

SAFESTART SAFETY TRAINING FOR LIFE

LEARN ABOUT THE MOST SUCCESSFUL
PROCESS OF BEHAVIOURAL AND SAFETY
CULTURE CHANGE IN THE WORLD





LEARN ABOUT SAFESTART

Focused on people's safety 24/7, the emphasis of **SafeStart** training is on developing specific skills to reduce the errors, injuries and incidents that happen daily. How? By tackling the human factors involved in almost all of them.

Available in more than 30 languages and 60+ countries, **SafeStart** has been implemented by over 3,500 companies; directly benefitting four million employees and counting.

SafeStart has a strong presence all over the world, with regional offices in Europe, Latin America, North America and Asia, with people on the ground in over 25 countries.

Our flagship programme, **SafeStart**, has been running for over two decades and, since 2009, has been firmly established as the leading programme globally in the area of personal safety and culture change.

SafeStart is effective because it focuses on safety from a human perspective, prompting changes in both conscious and unconscious behaviours, working on the human factors involved in accidental injuries and benefiting employees and their families both inside and outside of the work environment.

Check out how the process works in detail, as well as the steps taken to strengthen and sustain the programme over many years.



SafeStart in detail:

1. On your smartphone or tablet, open the camera app and point to the QR code you see here;
2. Discover much more about **SafeStart!**

LARRY WILSON CEO AND AUTHOR OF THE SAFESTART PROGRAMME

A PIONEER IN THE APPLICATION OF HUMAN FACTORS IN INDUSTRY, LARRY WILSON REINVENTED SAFETY BY CREATING A UNIQUE TRAINING PROGRAMME WHICH HELPS PEOPLE AVOID ACCIDENTS BOTH IN AND OUTSIDE OF WORK.

Larry Wilson started his professional life focused on the field of safety, even before he created **SafeStart**.

As a safety consultant in the family business, Larry understood the real need to create a process that went beyond simply enforcing rules and included how people really felt on a day-to-day basis.

Larry Wilson has over 30 years of experience in the field and has helped thousands of companies improve their safety performance.



DID YOU KNOW?

90%

THE VAST MAJORITY OF INJURIES AND ACCIDENTS COULD HAVE BEEN AVOIDED BY THE INDIVIDUAL THEMSELVES.

5%

ON AVERAGE, ONLY 5% OF INJURIES AND ACCIDENTS ARE CAUSED BY A THIRD-PARTY.

5%

LESS THAN 5% OF INJURIES AND ACCIDENTS RESULT FROM DEFECTIVE EQUIPMENT, WITHOUT THE INJURED PERSON OR A THIRD PARTY BEING DIRECTLY INVOLVED.



SafeStart's ultimate purpose is to reduce injuries and accidents at work, at home and on the road. We make human factors more understandable and safety training more personal and enjoyable. We provide organisations with a more engaging and effective approach to keeping people safe and help employees develop new skills to be safer every day.



HOW CAN SAFESTART CONTRIBUTE TO CREATING SAFER WORKPLACES?

We make a tangible difference because we focus on human factors; on the mental and physical states that compromise our safety every day. We teach specific skills that reduce human error and allow for better decision-making. Our programme supports behavioural change by making people understand why and when they make mistakes and how to avoid them in the future. The result is an appreciable reduction in the number of injuries and accidents not only at work, but also outside of it.



THE SAFESTART PROGRAMME

The **SafeStart** methodology is a combination of training and personal development, working in harmony with your organisation's safety management system. We do not replace existing safety practices, but develop them into a more dynamic and reliable behavioural approach to keeping people safe, in and out of work, offering a significant return on investment (ROI) and better employee engagement.

Exploring human factors with **SafeStart** helps people deal with the difficult challenges of everyday life, make better decisions and continuously improve as individuals.

Instead of focusing on risk or specific hazards, **SafeStart** focuses on the human states that compromise our safety. Our experience in the field has led us to distinguish Four States: **Rushing; Frustration; Fatigue; and Complacency**. These in turn can cause four Critical Errors: **Eyes not on Task; Mind not on Task; being in or entering into the Line of Fire; and losing Balance, Traction or Grip**.

By introducing people to **Critical Error Reduction Techniques (CERTs)**, we encourage the acquisition of new safety-related skills, promoting positive internal change in people, helping them to recognise when they are more likely to make a mistake and, importantly, take action so that it doesn't happen.



IMPLEMENTING SAFESTART

Standard implementation typically starts with our consultant team briefing managers and key stakeholders on the programme before helping you create a project Steering Committee to plan and deliver a sustainable programme. Most often, we will use a Train the Trainer approach combined with our team initially introducing **SafeStart** to all employees via an impactful launch event.

After the launch, four further training modules are taken, delivered flexibly over weeks or months by your trainers, building up the **SafeStart** knowledge and skills of participants and allowing them time to practise the techniques in the real world until they become automatic and habitual. During this initial stage, some short-term benefits will become apparent;

- Greater employee engagement;
- Development of visible safety skills;
- Strengthening of personal responsibility for safety;
- Development of a common safety language; and
- Reduction of injuries for individuals 24/7.

