

Selling Safety to the Hispanic Community

**Applying Business Marketing Practices
to the Occupational Safety Process**

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The Five Components



“The first duty of business is to survive, and the guiding principle of business economics is not maximization of profit -- it is avoidance of loss.” *Peter Drucker*

An organization’s competitive advantage and leadership in the area of workplace safety depends on its ability to integrate and execute the following:

1. Attitude

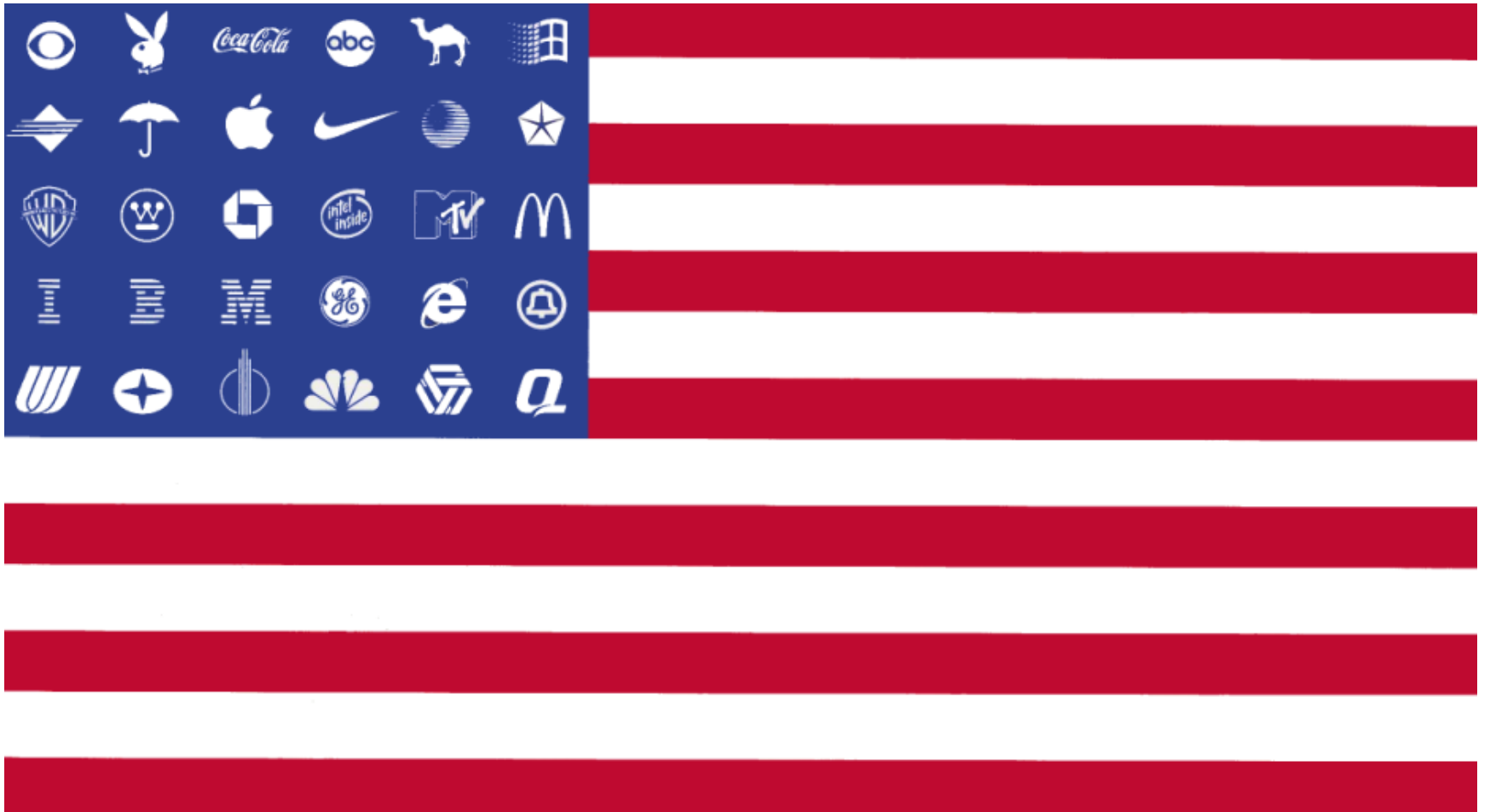
2. Education

3. Compliance

4. Motivation

5. Enforcement

What Fortune 500 Companies Do...

