

Communicate Your Commitment to a Safety and Health Program

Step 1.

Build your case for a safety and health program

Safety and health programs are a proven way to prevent workplace injuries, illnesses, and deaths. For the program to be effective, everyone in your business should understand why improving safety and health is important.

How can you build this understanding throughout your business? Begin by choosing a few people (or one person if you are a small business) to help you. You will work with this team to build your case for a safety and health program and carry the message to everyone else. They should be people who can help you drive change within the business. Consider choosing people, both workers and managers, who represent different areas of the business, shifts, and facilities. You want to learn about motivations for improving safety at every level.

Why should the business, or any person in your business, use their time, energy, and resources to improve safety and health? Meet with your team to assess the reasons your business needs a safety and health program. If your business is very small, consider including everyone in this activity.

Use the table on the next page to consider motivations you and your business have for improving safety and health. Add any to the list you think should be included under “Other.” Then rank them in order of importance to your business, with 1 being the most important, 2 the next most important, etc. Note whether you have any examples or data to support your ranking. For example, if you give a high rank to “Lower our workers’ compensation and other costs from injuries and illnesses,” note what costs, or increased costs, support that ranking.

Different people will likely rank motivations differently. That’s only natural. In fact, this range of opinion will help you plan for change and better communicate in ways that reach everyone.

Step 2.

Write a safety and health policy

To Do

- ☐ Form a small team of “safety champions”—people who can help you form your safety and health program and drive change in your business.
- ☐ Assess the reasons your business needs a safety and health program.

Team members

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Motivations for Improving Safety and Health

After working on the individual rankings and motivations, review what you’ve identified as a group and come to a consensus on the top three reasons for a safety and health program at your business.

MOTIVATIONS FOR IMPROVING SAFETY AND HEALTH AT OUR BUSINESS	Ranking (1 = the most important for your business, 2 = next most important, etc.)	Why did you select this ranking (examples or data)?
Prevent suffering and hardships from work-related injuries and illnesses		
Make sure we can all go home safely to our families every day		
Prevent injuries or illnesses that could harm our quality of life outside the workplace		
Lower our workers’ compensation and other costs from injuries and illnesses		
Avoid business disruptions from safety incidents (turnover, down time, etc.)		
Meet legal requirements		
Improve workers’ morale and job satisfaction		
Boost our company’s reputation		
Improve our processes, products, and services		
Other:		
Other:		
Other:		



Dollars and cents matter, but when it comes to safety and health, your message needs to ring true for everyone. Find out what matters most to people throughout your business. Use this assessment to help drive change.

Top Three Reasons for a Safety and Health Program at Our Company

1.

2.

3.