

Worksheet #				
1a	1b	1c	2a	2b
3a	3b	4a	4b	

Define Program Goals

Take these steps to define your program goals:

1. Set specific, realistic, measurable goals for your safety and health program (Worksheet 2a).
2. Communicate your commitment to reaching your program goals (Worksheet 2b).

To-Do

- Review the list of ways to communicate.
- Brainstorm how you can use each type of communication to show your commitment.
- Develop messages that focus on prevention, leading by example, and conveying concrete action items.

Communicate your commitment to reaching your program goals

Once you have set your safety and health program goals, it won't be enough to just post them on a wall or your website. You need to communicate your commitment to them—to managers, supervisors, and workers—through your words and actions.

This will help show that you are fully dedicated to eliminating hazards, protecting workers, and continuously improving workplace safety and health.

Ways to communicate your commitment to reaching your goals

Verbal communication. Here are a few examples of how you can tell others about your commitment to reaching your program goals:

- Discuss safety and health issues at your weekly team meetings.
- Include safety and health in company-wide meetings or toolbox talks.
- Spend time on walkthroughs talking with workers about what you'd like to achieve. Ask for their input.

What is one way you would verbally communicate your commitment to reaching your goals?

Non-verbal communication. You've heard it said: actions speak louder than words. Here are a few examples of how you can non-verbally communicate your commitment to reaching your program goals:

- Practice active listening (see box).
- Give your full attention during safety inspections. For example, put away your phone (or don't have it with you).
- Set the example for safety and health practices. For example, always wear safety protections when required, become CPR and/or AED certified, and take part in emergency drills as if they were real emergencies.
- Initiate conversations about safety. Ask workers for input on how to meet the goals.
- Invite workers to safety and health "office hours," where you encourage any worker to speak with management about safety concerns in a non-judgmental setting.

Tips for Active Listening

- Make eye contact.
- Use open body language (e.g., turn your face toward the person you are talking to).
- While you're listening, avoid thinking about what you'll say next.
- Paraphrase what you heard.
- Ask questions for clarification.
- Don't interrupt.

What is one way you would non-verbally communicate your commitment to reaching your goals?

Written communication. When writing about your safety and health program—in an email, memo, report, social media post, contract, or something else—make sure you are clearly and concisely communicating your commitment to reaching your goals. Here are a few examples of how you can use written communication:

- Draft a safety message to add it to your company's annual report.
- Include an article about your safety and health program in the company newsletter.
- Write a social media post about your company's safety and health goals.

What is one way you would write about your commitment to reaching your goals?

Visual communication. Visual communication is all around us. Televisions are running all the time; social media includes photos, videos, or memes; and advertisers use imagery to sell us products and/or ideas. Add visual communication to your own toolbox. Here are a few examples of how:

- Create image-based posters with safety and health messages and post them in breakrooms.
- Develop a social media post with images that show your safety and health program progress.
- Set up a closed-circuit television near the entrance to your facility that has safety and health messaging along with images or videos.

What is one way you would use visual communication to reinforce your commitment to reaching your goals?

Pro Tip

To develop a message that conveys safety and health program goals:

- Focus on your big goal: prevention.
- Lead by example and be accountable.
- Provide concrete, achievable action items.

Below is an example of a safety message that you could adapt and send as an annual notice to workers, add to the corporate report, or put on the agenda for an all-hands meeting.

Dear Colleagues,

This company is committed to providing a safe workplace for everyone who works here. Without a safe workforce, we would have no product to sell. Protecting your safety, health, and well-being is a core value of our company.

We have posted our company's safety policy statement in the breakroom and on our website. This statement reflects my commitment to keeping you safe at work, and also everyone's responsibility to work safely and report safety-related concerns. It says that our #1 priority is prevention—in other words, finding hazards and preventing an injury before it happens to you or anyone else.

Thanks to everyone who has volunteered to be a company safety champion. This group will help me identify areas where we need to step up our attention to safety and where hazards need to be addressed. If you know about an unsafe task, have an idea for improving safety on the job, or want to report a hazard, you can fill out a safety reporting form or visit me during my safety office hours, which are Tuesdays and Thursdays from 10:00 a.m. to 12:00 p.m.

We will investigate all safety issues or concerns brought to my attention. I will provide the results of these investigations to the safety champions, senior management, and the workers who notified us of the issue.

This year's goal is to double the number of hazards that get reported, so that we can tackle these issues and improve the safety of our workspaces. If you see something, please tell me or one of our safety champions. There will never be retaliation for anyone seeking to improve the safety of our workplace.

Please feel free to reach out at any time if you have any questions or concerns.

Sincerely,

Name, President
Company Name

DRAFT - U