

SAFETY COMMUNICATIONS:

WHY WHEN & HOW



Why do we Communicate?



TO GET AND GIVE INFORMATION



TO ENSURE UNDERSTANDING



TO PERSUADE



TO CHANGE BEHAVIOUR



TO GET ACTION



TO MEET LEGAL AND OTHER REQUIREMENTS E.G. ISO 45001

When Should we Communicate?



ONBOARDING OF NEW STAFF



REFRESHER TRAINING



CHANGES TO PROCEDURES



START OF SHIFT / SHIFT HANDOVER



AFTER AN INCIDENT

The Safety Communication Gap: Why Words Fail





Text-heavy manuals are rarely read.



Language & Literacy Barriers

Text isn't universal.

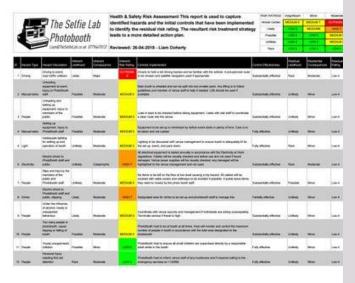


Low Retention

Auditory warnings are quickly forgotten.

The right information, to the right people, at the right time... but is it?

- Language barriers
- Time barriers
- Skills barriers
- Learning styles





Takes freely as the bugget cours of workplace deaths in the UK and one of the mon longer as the bugget cours of workplace deaths in the UK and one of the mon courses freely project.

See the course of the course This policy is applicable to all staff, contractors, and sub-contractors working with/for The PCS Group. Folicy Details Work of Height
This is work in any place of a bove, or below ground level where a person could be
the swork in any place of above. This can also include means of access analyte agrees
to a place of work.
Work of Height does not include sign, fig., or all on the same level, nor does it include
walking up or down a permanent of access in a busiliary. Means any machinery, appliance, apparatus, tool, or installation for use at work (Provision and Use of Work Equipment Regulations 1998 (2)) (http://www.hse.gov.uk/pubns/inda455.pdf.(31) Ladders can be used for low-isk, short-duration activities that do not require higher-lev

tables can be dead of which is non-deadles and step laddes should be used for no more than 30 minutes. Training is required in the safe use of ladders and uses must be deemed competent to be able to use the equipment safety. A pre-use check of ladders should be carried out: pre-use check or statutes announced by the state of the state of the state of the beginning of the working day

• All the beginning of the working day

• After comething has changed a.g. If the ladder has been dropped or damaged, movedfrom a dirty to a clean area, etc. Items to check

The Stiles – ensure they are not bent or damaged, as the ladder could buckle or

at work; the risks to the health and safety of persons not in the company employment [learners] arising out of or connected with the undertaking.

Risk Assessment is a key element in the process of successful health and safety mortagement. Heapware employees to be proached and activally deterfly sact and, effective method of dealing with health and safety problems have effective method of dealing with health and safety problems have responsing to incident in an advise the process. Risk Assessment can identify welcomest can, when put let a cost, in odd to a safer healther, and more productive workforce. If should be remembered that the IFCS Group views safety, not a ferm of how much if costs but in his work of its own.

Monogeneral must ensure that the significant findings of an assessment are increased. Any particular group of this must also be identified. As part of the fall, Assessment process, there must be a procedure in pictor to the rectification of interesting this, as well as what to do in the interin between identification and rectification. The PCC Group understand both this process will define their control.

On responsibility of the contract's Area Manager to ensure that all responsibilities are

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Assessments

No employee of the PCS Croup may comy on any work lable to expose start or

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security of the first control by the work and of the stess needed to comply
with specific regulations, have been carried out.

Reports will be made by informing the Health and Safety Executive Incident Contact Control on ID345 300 99 23.

retinaring a was environment and positives and supports mental well-bring for all employees Helping, advice, and support to people who experience a mental health condition while in employment Support for staff refurring to work after a period of absence due to mental health conditions.

As an employer, we aim to create and promote a workplace environment that supports and promotes the mental wellbeing of all employees. We acknowledge that certain working conditions and practices can negativel affect employees' mental wellbeing, including aspects of work organisation.

