



**SAFETY.CAT.COM™**

# CATERPILLAR SAFETY NEWS

A NEWSLETTER FROM CATERPILLAR SAFETY SERVICES

4TH QUARTER 2011



## 2011 YEAR-END WRAP UP

Caterpillar Safety Services has had an exciting year, to say the least! We started off the year with an acquisition to bring safety culture consulting from CoreMedia to the forefront of our service offerings. Our team, services and goals have expanded greatly.

Our team has worked hard this year to integrate our service offerings with the Caterpillar brand to reach a greater audience of people all while fulfilling our increasing customer needs. We strive to provide our clients with the best services available in the safety industry, and we pride ourselves on helping organizations improve their safety cultures, which we know ultimately saves lives. Our staff is passionate about implementing a culture of zero-incident performance and we hope we've passed that enthusiasm on to our clients and potential clients.

Next year brings even bigger goals for Caterpillar Safety Services, which is why we are in the process of on-boarding highly skilled talent. We are dedicated to bringing the best of the best to our team. We desire to drive a culture of excellence and teamwork which serves our customers. As we move into a new year, we will continue to strive to meet our vision statement:

*Caterpillar Safety Services provides safety consulting, products and resources that exceed customer expectations, making us a global industry leader in safety solutions. We lead our customers and our partners on a journey to zero with our committed and talented workforce. Our service offerings provide customers with the necessary tools and knowledge to produce and sustain a **culture of zero-incident performance.***

Caterpillar Safety Services would like to wish you all safe and happy holidays this season, and we hope to be a part of elevating you to the next level of safety in 2012.

Wishing you all the best,

**Caterpillar Safety Services**

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## HOLIDAY SHUT DOWN

Caterpillar Safety Services will be implementing the corporate-wide holiday shut down from December 24 – January 2. Therefore, during that time, our staff will be out of the office and unavailable. We will return to the office on Tuesday, January 3 and resume regular business hours. Happy holidays!

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## SUCCESS STORY: SNOHOMISH

### SITUATION

#### Incidents occurring even with good safety rules and procedures in place

Snohomish County PUD is the second largest publicly owned utility in the state of Washington providing electrical and water services for over 320,000 customers in the county. Despite having sufficient safety rules, procedures, good tools and equipment and training in place, incidents continued to occur at Snohomish. In 2009, Chris Heimgartner, the new Assistant General Manager, Gregg Milne, Safety Manager for Snohomish, and other leaders came to a smart conclusion; incidents were still happening because of the way safety was viewed within the organization. It was decided it would be best to have outside professionals come in to help improve the safety culture of Snohomish.

With Chris Heimgartner on-board, and with his years of experience and knowledge in how the safety culture of an organization can dramatically impact its safety performance, he immediately engaged in "selling" the idea of improving Snohomish's safety culture to employees at many levels in the organization. Snohomish also felt it was very important to have their joint safety committee with representation from the union to support this as well. After the safety committee voiced their support, it was time to start looking for outside consultants.

After researching companies, prices and services of outside support, some consulting candidates were interviewed and Caterpillar Safety Services (formerly CoreMedia) was the clear leader, especially after meeting the Caterpillar Safety Services consultant in person.

*"Todd Efird, the consultant we worked with, has been great! He works really well with our people and fits right in,"* says Milne. *"Efird has been a key part to our successes."*

### SOLUTION

#### Engaging employees to implement change

Snohomish participated in the entire Zero-Incident Performance (ZIP™) process by educating all upper management (not just the few that were initially good with this concept) on the importance of safety culture with a Leadership Roundtable event, gathered all safety perceptions of the organization by conducting a Safety Perception Survey, held supervisor training sessions to get all levels of management on-board, and most importantly, engaged employees to develop and implement the safety improvements themselves.

The data from the Safety Perception Survey helped Snohomish identify the key areas for improvement; the main focus area was

recognition for good performance. So, this was the topic covered in the first employee-driven Continuous Improvement team, also known as a Kaizen Team.

*"The Kaizen process was definitely the most valuable part of our experience with Caterpillar Safety Services,"* explains Milne. *"It started to establish credibility for our organization because we wanted to hear from employees. When the participants came into the 5-day Kaizen Blitz they didn't know what it was all about, but when they left they had a clear understanding of the value of a safety culture, their role, the future plan and they could really see the value in what we were doing."*



The Snohomish Continuous Improvement team came out of the Kaizen Blitz with a documented implementation plan for improving recognition, specific activities and responsibilities of team members and a communication plan. All of these items had to be presented and

approved by upper management. The team of employees was pleasantly surprised when their leadership team completely accepted their recommendations, thanked them for the presentation and gave recognition for their efforts.

When it came to rolling out these newly developed processes, Snohomish wanted to take it to the next level; they wanted to broaden the core knowledge of safety culture improvement along with rolling out the improvement processes for recognition. Therefore, they educated each employee on the value of a safety culture while implementing the new processes.

Since the initial Continuous Improvement team's rollout and implementation, two other employee-driven Continuous Improvement teams have been implemented on other topics identified in the Safety Perception Survey data.

### RESULTS

#### Changed culture leads to changed perspective

Due to implementing the Caterpillar Safety Services ZIP process, Snohomish has seen positive changes in their safety culture and safety metrics. Every level of management and front line employees has seen the dedication (time, resources, money, etc.) Snohomish has put forth on efforts to improve safety for its organization. Employees now see a difference in how management operates. Part of the process developed by one of the Continuous Improvement teams was an accountability system for management to resolve any safety issues that are reported, and this is being successfully implemented for quick and effective safety improvements.

