

The Challenge of Communicating Safety in 2020

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I WAS ASKED THE QUESTION?

Can we still communicate safety numbers with today's workforce like we did in 2000?

THE CHALLENGE

- Communication with today's workers
 - Five generations in the workplace
 - OSHA by the numbers
- What is relevant to my workforce?

LEARNING STYLES BY GENERATIONS

	Baby Boomers	Generation X	Generation Y
Preferred Learning Culture	Collegial	Relevant	Supervised and structured
Learning Materials	Major headings with information	Facts up front	Visual stimulation
Learning Likes	<ul style="list-style-type: none"> • Recognition of exp. • Group activities • Practicing new skills 	<ul style="list-style-type: none"> • Asking questions • Challenging material • Interaction/socializing 	<ul style="list-style-type: none"> • Edutainment • Multi-sensory • Collaboration
Learning Dislikes	<ul style="list-style-type: none"> • Criticism • Role playing 	<ul style="list-style-type: none"> • Non-value added activity 	<ul style="list-style-type: none"> • Confronting people issues • Asking for help
Instruction	Do not like authority	Demand competence	Will help instructor
Feedback	Once a year with documentation	Interrupts and asks how they are doing	Wants feedback at the push of a button

TODAY MANY WORKPLACES ARE COMPRISED OF FIVE GENERATIONS;

- Traditionalists—born before 1946
- Baby Boomers—born between 1946 and 1964
- Generation X—born between 1965 and 1976
- Generation Y, or Millennials—born between 1977 and 1997
- Generation Z—born after 1997

OSHA BY THE NUMBERS

	2000	2017
• Fatality Rate	4.3	3.5
• Injury Rate	6.1	3.0
• Workers	108 mil	154 mil
• Fatalities	5915	5417
• Fed Inspections	36394	32020

LEARN MUCH?

- Businesses are facing many challenges in the scope and effectiveness of their safety and health programs as we move into the 3rd decade of the 21st century.
- But do we really know what they all are?
- Are we really understanding our data and focusing on the correct issues we face?

LETS' GO A LITTLE DEEPER! WORKPLACE 2017

- Preventable injury-related deaths 4,414
- Medically consulted injuries 4,500,000
- Cost \$161.5 billion
- Hours worked 285,977,000

LET'S GO A LITTLE DEEPER! CONSTRUCTION

- Preventable injury-related deaths 924
- Medically consulted injuries 310,000
- Cost \$1.26 billion
- Hours worked 20,281,000

LET'S GO A LITTLE DEEPER!

CONSTRUCTION

- 47% - The share of construction fatalities which occur at firms with fewer than 10 employees
- 4% - The increase in construction related fatalities 2016 to 2017
- Fatality rate decreased 7% due increase in workers and hours
- Construction accounts for approximately 4% of the workers but 21% of the fatalities

Learning a little more?

WHO? WHAT? WHERE?

- Who are we communicating with?
- What do the numbers tell us?
- Are we ready to go beyond the OSHA data?
- Should we seek our own numbers?

WHAT IS AFFECTING YOUR WORKERS?

- What injuries do you have?
- Do you have underlying factors?
- How deep is your root cause analysis?
- Are you getting the answers you want? Or the answers you need?

BIG NUMBERS!!

WORK INJURY COSTS

- Work injury costs \$161.5 billion
- Cost per worker \$1,100 (\$.52 per hr)
- Cost per death \$1,150,000
- Per medical injury \$39,000

WHAT ELSE IS AFFECTING OUR WORKERS?

- Fatigue
- Distraction
- Male or female
- Older workers
- Dominant hand

FATIGUE

- Employees suffering from fatigue are 3X as likely to be involved in a job-related incident
- Work incident rates are 18% greater during evening shifts and 30% greater on night shifts
- Worker working 12 hours shifts or longer show a 37% increased risk of injury
- About 38 percent of U.S. workers sleep less than seven hours a night, according to a 2016 study from NIOSH.

FATIGUE

- Several studies state that workers who have a sleeping disorder are more likely to be involved in a workplace safety incident.
- Fatigue-related productivity losses cost almost \$2,000 per worker each year, according to estimates from a 2015 study conducted by Cupertino, CA-based Alertness Solutions.
- An estimated annual cost of \$136.4 billion from fatigue-related, health-related lost productive work time to employers:

DISTRACTION

- Nearly 3 out of 4 (70%) employees surveyed in a recent report say they feel distracted at work.
- 63% of those surveyed reported talking on phone/texting without a hands-free device in company vehicle.
- 27% of work-related vehicle crashes involve texting/talking on phone.
- NSC estimates over 350,000 injuries related to or listing distraction as a root cause.
- The CPWR – Center for Construction Research and Training lists distraction in over 25% of their case studies root causes.

MALE OR FEMALE

- 75% of PPE suppliers report an increase in requests/purchases of PPE designed specifically for women
- 32% of women polled reported ill-fitting PPE as a root cause in incident investigation
- 64% of those polled they were forced to use ill fitting or incorrect PPE or purchase their own.
- Top two complaints – safety glasses and gloves

a.k.a. 'Making an Impact on Old Guys and Young Bucks'



AGE IN THE WORKPLACE

2000

- 16-24 15.8%
- 25-54 71.1%
- 55+ 13.1%

2020

- 16-24 12.1%
- 25-54 63.8%
- 55+ 24.3%
- 65+ 25% ****

THE EFFECT

- ??? TBD
- 70 is the new 50
- The frequency of occupational injuries declines as a worker ages, the injuries that do occur are more likely to be severe, even fatal, for those who are older, increasing most dramatically around age 60, according to the BLS.

THE EFFECT

- One challenge with an older workforce is the difficulty in measuring “poor health”.
- Older workers present more challenges in managing workplace wellness, obesity, diabetes, etc....
- Help is out there – NIOSH – National Center for Productive Aging and Work.

DOMINANT HAND

Every year 2500 left hand people around the world are killed from using equipment designed for right hand people

The right hand power saw is the most deadly!

HOW DOES AFFECT OUR WORK?

TABLE 1—Percentage of Individuals Suffering an Accident-Related Injury Requiring Medical Attention, a Function of Handedness (frequencies in parentheses)

Accidental Injury Category	All Cases (N = 1896)		Females (N = 1086)		Males (N = 810)	
	Left-handed (180)	Right-handed (1716)	Left-handed (96)	Right-handed (990)	Left-handed (84)	Right-handed (726)
At least one injury any category	51.7% (93)	36.1 (619)	42.73 (41)	30.6 (303)	63.0 (53)	43.6 (316)
More than one injury category	20.0 (36)	12.3 (211)	15.5 (15)	9.6 (95)	25.0 (21)	16.0 (116)
Work-Related	15.4 (28)	12.8 (220)	11.6 (11)	10.5 (104)	20.0 (17)	15.9 (115)
In the Home	12.6 (23)	9.0 (154)	10.6 (10)	9.0 (89)	15.5 (13)	9.0 (65)
Sport-Related	31.6 (57)	27.9 (479)	25.5 (25)	21.6 (214)	39.2 (33)	36.4 (264)
Driving a Vehicle	10.3 (19)	6.0 (103)	5.3 (5)	4.7 (46)	16.6 (14)	7.8 (57)
Using tools or implements	7.5 (14)	5.2 (89)	6.4 (6)	3.8 (38)	8.3 (7)	7.0 (51)

THANK YOU

Measuring safety only by the
number of injuries you have is
like measuring parenting by
the number of smacks you give

~ Dr. Robert Long