



WorkSafeMT

OUR VISION

Montana workers and workplaces safe and secure from injury, illness, and death.

MISSION

The purpose of WorkSafeMT is to inspire and advocate a culture of safety, health, and stay at work/return to work, throughout Montana; to reduce injuries, illnesses, deaths, and economic losses.

CULTURE

Culture (general definition) consists of group norms of behavior and the underlying shared values that help keep those norms in place.

SAFETY CULTURE?

Safety culture is the total sum of demonstrated norms and behaviors (and underlying values) within a company, as they relate to performing tasks safely.

Every workplace already has a safety culture.

How does culture change?

- Powerful people (influencers) at the top, or a large enough group of opinion leaders (influencers) from anywhere in the organization, decide the old ways are not working, start acting differently, and enlist others to act differently.
- If the new actions produce better results, if the results are communicated and celebrated, and if they are not killed off by the old culture fighting its rear-guard action, new norms will form and new shared values will grow.

How do we encourage positive cultural change?

- First – people (influencers) need to recognize that the current culture is not working.
- Second – influencers begin to practice specific behavioral changes– the influencers begin to act differently.
- Next – promote and support those who ‘get it’ and are practicing best practices – make them role models. Share their success stories.

This is true for a single organization
and for large scale cultural change.

“Culture Eats Strategy for Lunch”*

- As much as half of the difference in operating profit between organizations can be attributed to effective cultures.
- Engaged employees are 5x less likely than non-engaged employees to have a safety incident and 7x less likely to have a lost time incident.
- Health safety cultures are healthy organizational cultures.

*Quote from Peter F. Drucker

Traits of Cultures that Thrive*

- Teamwork & collaboration – including support for upward communication.
- Organization's commitment to safety & concern for employee well-being (as perceived by employees).
- Respect & trust – Workers to workers, and workers to management.
- Fairness of supervisors and management.

By 'thrive' we mean they are also profitable, effective, and sustainable.

Leading Change

- Create a sense of urgency
- Create and communicate an inspiring vision
- Build and empower a broad base of influencers
- Generate and then celebrate short term wins
- Stay with it until it sticks

WorkSafeMT successes

- Created a sense of urgency = Massive public awareness campaign – 2009 to 2011
- Communicated the preferred vision = our videos of success stories.
- Training and education. SafetyFestMT provides employees with knowledge of what needs to change and how to make positive changes.

WorkSafeMT (current focus)

- Engage the influencers at the top (CEO's)
- Create a safety movement among younger workers (they are primarily influenced by their peers)
- Build network(s) of role safety models to create peer group support
- Celebrating success stories – highlight safety influencers

Challenges

- Private sector investment is a great indicator of how we are doing in changing the safety culture. Lack of funding = no genuine change.
- Other issues are higher priorities.
 - Health care, health insurance
 - Employment insecurity, and high rates of unemployment
 - Low levels of employee engagement

Private NonProfit

- We will know that we are positively influencing Montana's workplace safety culture when the private sector (employers and employees) value safety with their time and money.
- Our private sector fundraising/friend-raising activities move us toward our vision... while they also support our programs.

How can leaders contribute to our mission and vision?

- Personally act as ‘influencers’ and make health, well-being, and safety of employees and co-workers a core value.
- Increase the ‘intrinsic’ motivators for those who are leading the change through public recognition.
- Create supportive networks (positive peer groups) for the influencers.

What can the legislature do to advance our mission and vision?

- Workers' compensation rates are not the core value. The well-being of human beings is the core value.
- Collaborate with the private sector through matching funds grants for safety social marketing campaigns.



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www.worksafemt.com