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## (Success Story continued)

Also, employees now receive positive recognition for doing things correctly. The survey indicated this as an area for improvement, the Continuous Improvement team determined how to resolve it and now management is actively participating by giving recognition where and when it is due. Employees see this and it has helped change their perception of safety at Snohomish – they now see it is something management values and something everyone believes in.

Snohomish plans to continue implementing the ZIP process on their own since that is one advantage of Caterpillar Safety Services – we educate an organization on the right tools and processes so they can then “own” their safety improvements.

*“The knowledge, tools and processes Caterpillar Safety Services provided will help us continue improving safety at Snohomish,” says Heimgartner. “Now we know the process to identify areas we need to improve and we know the method to use to improve our processes.” ■*

## ORDER YOUR CAT® BALL CAP & SAFETY VEST TODAY!

Did you know Caterpillar Safety Services sells Cat® ball cap and safety vests? Quickly and easily place your order online with us today! Purchase these items for yourself or for someone else. Not only does this merchandise have the Cat brand, but each also includes a safety message to show your dedication.



### Order Now!

» [Cat Ball Cap](#)

» [Cat Safety Vest](#)

## NEAR MISS REPORTING

### How many near misses are being missed?

An effective Near Miss Reporting system can have a significant impact on the safety of an organization. Caterpillar Safety Services offers a full-day instructor-led workshop to help participants understand the importance of near misses and why a reporting system is often considered the foundation for a thriving safety culture.

Lessons from this workshop center around corrective-action follow-up, communication and why near misses need to be celebrated, not hidden.

### Learning Outcomes

1. Recognize the impact near misses (reporting, tracking and follow-up) have on the safety culture via communication, continuous improvement and eliminating risk.
2. Understand and apply the near-miss and incident investigation steps to determine what happened, who was involved, how it happened, why it happened and points of intervention.
3. Acknowledge that the definition of a near miss is “in the eyes of the beholder” and why it’s important to champion employees who speak up.
4. Learn how to gather fact-based data, analyze that data, and transform it into action items for future use.
5. Recognize how errors and failures can help prevent incident recurrence, elevate awareness of risk, improve safety performance and enhance productivity.

### Other Near Miss Reporting Resources:

#### Interested in Near Miss Reporting information, but can't participate in an all-day workshop?

Caterpillar Safety Services Senior Consultant, Mike Williamsen, Ph.D., conducted a webinar in early October on Near Miss Reporting. An archived version of this webinar is available if you're interested in learning more.

» [Access the archived version online](#)



#### Want a DVD on Near Miss Reporting that can be shown to a large group of people at once?

The curriculum behind R.E.P.O.R.T. It! - Near Miss Reporting is designed not only to help break down communication barriers among co-workers and between supervisors and the people on the front-line, but it also explains how a positive and systematic approach effectively gets everyone on board.

» [Purchase the DVD today](#)

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## 2012 WEBINAR SCHEDULE: MARK YOUR CALENDARS

This year we had several attendees to our free monthly webinars, and based on the feedback we've received we will continue these webinars in 2012. The current (and tentative\*\*) webinar schedule is outlined below. You may notice some similar topics we had this year, but we also have some new topics as well.

Each webinar will be open for registration approximately one month in advance. Promotion of each webinar takes place through our monthly eBlasts, which are distributed about one week prior to the webinar. We hope you'll be able to attend these free webinars to learn about the fundamental principles behind a culture of safety excellence.

At any point, you can reference the webinar web page for the schedule, registration link and recorded versions of past webinars. Simply visit: [SAFETY.CAT.COM/Webinars](http://SAFETY.CAT.COM/Webinars)

Date	Time	Topic
January 23	10 a.m. (CST)	Implementing Zero-Incident Performance (ZIP)
February 28	10 a.m. (CST)	Educating the Executive Team - Getting leadership on-board
March 20	10 a.m. (CDT)	Assessing the Safety Culture - Safety Perception Survey
April 24	10 a.m. (CDT)	Implementing Continuous Improvement Teams
May 22	10 a.m. (CDT)	Safety Training Products
June 26	10 a.m. (CDT)	Recognition
July 24	10 a.m. (CDT)	Near Miss Reporting
August 28	10 a.m. (CDT)	Leading Indicators
September 26	10 a.m. (CDT)	Safety Accountabilities
October 23	10 a.m. (CDT)	Effective Safety Meetings
November 27	10 a.m. (CDT)	Contractor Safety Management

\*\*Please note: All webinar dates, times and topics are subject to change



## SAFETY TIPS: FIRE PREVENTION & EXTINGUISHING

### General Precautions

- Keep firefighting equipment where it is easy to find and access
- Keep all equipment clean
- Immediately clean up all trash and any oil spills

### Flammable Liquids

- Take care to prevent vapors from flammable liquids, such as solvents, from coming into contact with heat or flames
- Store flammable liquids in appropriate, approved containers
- Always observe no smoking signs
- Never use gasoline as a cleaning agent

### Fire Extinguishers

- Use fire extinguishers on small fires only
- Aim at the base of the fire and use a sweeping motion
- Never block your passage of escape when fighting a fire
- Always use the proper type of extinguisher for the type of fire you are fighting