Designing, building and implementing a zero harm H&S strategy

Alastair Davey & Sheena Eyre
Zero Harm H&S Strategy

- Improvements in accident & incident rates were ‘plateauing’ globally
- Focus on behaviours
- Tiered approach
  - SMEs to drive technical behaviours
  - General approach to ‘Stop & Think’
- Simple messaging
  - Global design, build & co-ordination
  - Regional / Country deployment
- Set ambitious targets
Global Design & Build

- Built around 4 Pillars of Influence
- Global collaboration
- Focus on top Leadership commitment

Key focus areas for each Pillar were identified based on High Hazard / High frequency events

Design was to reinforce the ‘core’ message but to ‘refresh’ it periodically
Simple Messaging

Our symbol of commitment linked to our quality of life ethos.

Raising awareness about safety and initiating new attitudes and behaviors.
Why it worked?

- Interactive
- Presented as a countdown
- One simple target Zero accidents
- 3 simple checks
- Designed to be delivered by the operational teams
- Empowered the operational teams to make ‘safe choices’ and ‘speak up’
- Lessons learned shared globally ‘Quickshare’ reinforcing how the ‘3 checks could have prevented the incident’
Materials provided for all audiences

Leaders
Safety walk leaflet for leaders to reinforce the 3 checks for safety message

Managers
Activity sheets for site teams to complete rather than ‘Tool Box Talks’
Frontline Campaign

RAISING AWARENESS

Safety is an essential part of my job

INITIATING NEW BEHAVIORS

I initiate new behaviors with 3 simple checks
Embedding Safety

- Didn’t create ‘additional work’ for operational teams
- Embeds the dynamic process of risk awareness into operational activities
- Makes the link between process and action
- Enables the influencing behind ‘work safe; home safe’
- Helps out teams to make safe choices
- Safety is everyone’s business
Thank you