

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

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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



Toolbox Talk one: INTRODUCING ZERO OCTOBER

ACTIVITY SHEET ONE
INTRODUCING ZERO OCTOBER

Step 1: Introduction
Write or add a photo of what you want to stay safe for...

Step 2: Safety checks
a) What are the three safety checks?

1
2
3

b) Write examples of how you are applying the checks every day to stay safe.

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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