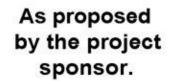
wellbeing.

• Provide opportunities for employees to look after their mental wellbeing.

WHEN COMMUNICATION GOES WRONG

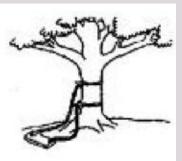
Ineffective communication causes errors



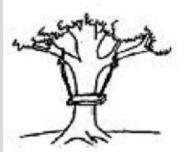




As specified in the project request.



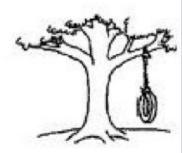
As designed by the senior architect.



As produced by the engineers.



As installed at the user's site.



What the customer really wanted.







The Science of Seeing: Why Our Brains Love Visuals

Speed: Visuals are processed 60,000 times faster than text.

Universality: Images transcend language barriers.

Retention: We remember 80% of what we see, compared to 20% of what we read.

The Visual Toolkit: 3 Pillars of Modern H&S

Pillar 1: Visual Alerts & Signage

- Purpose: The Quick Fix
- Example:

 Standardised
 symbols, updated
 LOTO tags, floor
 markings.

Pillar 2: Procedural Graphics

- Purpose: The Stepby-Step
- Example:

 Infographics,
 flowcharts, short
 'How-To' guides for complex tasks.

Pillar 3: Culture & Engagement Media

- Purpose: The Buy-In
- Example: Safety videos, digital screens, visual storytelling of nearmisses.



I can do that... I have a smart phone...



Yes, but is it the right tool for the job?



Do you have the skills? (planning, filming, editing, postproduction addons?)



Do you have the time? What is the cost of your time?



Getting buy-in... do it right once and get the results you need.

The Joy of DIY!







Time to call in the professionals



Getting Started

- The business case
 - Purpose
 - Benefit
 - Cost
 - Deliverables
 - Timescales
- Getting buy-in
- Getting the right people in the room



Getting the Order Right

- Always start at the end
 - Identify what you what to achieve
 - Define your scope
 - Know what you need to deliver



Planning



Decide on the 'must captures'

What do you have to include?



Write the script

Set out your thoughts to a structure



Define the resources

People

Machinery

Locations

Permits

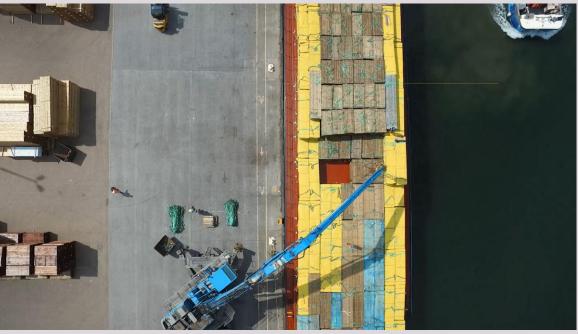
Reviewing the Options

- Traditional filming
- Drone footage
- Graphics
- Art
- Animation
- Stills
- Vox pops



Examples of What Was Delivered





Your Action Plan: 5 Steps to Visual Communication



1. Audit Your Top 5 Hazards: Focus on procedures with the highest risk/incident rates.



2. Simplify to the Core: Strip away all unnecessary text; aim to teach the procedure in 4-6 images.



3. Go Digital & Mobile: Use screens, QR codes, and internal apps to deliver content.



4. Involve Your Workers: Use employee input/participation to create relatable content.



5. Measure the Engagement: Track resource usage and correlate it with incident data.

Remember



It's all about people – we all learn differently



Don't forget barriers to communication e.g. language, culture, learning styles, learning locations etc.



Be clear on what you need to communicate and why



Make it relevant



Keep it fresh, current and up to date



Clarity is the Currency of Safety: Eliminate ambiguity through simple, standardized visuals.

Key Takeaways



Engagement is the New Compliance: Safety must be interesting to be effective.



Visual Culture is a Safer Culture: Your communication reflects your commitment to your people.

