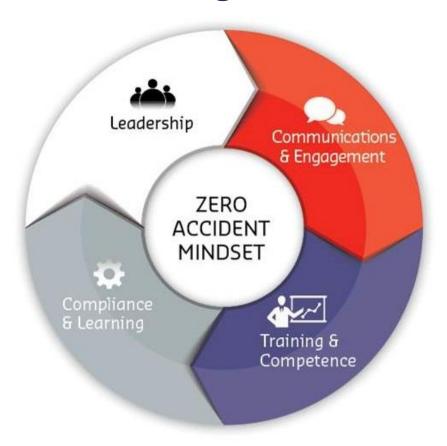


## **Zero Harm H&S Strategy**



- ☐ 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
- Enpowered 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 initiative 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



