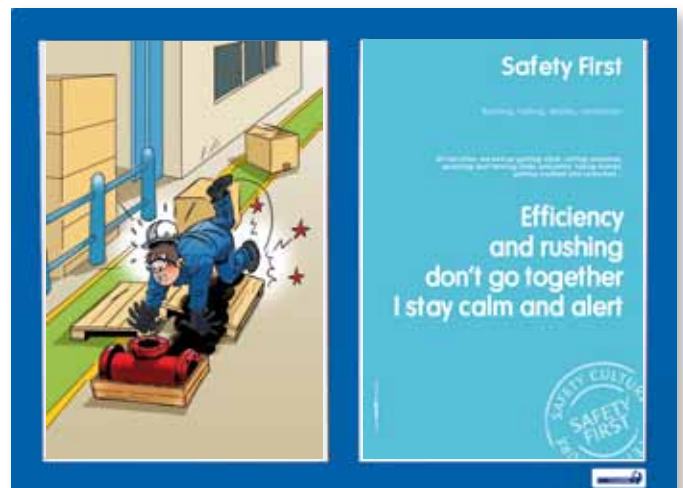
3. Moving, falling, slipping, sprains and strains



4. Organization, rigor, 5S, order and cleanliness

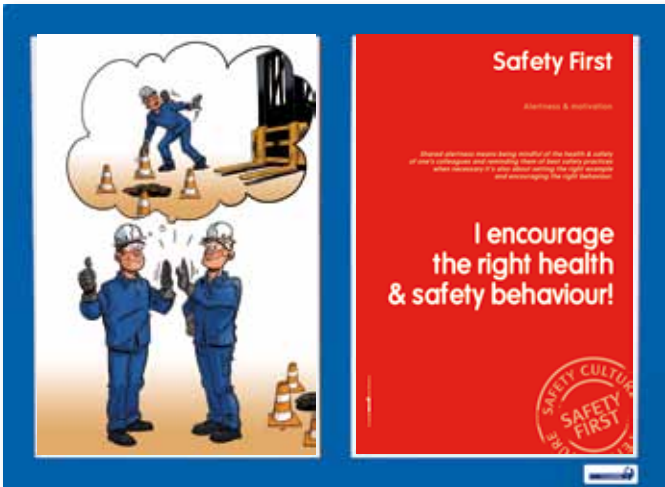


5. Ergonomics, the back, handling maneuvers, work postures



6. Hurrying, falls, impacts, contusions

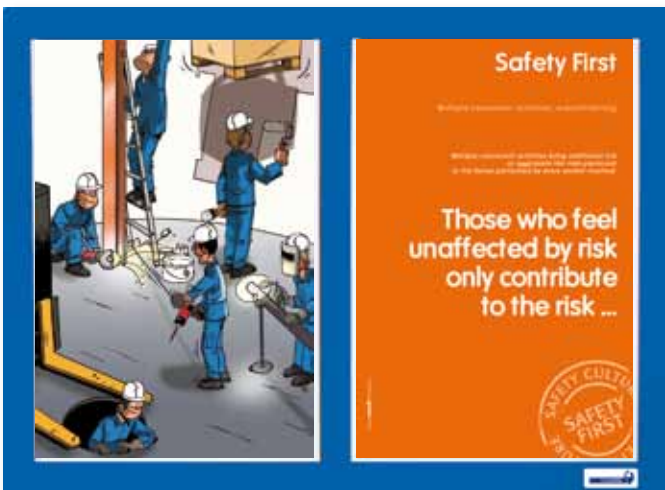
Safety First



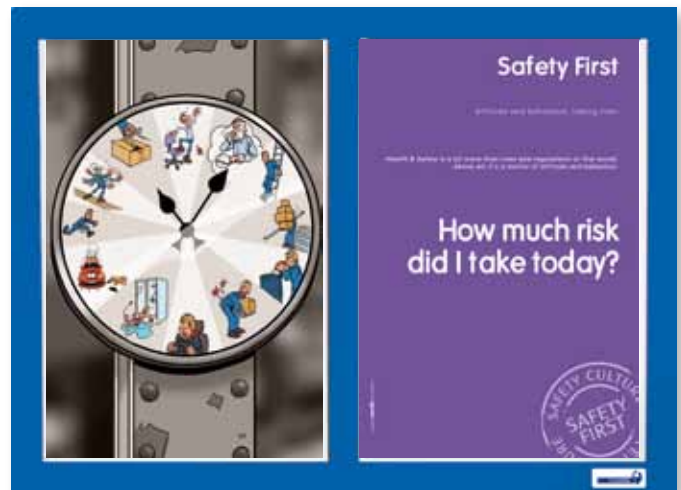
7. Attitude, behaviors, setting an example, recognition, motivation