All training materials are provided including videos, workbooks, classroom exercises, online apps and supporting materials for group discussions.

CONSOLIDATING SAFESTART IMPLEMENTATION

- External evaluation, reports and expert recommendations;
- Continuous training for new employees, contractors and third parties etc.;
- Steering Committee-led sustainability activities;
- Best practices for integration of the **SafeStart** programme into the existing safety management system;
- Ongoing consultant support as needed.



PROGRAMME MAINTENANCE

After the completion of the initial units of the **SafeStart** programme, there are numerous sustainability modules to further embed the learning and deliver continuous improvement in performance over many years, such as;

Extended Application Units

These six modules reinforce the initial **SafeStart** training and teach many more advanced concepts and techniques to ensure employees continue to develop their safety skills. They follow the same delivery format as for the initial implementation, with interactive video-based segments, storytelling, advanced instructor-led presentations and group exercises.

BENEFITS:

- Supports the knowledge and safety results obtained from the initial units;
- Provides advanced concepts to further improve employee safety skills;
- Extends safety skills to more specific applications and additional situations;
- Facilitates the resolution of difficult issues, such as deliberate risk.



SAFETRACK:

SafeTrack is an observation and feedback-based process that uses **SafeStart** concepts to reduce workplace accidents with an efficient and motivating approach. People will learn to identify risk for themselves and others through positive communications, facilitating rapid intervention when needed.



SAFESTART PERSONAL ERGONOMICS:

This programme addresses bad ergonomic habits and human error to effectively solve Musculo-skeletal problems. It combines the traditional understanding of body posture with ideas of personal safety, allowing employees to recognise clear signs of repetitive motion and excessive stress before injury occurs.



RATE YOUR STATE:

Recognising your state in the moment is a practical way of strengthening the implementation of your **SafeStart** programme. This is because it helps to deepen your knowledge of safety, skills and practices, while sustaining the process over time. In addition, it offers a unique opportunity for everyone to assess the state they are in, anytime and anywhere.



SAFESTART PERFORMANCE:

Focused not only on safety, but on improving production, quality and customer service, the **SafeStart** Performance programme offers a proven way to increase focus and performance on a daily basis. It helps people recognise when their actions and their state of mind at any given moment can influence their decision-making and likelihood of error-making.

The **SafeStart** suite of sustainability programmes and tools means the safety conversation never stops. It instils safety and personal performance at the heart of your company culture, keeping **SafeStart** front of mind for all employees.

GENERAL BENEFITS OF SAFESTART:

- Promotes personal awareness;
- Develops new skills;
- Extends to employees' families;
- Introduces a unique vocabulary within the company;
- Increases employee engagement;
- Uses simple and easy-to-understand methods;
- Is implemented dynamically, with experienced consultants;
- Comes with long-term support and advice;
- Improves safety culture;
- Increases productivity and contributes to improving quality and customer service, generating a positive return on investment.



WHAT DO SAFESTART CUSTOMERS SAY?

“**SafeStart** makes it a bit more personal. I think that the personal part is one of the driving forces, that you can understand you are looking at your own safety. And you can understand what is causing those accidents that you didn't mean to happen.



Alastair Mccubbin, VP Health & Safety, **Outokumpu Stainless Ltd.**

“**SafeStart** We have seen some fantastic results since implementing the programme. In the first year of using the programme we saw an 80% reduction in lost time accidents, a 40% reduction in lost time hours and a 16% reduction in accidents.



Mike Howells, Logistics Operations Controller, **United Biscuits**

“**SafeStart** is all about the acts you never intended to have. Within the factories it's been really positive in the fact that people are thinking about what it is they are doing; production can't change, plans can't change, but they can change their behaviour. It's been really positive. There's a lot of ownership and they've now learned that safety is their responsibility.



Alison Bowen, HSE Manager, **McCormick & Company**

“**SafeStart** Not only speaking for myself but the rest of the site, **SafeStart** has made a huge difference on site and at home. The biggest difference to me is, it's made me more aware, not only in the work environment, but at home with my family and my children.



Dave Herod, Environment, Health and Safety Advisor, **Stepan Company**

REQUEST A PRESENTATION FROM ONE OF OUR EXPERTS

Your employees deserve to be safe at all times. The success of your company depends on their safety.



SafeStart is more than just safety training. It is a methodology that effectively contributes to the improvement of an organisation's overall performance and to a robust and sustainable safety culture. To ensure a positive return on investment and excellent results, an implementation methodology has been designed and developed over many years to deliver success.

You will find more detail about our implementation model here. Our model has been tried and tested by our clients globally over many years and across the broadest range of industries, proving that anyone can enjoy success on the **SafeStart** journey.

For more information or for an individual implementation plan, please send an email to contact@ssi.safestart.com



   SafeStart International



<https://uk.safestart.com>

contact@ssi.safestart.com

Copyright © 2022 by **SafeStart**. All rights reserved.
SafeStart is a registered trademark of Electrolab Limited.

