Off-the-Job Safety

A SUCCESSFUL SPECIAL EMPHASIS PROJECT

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Off-the-Job Safety
A Successful Special Emphasis Project
Off-the-Job Safety Considerations

- An off-the-job safety program could be considered an extension of the on-the-job safety program
  - Most accidents occur off-the-job
  - Can affect a company’s bottom line
    - Involving health insurance premiums
    - Having a reliable workforce ready to perform
Off-the-Job Safety Perspective

- For many safety professionals, our education and training has focused on
  - Regulatory compliance (i.e., OSHA, MSHA, etc.)
  - Techniques of occupational safety management
- The value of implementing off-the-job safety projects may not be fully realized
Off-the-Job Safety
Initiating a Project

- Many organizations respond to projects when the *return on investment is perceived*

- With a little research within an organization, a return of investment can be easily established concerning economic and humanitarian concerns

- This could also be seen as a contributor to a *Corporate Social Responsibility Policy* that your organization has established
Off-the-Job Safety Researched Children Injuries

According to Nationwide Children’s Hospital, an academic pediatric medical center:

- Every year in the U.S., almost 400,000 children visit the emergency department with bicycle-related injuries.
- The most common injuries are bruises, cuts and broken bones, but the most serious are head injuries.
- 9 out of 10 bicycle riders who die in crashes are not wearing helmets.
- Wearing a bicycle helmet can lower the risk of brain injury by up to 88 percent.
Off-the-Job Safety Benefit Proposal

- The benefits or return on investment that were considered:
  - Providing safety motivation to our workforce, increased employee interest concerning off-the-job safety
  - Possible elimination of cost to the firm of having a child head injury insurance claim
  - Further demonstrating top management's commitment and involvement in the employees' safety
  - Enhancing the firm’s public image
  - The firm’s logo (on the side of the helmets) being seen in our communities
  - Demonstrating the firm being a premier employer for prospective and existing employees
  - Most important, protecting one of the firm's most precious resources, our employees’ children
Off-the-Job Safety Special Emphasis Project

- A child’s bike helmet was offered free of charge to all employees who ordered one for their child or grandchild who rides a bicycle or skateboard.
- The firm’s logo was on the sides of all the helmets ordered.
- Employees placed their orders and address for shipment during a selected month on a specially designed website.
- The firm’s vendor for the helmets designed and managed the website.
Off-the-Job Safety Special Emphasis Project
Off-the-Job Safety Additional Benefit

- This particular project parlayed into further success.
- A recommendation was made by one of the executives from the firm to suggest a donation of $10 to the firm’s **Employee’s Assistance Fund** on the ordering web site.
- The purpose of the Fund is to provide tax-free cash grants to employees who are facing unexpected difficulties.
- Circumstances that may qualify to receive financial assistance are:
  - Serious illness or injury to the employee or the employee’s spouse, child or parent.
  - Natural disasters such as hurricanes or tornadoes.
  - Extreme circumstances such as a home fire.
  - Death of an employee’s spouse, child or parent.
Off-the-Job Safety
Concluding Thought

- As safety professionals, our mission should not just include the prevention of occupational accidents but also accidents that can occur to our co-workers (and family) away from work

- For many of us, this could be considered as our next frontier