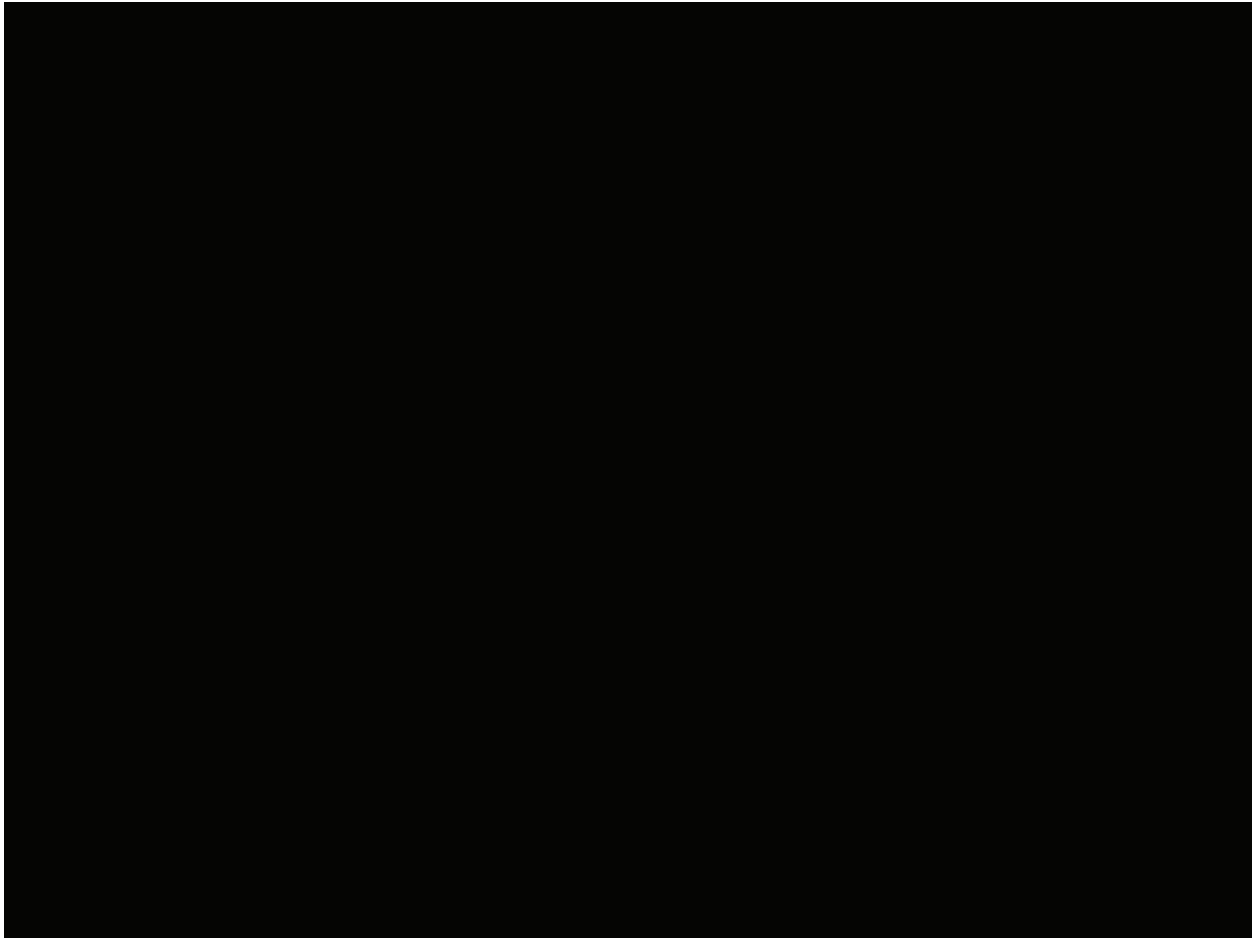


Built to Last

Challenge: Establish high standards and then encourage and coach others to achieve beyond the expected for their benefit as well as the organization's.

Support: Find ways to demonstrate your belief that the team will perform more than they otherwise would or believed they were able to.

Improve: Rigorously review and continuously improve leadership, culture, equipment, and systems that affect how work is done.



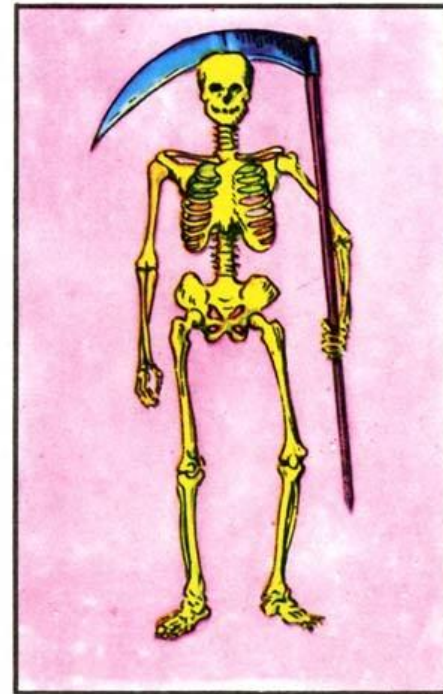
True or False?

- Statistics show employers are finally getting a grip on safety for non-English speaking workers.
- False! Quite the opposite. Stats for 2004 show fatalities rose 11% among Hispanic and Latino workers. Source: Supervisors Safety Bulletin, November 29, 2005



