

Safety Motivation and Promotion

A new loss control program often produces a flurry of activities. Many departments are involved, and then there is a high degree of participation by all employees. But how do you maintain interest in the program? Without continued motivation, employee response will gradually taper off, and after six months, the interest may be at a pre-program level.

To maintain interest, management has to direct and control activities so the employees will benefit directly. Interest will be aroused by activities that appeal to them personally. However, everyone is not motivated by the same incentive therefore activities that encompass several motivating factors will gain more overall participation. The key motivating factors are:

Self Preservation: Fear of personal injury
Personal or Material Gain: Desire for reward
Loyalty: Desire to cooperate
Responsibility: Recognition of obligations
Pride: Self-satisfaction and desire to praise

Conformity: Fear of being different
Rivalry: Desire to compete
Leadership: Desire to be outstanding
Logic: Special ability to reason
Humanity: Desire to help others

Programs should be planned using a systematic approach aimed at the factors that are most influential to the affected employees. This will be much more effective than a hit-or-miss technique.

There are many types of program promotions that can create and maintain interest in the loss control efforts:

- A. Posters – selected to promote a theme or call attention to a problem and changed at least monthly.
- B. Handouts – can be used in conjunction with monthly posters, usually included in payroll envelope.
- C. In-House Newsletters – a section can be devoted to inform employees of current and future loss control activities, messages by top management, and ideas that worked.
- D. Suggestions – employees should be encouraged to submit ideas and suggestions.
- E. Group Safety Meetings – most effective when they involve top management, are planned to promote or train and are short in duration (up to one half hour).
- F. Individual Safety Contracts – usually performed by the employees' supervisor on a scheduled basis with one topic as the basis of discussion.
- G. Safety Campaigns – best results are achieved when everyone is involved and many types of activities interface to promote the campaign.

Programs that show an interest from top management, through the supervisors to the employees, help create the spirit of cooperation. When top management knows and participates in the program, it communicates to all employees that safety is a company effort.

Employees must be motivated to reach the loss control goals established by top management. Programs that are designed to reach those goals must be systematic and effective. The more employees motivated to participate in the Loss Control Program, the more successful it will become.