

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

Think **RISK**

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

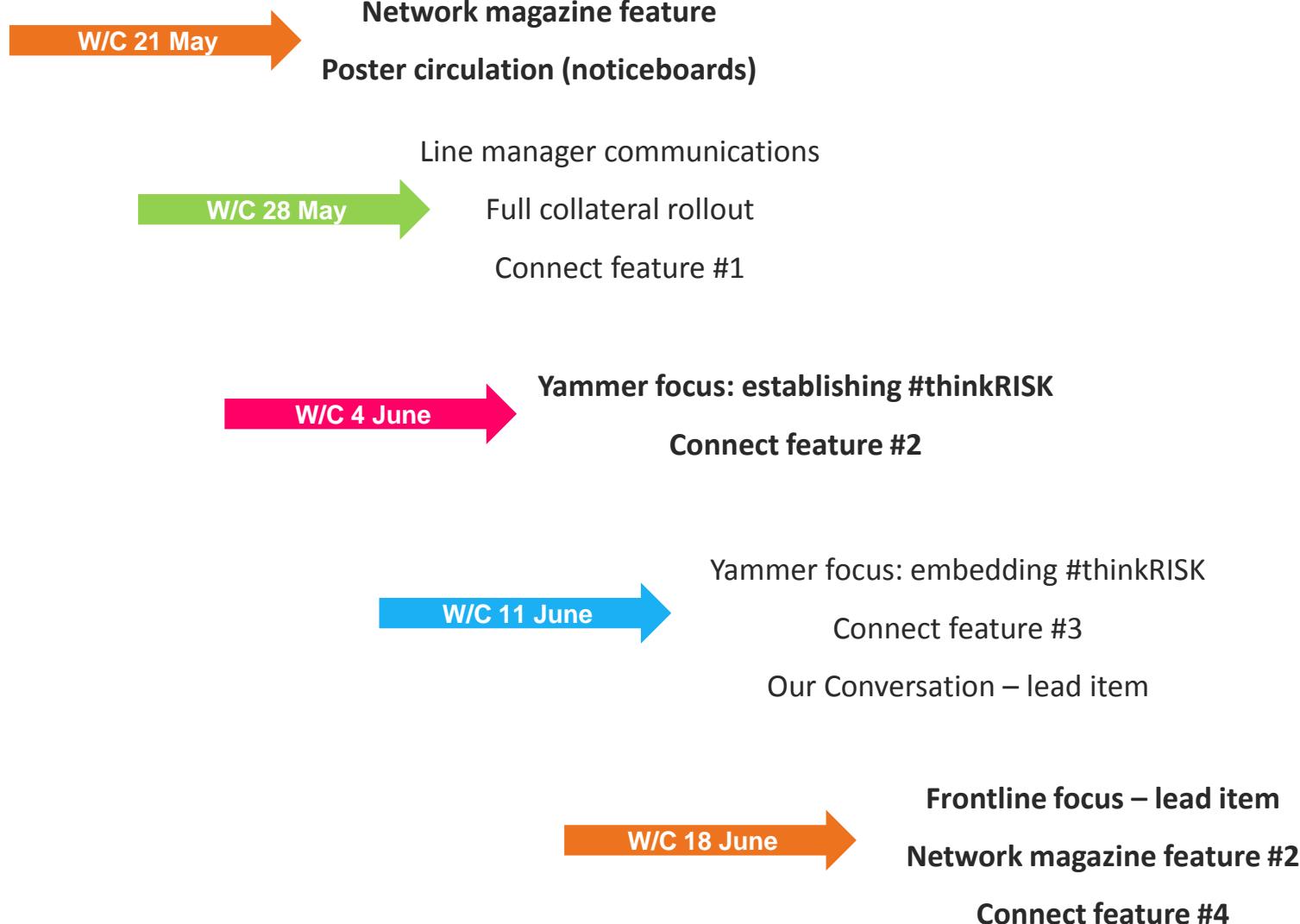
Think **RISK**

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

Think RISK



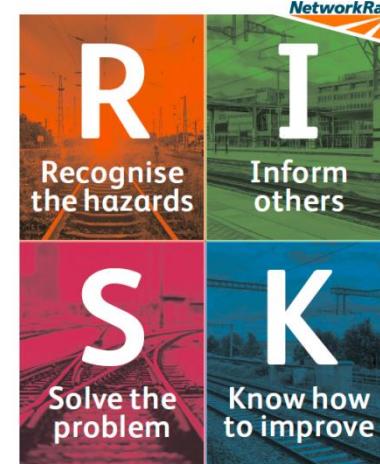
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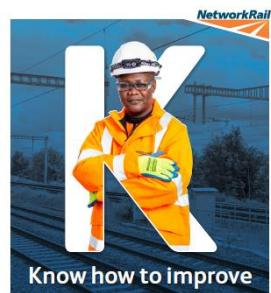
Think RISK



Think RISK



Think RISK



Think RISK

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

Think **RISK**

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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