Marketing Safety to the Hispanic Community

- Q. Why do we need to market/sell safety?
- Q. Shouldn't workers want to go home whole and healthy at the end of their work day?



Safety is a Choice, Not an Instinct!

- “Awareness of safety does not come naturally; we all need to be trained to work safely.”
DuPont
- “Workers in the California farming, forestry and fishing industries are at the greatest risk of being fatally injured on the job.” *Cal/OSHA*



5 Levels of Lucky

Know Your Target Market

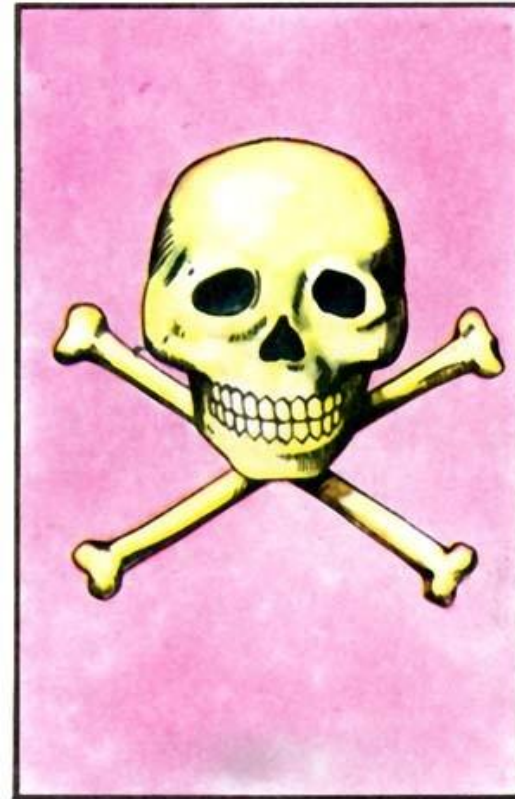
- Laborers are predominantly Hispanic of Mexican origin
- Hard-working
- High hazard occupations
- Survival mentality
- Low levels of literacy





