

MANAGEMENT LEADERSHIP

Formalize and Publicize Your Commitment to Safety and Health

What Is It?

Management leadership is a demonstrated commitment at the highest levels of an organization to safety and health. It means that business owners, executives, managers, and supervisors make safety and health a core organizational value, establish goals, provide resources, and set a good example. Because managers and workers take their cues from leadership, it's important that all leaders throughout an organization show a visible commitment to safety and health.

How Do You Do It?

You can show management leadership during Safe + Sound Week by **formalizing and publicizing your commitment to safety and health**. A formal commitment, clearly articulated to workers and outside your organization, helps ensure safety and health are a priority. The following are a few suggestions and resources to get you started. You can select one of these activities or choose a different [activity to show management leadership](#) in your organization.

- **Set safety and health program goals:** Establish specific goals and objectives for your safety and health program that will reduce hazard exposure and risk or improve program operation. To help you set these goals, host a meeting with senior management and workers during Safe + Sound Week to discuss and define program objectives and how they will be measured.
 - Ohio Bureau of Workers' Compensation's [Safety Goals and Measurements](#)
 - California Department of Industrial Relations' [Identifying Measurable Safety Goals](#)
 - Campbell Institute's [Transforming EHS Performance Measurement Through Leading Indicators](#)
- **Promote safety and health in new employee recruitment and orientation processes and materials:** Communicate the importance of safety in your workplace from day one by incorporating safety and health policies and program information in new employee recruitment strategies and orientation material and trainings (e.g., update recruitment packets to include your company safety policy, discuss the importance of the organization's commitment to safety in job interviews). Your commitment to safety and health can help your organization recruit and retain the best workers. Once new employees are on board, orientations should include injury, illness, and hazard reporting processes, in addition to safety and health procedures.
- **Establish or update a written policy:** Create a clear, written policy signed by top management describing the organization's commitment to safety and health. Set aside time during the week to gather input from workers. If you already have a safety and health policy, consider updating it to reflect any safety and health concerns raised during Safe + Sound Week.
 - OSHA's [Small Business Handbook](#) (Appendix B: Model Policy Statements)
- **Include safety and health in business decisions:** Review and modify your business procedures—such as production, purchasing, contracting, or space renovations and alterations—to ensure they take safety and health into consideration. For example, when selecting

any on-site contractors, make sure safety is one of their core organizational values.

- Allocate additional resources:** Put your money where your mouth is. Safety and health messages and policies will only be realized if adequate money, time, and expertise are available. For example, you might consider bringing in a professional to assist you with challenging safety and health issues or creating a new safety and health position if you don't already have one. You could also evaluate any outstanding safety action items, such as replacement or maintenance of potentially unsafe equipment, replenishing safety supplies, or the need to conduct workplace safety or health assessments (e.g., ergonomics, noise, chemical exposures). Determine what resources are needed to address these safety concerns and establish a plan for action. Resources invested in preventing injuries and illnesses will pay dividends in avoiding injury costs and disruptions to production.
- Request a no-cost and confidential OSHA consultation:** To help your organization maintain a safe workplace, consider using OSHA's no-cost and confidential On-Site Consultation Program for safety and health services. Through this service, consultants from state agencies or universities can help you identify workplace hazards and establish and improve your safety and health program.
 - OSHA's [On-Site Consultation Program](#)
- Pursue OSHA VPP or SHARP status:** Promote your organization's commitment to safety by joining OSHA's Voluntary Protection Program (VPP) or OSHA's Safety and Health Achievement Recognition Program (SHARP). VPP and SHARP businesses are models of workplace safety and health and enhance competitiveness and productivity with their safety commitment.
 - OSHA's [VPP](#)
 - OSHA's [SHARP](#)
- Or, create your own activity!**

How Do You Make It Effective?

Start at the top: Have the highest-level executive/leader/manager conduct the new employee orientation safety session, sign the written policy, or engage workers in discussions about setting safety and health program goals.

Make it personal: Explain why safety is important to the organization by sharing a senior leader's story about how you, the business, or someone you know has been impacted by workplace hazards.

Share resources: If you're not sure where to start, check your professional or industry network for sample safety and health goals or policies.

Show Your Commitment to Safety and Health

Remember to share your commitment to a safe and healthy workplace with all involved in your operations, including workers, contractors, customers, suppliers, and other stakeholders. Here are a few ways to do that:

- Publish your company's safety and health policy in a prominent place on your website, brochures, annual reports, invoices, newsletters, and worker recruitment materials.
- Post a draft safety and health policy in break rooms, in a binder in a common area, or on your intranet site. Invite workers to comment or offer suggestions.
- Share your policy and examples of how it benefits your business with your customers, suppliers, and industry peers.

Visit the [Safe + Sound Campaign](#) website to learn more about safety and health programs.