

Safety Zone

Safety Motivation and Promotion

A new loss control program often produces a flurry of activities because many departments and employees are involved in its successful operation. A question most often asked by these groups is: What should be done to maintain interest in the program? Without continued motivation, employees begin to lose their positive response to safety. The danger is that their motivation, with time, could drop below pre-program levels.

To maintain interest, management has to direct and handle the loss control activities so that the employees will benefit directly. Interest will be peaked by activities that appeal to them personally. However, everyone is not motivated by the same incentive; therefore, activities that encompass several motivating factors will gain more overall participation.

The key motivating factors are:

- **Self-Preservation:** Fear of personal injury
- **Personal or Material Gains:** Want for reward
- **Loyalty:** Desire to cooperate
- **Responsibility:** Recognition of obligations
- **Pride:** Self-satisfaction and desire for praise
- **Conformity:** Fear of being different
- **Rivalry:** Desire to compete
- **Leadership:** Desire to be outstanding
- **Logic:** Special ability to reason
- **Humanity:** Desire to help others

Programs should be planned using a systematic approach aimed at the factors that are most influential to the affected employees. A systematic approach will be more effective than an unplanned technique.

Safety programs can have many types of promotions to create and maintain interest:

1. **Posters** – Locate them in high-traffic areas. The posters' topics should promote a theme or call attention to a problem. Change them on a regular schedule, based upon local needs.
2. **Handouts** – They can be used in conjunction, to provide reinforcement, with poster themes. Usually they are included in payroll envelopes, can be mailed to the employee's house, or are distributed to workstations.
3. **In-house Newsletters** – A separate section can be devoted to inform employees of current and future loss control activities. They can include messages by top management, achievement toward goals and ideas that worked.
4. **Suggestions** – Employees should be encouraged to submit written ideas and suggestions. Providing a location where they can deposit these ideas, gives them the feeling of having a direct line to management.
5. **Group Safety Meetings** – Generally, these meetings are most effective when they involve top management, and are planned to promote or train. The meetings should only last short durations (up to a ½ hour).
6. **Individual Safety Contacts** – They are performed by the employee's supervisor on a weekly to monthly basis, with one topic as the foundation for discussion. These contacts should follow a planned loss-prevention oriented schedule.
7. **Safety Contests & Campaigns** – These can be designed to reward individuals or groups. The best results are achieved when everyone is involved and many types of activities overlap, to promote the campaign or contest. Reward programs must be carefully planned to produce desired results. For instance, a contest that awards prizes for simply reporting fewer on-the-job-accidents may produce exactly that: fewer reported accidents, not necessarily fewer accidents. In other words, the contest encouraged suppression of serious information from the workers, in hopes of winning a prize. A better approach would be to reward performance to standards, such as percentage compliance with eye protection in a designated area. Management would make notes of discrepancies and deduct the number from the percentage compliance to arrive at a score. Instead of conspiring to not report accidents, incidents and unsafe acts, employees would be encouraged to monitor each other for proper behaviors, so their department would win. And of course, compliance with standards and rules ultimately does result in fewer accidents to report!



Safety Zone



Programs that show an interest from top management through the supervisors to the hourly employee, help to create the spirit of cooperation. Effective communication is a motivational tool. When top management knows and participates in these programs, it displays to all the employees that safety is a company effort.

Employees must be motivated to reach the loss control goals established by top management. Programs designed to reach those goals must be systematic and effective. The more employees are motivated to participate in the loss control program, the more successful it will become.

For additional resources and other safety and risk management subjects, visit the AmTrust Loss Control website: <https://amtrustfinancial.com/loss-control>

CONTACT INFO:

PHONE: 888.486.7466 ext. 363275

WEB: www.amtrustfinancial.com

EMAIL: AskLC@amtrustgroup.com

MAILING ADDRESS: AmTrust North America - 2605 Enterprise Road, Suite 290, Clearwater, FL 33759

AmTrust maintains this article as a service for its customers. This information is intended to give you a place to start when finding information about a particular safety question. This article is not intended to provide authoritative answers to safety and health questions. Before using the information here, the accuracy and appropriateness of the information to your specific situation should be verified by a person qualified to assess all the factors involved.

This article contains hyperlinks to information created and maintained by other public and private organizations. Please be aware that we do not control or guarantee the accuracy, relevance, timeliness or completeness of this outside information. Further, the inclusion of pointers to particular items in hypertext is not intended to reflect their importance, nor is it intended to endorse any views expressed or products or services offered by the author of the reference or the organization operating the site on which the reference is maintained.