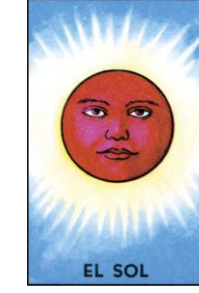
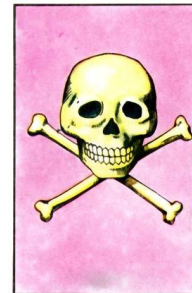
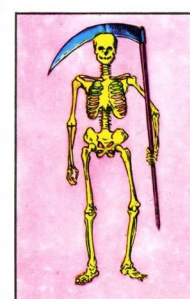
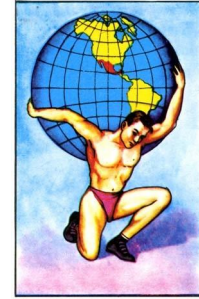
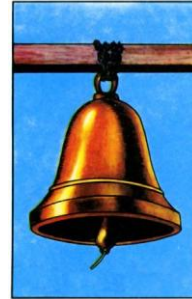
A. I. D. A.

- **Attention**
- **Interest**
- **Decision**
- **Action**
- Get worker **ATTENTION**, and create **INTEREST** for employees to make a conscious **DECISION** to work/**ACT** safely.



Loteria

- A series of training cards based on a popular Mexican bingo game – Loteria – were developed to arouse **ATTENTION** and create **INTEREST** in occupational safety.



The 10 Safety Traditions

1. Our individual and collective safety should come first.
2. Our goal is to return whole and healthy to our families at the end of our workday.
3. The first safety requirement is to lead by example.
4. We recognize that if we all practice safety procedures individually, we will create a safe environment for everybody.
5. Our primary purpose is to build and maintain a productive safety environment.
6. We shall not place other business goals ahead of safety, if doing so will cause harm or injury to ourselves or others.
7. Every employee has the responsibility to correct another employee who is not practicing proper safety procedures.
8. Safety practices should never be compromised for any reason or compensation.
9. Employees should constructively enforce safety rules with positive reinforcement.
10. Attitude is ACTitude; always reminding us that safety is a conscious, deliberate ACT.

