

A Safety Message for Leadership

Subject: **Daylight Savings Time Changes**

Date: **October 31, 2011**

This message is intended for an organization's, facility's or company's leadership to assist in demonstrating their personal importance for worker safety.

In most parts of North America next weekend, Daylight Savings Time will end and we'll have to reset our clocks back 1 hour. At this time, we are usually reminded to take a moment and replace the batteries in our smoke detectors in our homes. For leaders this is a great time to invest in a special message to your organization regarding the importance of workplace and off-the-job safety.

Your message can be short but it must be personal. While you probably can't talk to each person, you can start your message by personally cascading it through your immediate staff and directing them to add their personal interest in worker and family safety to their subordinates and so on. You can always use your internal communication team, but you can go farther to demonstrate that you care by actually meeting with a small group of employees on the job. And this goes for the staff and middle management as well.

Your goal is two-fold. First obviously is to remind everyone to be sure their smoke detectors are checked and ready. Encourage everyone to review or develop an emergency escape plan for their homes and family. And don't forget that carbon monoxide detectors are just as important since many people are overcome by this dangerous, odorless gas while they sleep. Remind them to help others in their family that may not get this important, life saving message.

Second, you want to convey to the workforce that you personally care about their safety and the safety of their loved ones. But saying it and writing it just isn't enough. With all the distractions of the world today, your work family needs to understand that their leader demonstrates the priority for safety. Safety can't be rubber stamped; it has to be demonstrated by the leaders. Include in your message how you plan to share the safety message of smoke detectors, carbon monoxide detectors and home safety plan with your family. Many leaders go the next step by actually greeting workers as they arrive for work by personally reminding them of the safety message. You can solidify your message with follow up examples after the weekend of what you, your staff and other workers did to personally send the safety message.

We know that safety affects the worker on the line or at the job site. Often we forget that safety is just as important in the office. Office workers and middle level management are charged with carrying out the priorities of the organization, so including them helps to reinforce your message as it is cascaded through to the first level workers.

This message is provided periodically as an aid to leadership to develop and improve their organization through a strong foundation in health and safety. Call on Leadership Safety Systems to further assist you and your team in achieving your goal of an injury free workplace.

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