



**SAFESTART® PROGRAMME:
PREVENTING INJURIES AT WORK, AT HOME
AND ON THE ROAD**

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TAKING SAFETY BEYOND COMPLIANCE AND BEYOND THE WORKPLACE BY BUILDING SAFETY AWARENESS SKILLS

More than 7,000 sites worldwide have implemented SafeStart® with consistent reports of significant injury reductions – both at work and at home – as employees understand how four dangerous states lead to four critical errors.

Everyone knows that keeping your mind on task and eyes on task is important – whether you are operating a crane or kicking a ball or driving a car. So why would you need to train employees how to do it?

To drive your organisation's rate of personal injury and error down, you must first understand the root causes behind mistakes and errors. Telling employees to “be careful” or “pay more attention” is not enough. Employees need the skills to keep safety in mind when they really need to, which is when they are in one of four states: Rushing, Frustration, Fatigue and Complacency. In the vast majority of incidents these four states contributed to a critical error such as taking your eyes off task, and something unexpected happened that resulted in an injury. (See Figure 1)

SafeStart® addresses human error and unintentional at-risk behaviours. These are errors we never meant to make, so blaming the employee doesn't work. SafeStart® does work. It makes people aware of the state-to-error risk pattern that increases the risk of injury. It teaches people the skills to reduce the risk by changing behaviour permanently – at work and outside of it. The SafeStart® skills are called CERTs – Critical Error Reduction Techniques. (See Figure 2)

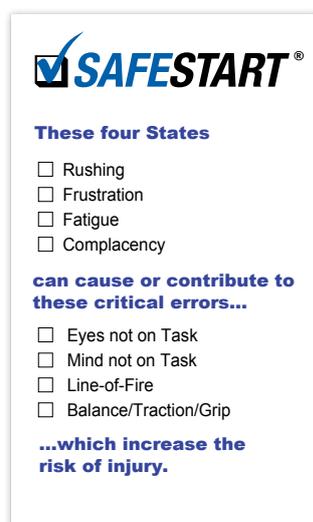


Figure 1

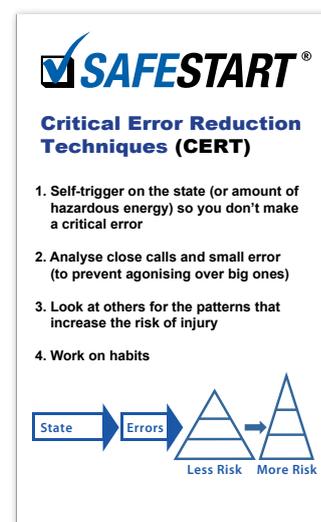


Figure 2

The programme uses proven adult learning methodology to ensure the skills are learned and used. Knowing about the risk isn't enough – you need the skills “at habit strength” to significantly and continuously reduce errors and injuries.

Many safety programmes provide information about specific workplace hazards. But because unexpected things happen anywhere and at any time, knowing about specific hazards isn't enough. Employees need to develop skills and habits that will keep them safe in any situation at any time. That's what sets SafeStart® apart from other programmes.

Uniquely, SafeStart® addresses human error and unintentional at-risk behaviours not only in the workplace, but also at home and behind the wheel. In other words, it helps develop safe behaviours wherever we are and whatever we are doing.

To date, more than 1,000,000 employees have been trained in the SafeStart® Principles and Critical Error Reduction Techniques and are enjoying the benefits of less injuries.



IMPLEMENTING SAFESTART® SUCCESSFULLY

SAFESTART® EMPLOYEE TRAINING

The SafeStart® Core Programme consists of five units comprising workbooks, DVD and trainer-led group discussions. Each unit takes 90 minutes to complete, ideally with one unit delivered each week or every two weeks.

During these sessions, delivered by our consultant, the participants will:

- Understand the principles and objectives of the SafeStart® programme
- Raise their personal safety awareness and knowledge of the patterns that lead to injury
- Develop the ability to use the SafeStart® techniques
- Practice those skills and techniques post-event
- Improve their individual safety skills and awareness.

SAFESTART® IMPLEMENTATION SUPPORT

LEADERSHIP TEAM TRAINING

Designed to ensure that the site leadership team understand their roles and responsibilities in the implementation of the programme and can provide practical support for SafeStart® and ensure its successful roll out. Amongst other things the Leadership Team Training addresses:

- The long term sustainability of SafeStart® through internal events and initiatives
- Walk, Talk or Balk – Leading SafeStart® in word and deed
- Awareness building around the cost of failure and the rewards of success with SafeStart®.



STEERING COMMITTEE TRAINING

To sustain SafeStart®'s initial momentum, it is critical to establish a SafeStart® Steering Committee from the very beginning with members from each of the various departments. This training seeks to give both practical guidance and structure to empower a chosen group of individuals (e.g. existing safety committees, safety reps etc.) to take responsibility and be accountable for the implementation of short, medium and long term initiatives to ensure the sustainability of SafeStart®.

TRAIN THE TRAINER WORKSHOP

During this workshop the participants will not only raise their safety awareness and knowledge of the patterns that lead to injury, but also learn how to utilise the SafeStart® techniques and the learning design within the content and materials of the programme. They'll have a chance to learn best practice for the delivery of SafeStart® units and they will deliver/co-deliver a SafeStart® Unit to the group.

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IMPLEMENTATION RESOURCES

Certified Implementation Specialists have worked with numerous organisations, and are available to provide expert assistance and advice on-site to help guide the successful implementation of SafeStart®.

Based upon their experiences with various industries and work environments, they can also help you avoid common pitfalls.

IMPLEMENTATION ASSESSMENT

A Certified Implementation Specialist can conduct a formal Implementation Assessment at your site to review the success of your effort, identify gaps and recommend next steps for improvement in your safety awareness and observation programmes. These consultants work from a knowledge base gained from successfully implementing SafeStart® in various industries and work environments.

SAFESTART® PUBLIC WORKSHOPS

Attending one of our SafeStart® workshops will change the way you think about safety, and enable you to understand the concepts, techniques and learning design used in the programme. The workshops will allow you to fully evaluate the course, learn how it is implemented and delivered, and gain additional insight into why it is so successful. The participants have a unique opportunity to spend the workshop day in a small group with the workshop leaders, discussing training, safety, pitfalls and critical success factors. The workshops are meant for anyone interested in gaining a new perspective on safety and in significantly reducing injuries. For the workshop agenda and further details, please visit our website.

DuPont Sustainable Solutions
TRAINING SOLUTIONS



DuPont Sustainable Solutions is one of 13 DuPont businesses. Bringing customers the benefits of an integrated global services and technology delivery enterprise, it applies DuPont’s real-world experience, history of innovation, problem-solving success, and strong brands to help organisations transform their workplaces and work cultures to create safer, more efficient and more environmentally sustainable workplaces.

DuPont (NYSE: DD) has been bringing world-class science and engineering to the global marketplace in the form of innovative products, materials, and services since 1802. The company believes that by collaborating with customers, governments, NGOs, and thought leaders we can help find solutions to such global challenges as providing enough healthy food for people everywhere, decreasing dependence on fossil fuels, and protecting life and the environment.

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