

Workforce safety campaign: Think **RISK**

May 2018

The campaign

1. What is Think Risk?
2. Why are we doing this campaign?
3. Who is it targeted at?
4. When and how is rollout happening?
5. Key messages
6. Measurement and evaluation

Think **RISK**

1. What is the campaign?

- Think RISK is a workforce safety campaign, designed to help colleagues identify and manage safety risks more effectively
- Think RISK is a call to action, and RISK is a mnemonic. The focus of the campaign will be socialising what RISK stands for and calling on colleagues to apply it, for example in their Take 5 moment.
- RISK stands for:
 - **Recognise – the hazards:** what are they and what risk do they present?
 - **Inform – others:** who else needs to know about the risks? Do you and your colleagues have sufficient information to proceed safely?
 - **Solve – the problem:** what tools/techniques can you use to manage the risk?
 - **Know – how to improve:** recognise when something has gone well, and when to challenge

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2. Why are we doing this?

- Too many Network Rail employees suffer injuries while at work. In many – if not all – cases, these **injuries are preventable if risks are appropriately managed**
- Research carried out by STE, as part of the work activity risk assessment review, found huge **gaps in colleagues' risk management capabilities**. If our people are not able to identify and manage risk, then they are more likely to get hurt
- There are also **inconsistencies in people's understanding of Planning and Delivering Safe Work** (PDSW), including the 019 standard and required ways of working. PDSW is a key tool in eradicating safety risk, and the campaign presents a great opportunity to reinforce the value of PDSW

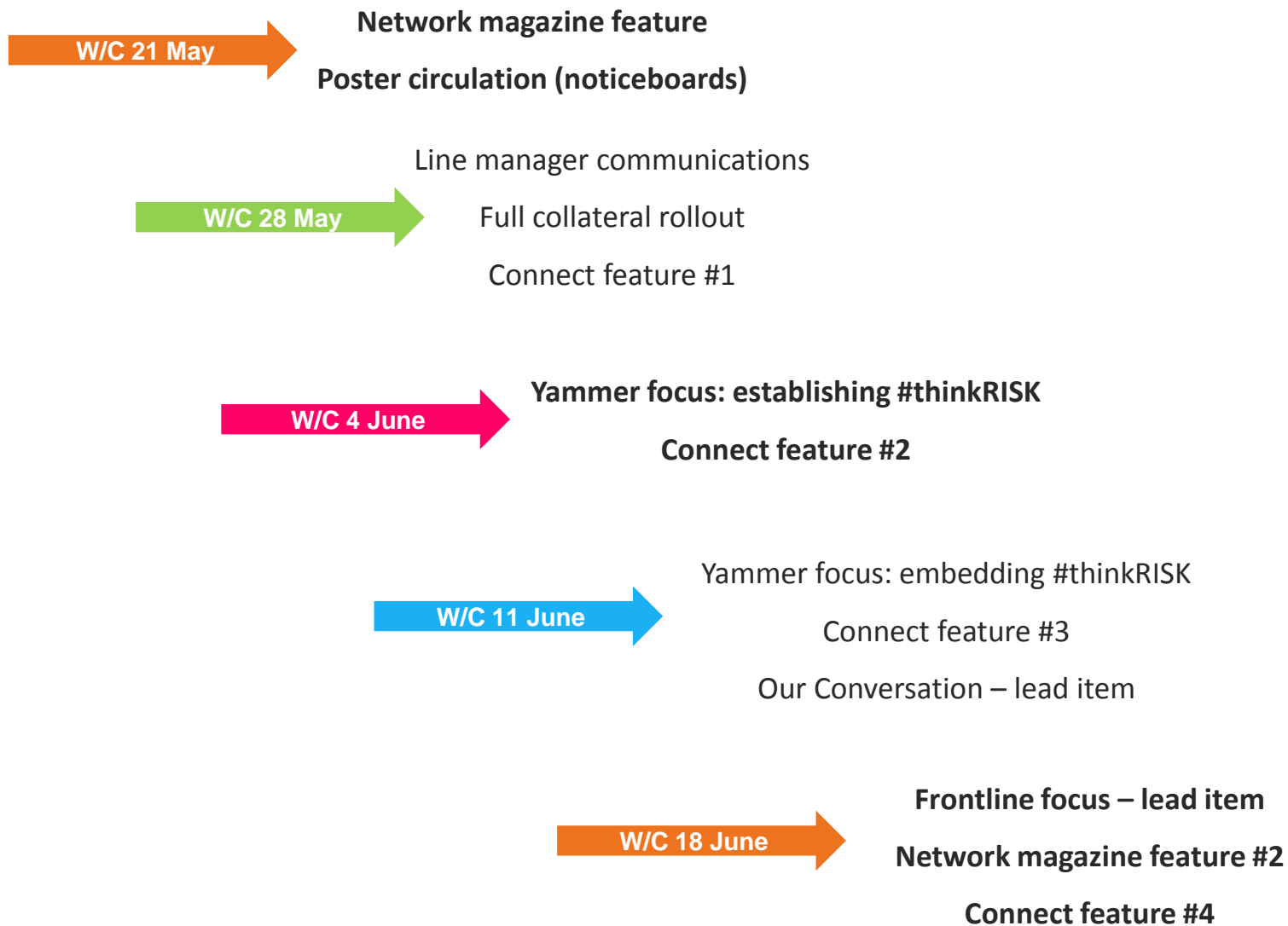
Think **RISK**

3. Who is the campaign targeted at?

- Think RISK is an approach relevant to **all staff**
- Extra focus will be placed on communications with **frontline colleagues**, as those most 'at risk' of lost time injury
- **People managers** are a third key target audience: they are best placed to coach their people in improving risk management practices, addressing barriers to safe working, and identifying opportunities for continuous improvement

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4. When and how is the campaign happening?



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Creative assets to be deployed:

- Physical installations in top 20 sites
- Plasma screen slides
- Mirror decals
- Poster suites

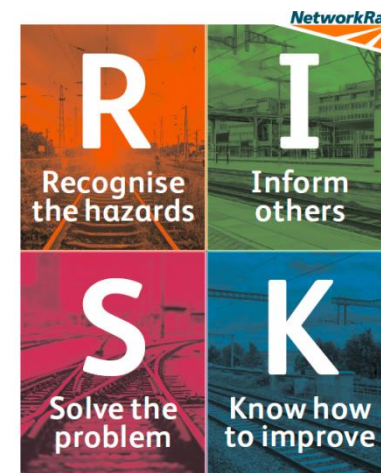
Supporting assets:

- Safety briefing pack including short film – aimed at line manager community – hosted on [safety central](#)

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5. Key messages

1. Think RISK to keep you and your colleagues safe. RISK stands for:

Recognise – the risks

Inform – others who need to know

Solve – the problem

Know – how to improve

2. When you've finished a job, think about how it went and what risks you caught
3. Share any lessons you've learned with your team and on Yammer, using **#thinkRISK**, for the benefit of others

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6. Measurement and evaluation

Outputs

1. Messaging reach

Out-takes

1. Campaign awareness
2. Access/download of resources

Outcomes

1. Increase in application of Think R-I-S-K (target: >50% of employees)
2. Increase in employee confidence to manage safety risk (target: 3-5% rise)
3. Decrease in LTIFR (rolling monthly average)

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