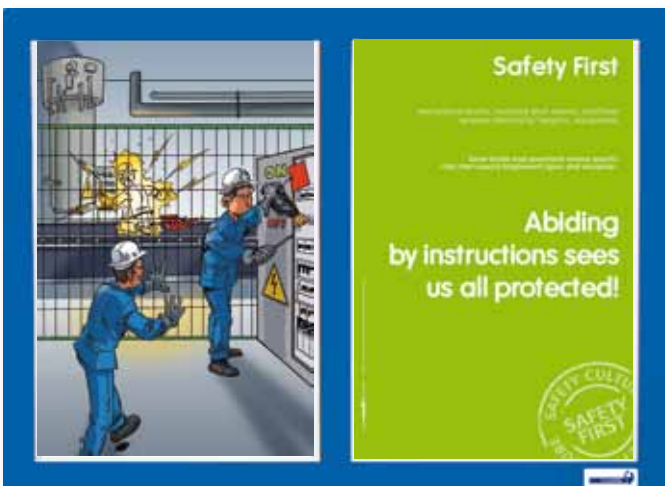
8. Wearing personal protective equipment, habits good and bad, experience



9. Multiple concurrent activities, subcontracting



10. Attitude and behavior, risk-taking



11. Hazardous works, machine shutdowns, confined spaces, electricity, heights, equipment



12. Hazardous situations, incidents, feedback

Work, home, leisure activities: all the same safety culture!



Every year, domestic accidents are responsible for several thousand deaths. Yet none of them are inevitable. Just as within the company, a few simple gestures can reduce risks. For each of the 12 themes addressed in this campaign, we give you various pieces of advice for preventing domestic or leisure-activity accidents as well.

« Safety-conscious behavior is like a second skin: you don't take it off when you leave the company grounds ».

Why call on Fullmark?

- ❑ Creating awareness-raising media for personnel for the purpose of promoting safety culture has been our mission for 25 years!
- ❑ We work on attitudes and behaviors (BBS - Behavior Based Safety).
- ❑ More than **2,000 customers** throughout Europe have put their trust in us.
- ❑ Each Fullmark campaign is the result of **carefully-developed** work by **safety professionals, communication specialists, work psychologists and semiologists** who **combine the images and words** with relevance and **impact**.
- ❑ **A good picture is worth 10,000 words:** that's why we work with many high-quality illustrations. **One good drawing is often worth far more than a long-winded speech...**
- ❑ **It's good to get out of your « rut »:** your habitual method of raising safety awareness is certainly a good one, but by changing the medium, you break the monotony and reawaken people's interest.
- ❑ **The risks must constantly be recalled:** it's just plain human to underestimate them. Nevertheless, it is well-known that « stupid » accidents cause a substantial number of « lost days ».
- ❑ **The company has to demonstrate that safety is an essential value:** this is an indispensable condition for dangers to be perceived! Whatever is kept unobtrusive will quickly be regarded as relatively unimportant. So putting the campaign out there, at key places within the company, ensures that everyone is confronted with it each day.
- ❑ **Putting safety measures in a positive light:** safety measures are often perceived as constraints (obligation to wear PPE, etc.). The campaign will help you to make those safety measures seem «logical», positive and natural for everyone.

Our customers can attest to our effectiveness!

You will find the specific testimonials from **ArcelorMittal, Euromaster, Alcon, Gates, Holcim, Vichy, Procter & Gamble, L'Oréal** and many others on www.fullmark.eu

FULLMARK s.a.

4, Rue de la Presse - B-1000 Brussels - Belgium - Tel. +32 2 353 15 12 Fax +32 2 353 14 55
info@fullmark.be - www.fullmark.be - www.fullmark.fr - www.fullmark.eu