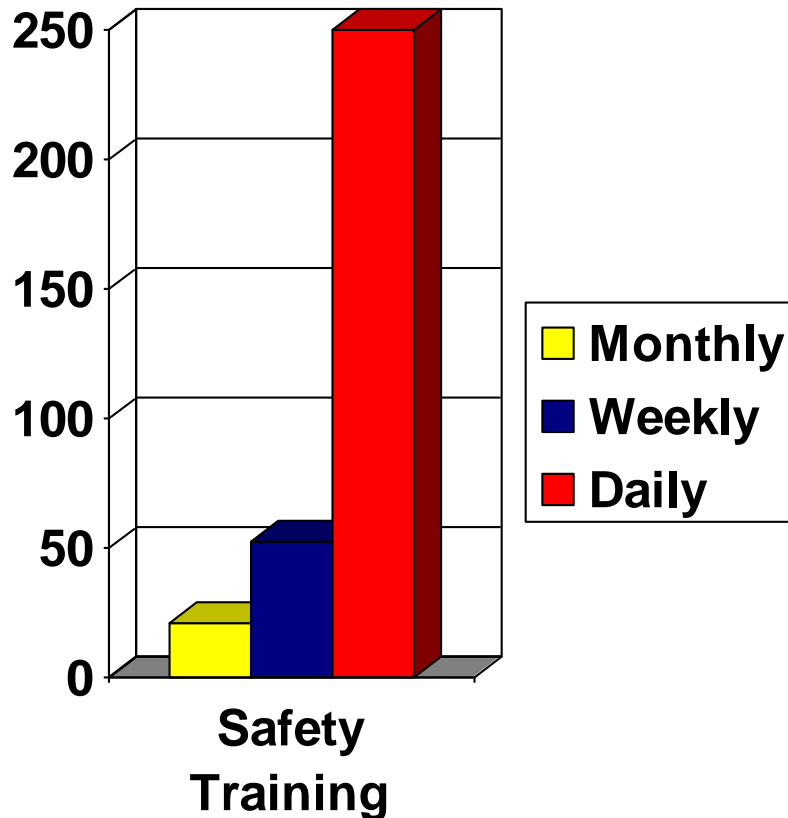


Frequency

- Marketing professionals know that relentless, aggressive advertising and promotion will keep their products “top of mind,” a prerequisite for selling a product or service.
- The frequency of safety training is proportional to the level of employee commitment. If you want employees to “buy into” your safety program, you have to sell it aggressively.



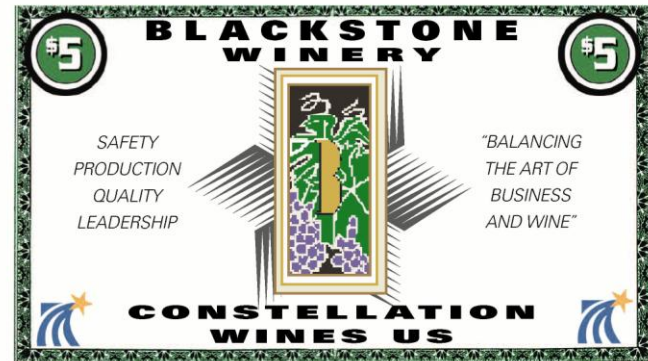
How Often Do You Do It?



- Monthly – What kind of results do you get by going to the fitness center 1/month?
- Weekly – Is a weekly reminder enough for young children to remember to brush their teeth?
- Daily – If running a successful business requires that all functions – Accounting, Finance, HR, Sales – operate on a daily basis, shouldn't employee safety training be an integral part of your daily operations too?

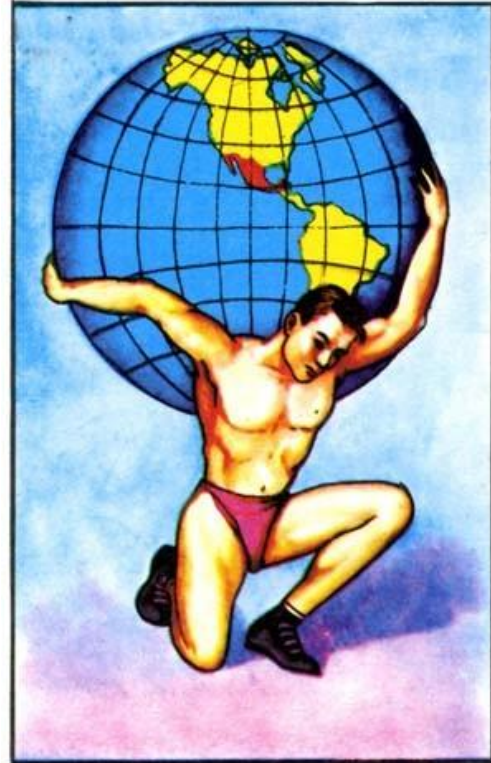
Promotion/Incentives

- Frequent flyer programs
- Free gift with purchase
- Buy 12 get 1 free
- Promotional sales
- Safety dollars



Just Do It

- A California farm labor contractor with approximately 1300 employees in harvesting and food processing operations adopted this marketing approach. They begin each workday with a 2-3 minute safety tip. They begin each week with a 10-15 minute tailgate meeting. They begin each season with mandated safety training. In two years, the company reduced their injury frequency rate by more than 75%! This approach also yielded improved employee morale and retention, productivity and safety excellence as an integral part of all business activities.



Thank you.

**When training ends,
leadership begins!**



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