

# West Central Ohio Safety Council Feb 2022

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THANKS FOR ZOOMING  
WITH US TODAY! 😊

THE MEETING WILL GET  
STARTED AT 8:00AM.

**Dale Lesinki**  
DiVal Safety Equipment

**Effective Communication**  
Turning Ditch Diggers into  
Bridge Builders



**BWC Updates – Dean Bidlack**



# Webinar Logistics

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## Welcome!

- Please use the chat feature to network and to ask any questions.
- A recording of this webinar along with all the information from today's meeting will be shared via email to all attendees.
- If you have any ideas for a future speaker or topic, please let us know.

# Steering Committee Members

**President:** Amy Ricker, Lima Pallet Co.

**Joe Hutton**, Fort Amanda Specialties

**Vice President:** Crystal Jackson, Cenovus- Husky  
Lima Refinery

**Deb Mosher**, Institute for Orthopedic Surgery

**Past President:** Craig Hohenbrink, INEOS

**Dean Bidlack**, BWC Rep

**Tony Daley**, Spallinger Millwright

**Jed Metzger**, Chamber Liaison

**Rose Hesseling**, HCF Management

**Deb Katzenmeyer**, Manager

# FY 2022 – Ongoing Changes & BWC Mega Meeting Dates

- ✓ All BWC safety council meetings will be conducted virtually thru June 2022
- ✓ The rebate program remains suspended until in-person meetings resume.
- ✓ **No collection of semi-annual reports.**
- ✓ No CEO attendance requirement.
- ✓ BWC will host two mega meetings in FY22.
  - ✓ Next one is on April 13, 2022 \*\*

*\*\*Therefore, WCOSC will not plan a separate meeting for those months.*

***TENTATIVE***

# **Safety Council Program Updates for FY2023**

*\* beginning July 1,  
2022*

- ✓ Returning to in-person meetings beginning July 1, 2022.
- ✓ The rebate program will be reinstated with some changes
- ✓ There will continue being no collection of semi-annual reports.
- ✓ No CEO attendance requirement.

# Attendance Incentive



\$100 each meeting –  
attend to be entered  
for the drawing

YOU could WIN  
TODAY! 😊



Grand Prize in June including ALL  
attendances for FY22.



Winner to be notified/announced  
after each meeting.



# Registration Process

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- All emails on our safety council list will be automatically registered each month. This avoids each person having to go out and register for each meeting or risk missing the meeting for lack of registering.
- The invitation will still be sent out via email, so you can invite/forward to anyone who doesn't normally receive the invites – or ask me to add people to the list if needed.
- Benefits:
  - You automatically get the recordings from each meeting afterwards
  - You don't have to remember to register or risk not being able to access the webinar the day-of.

**Questions? Put them in the chat box.**

# Virtual Meeting Schedule

## Mar 2022 – June 2022



### Mar 8 - The Real Cost of Safety

Rich McElhaney

- Zoom @ 8:00 AM

### Apr 13 - BWC Mega Meeting - Now What?

How to Lead by Bringing Your Human to Work

- 11:00 on Microsoft Teams

### May 10 - TBD

- Zoom @ 8:00 AM

### June 14 - Heat Stress

Beth Angus, Safex, Inc.

- Zoom @ 8:00 AM



*We've Got You Covered*



**2022 OHIO SAFETY CONGRESS & EXPO • MARCH 9-10**

**Register Here**

**Ohio**

**Bureau of Workers'  
Compensation**

Ohio Safety Congress 2022

*MARCH 9-10*

# BWC Mega Meeting

## SAVE THE DATE!

April 13, 2022 @  
11am

Topic: How to Lead  
by Bringing Your  
Human to Work

Ohio

Bureau of Workers'  
Compensation

## Ohio Safety Council 2021-2022 **MEGA** Meetings

Free webinars for employers currently enrolled in an Ohio safety council or those wanting to learn more about the benefits of safety council participation.

**Wednesday, April 13**

11 a.m. to 12 p.m. ET



**Keynote speaker Erica Keswin** is a two-time Wall Street Journal bestselling author, internationally sought-after speaker, and workplace strategist.

### **Now What? How to Lead by Bringing Your Human to Work**

We've all been through a lot, but managers at every level are dealing with unprecedented levels of stress and pressures. Erica will provide tools to help leaders find their way through this difficult time and will explore five things which will allow your organization to thrive:

- Communicate often, with transparency and honesty
- Mind your meetings – in person, remote and hybrid
- Create a culture of wellness
- Take professional development personally
- Return to rituals (and create new ones)

Learn more about how successful companies navigate turbulent times, prepare to bring your human to work, be confident that you can manage the chaos and be ready to rock the hybrid revolution!

At the scheduled date and time, [click here to join this live event](#). You do not need to pre-register.

Meetings will be moderated by Ohio Safety Council Program Manager Michelle Francisco



# BWC Updates

## Dean Bidlack & Ben Smigielski



# Effective Communication Turning Ditch Diggers into Bridge Builders

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**Dale Lesinski, DiVal Safety**

Ph: (800) 343-1354

Email: [dlesinski@divalsafety.com](mailto:dlesinski@divalsafety.com)

Website: <https://www.divalsafety.com/>



# Meeting Wrap up - Thanks for attending!



\$100 in Chamber gift certificates - drawn after the meeting.



All information from today's meeting will be shared via email after the meeting.



Questions/Comments?  
Email me at  
[dkatz@limachamber.com](mailto:dkatz@limachamber.com).



**Next meeting is March 8, 2022**

**The Real Cost of Safety**  
**Rich McElhaney, CPS**

Presentation slides are following  
this slide

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# Effective Communication

Turning Ditch Diggers into Bridge Builders



# Effective Communication

Turning Ditch Diggers into Bridge Builders





# Brooklyn Bridge

- Completed in 1883
- Length 5,989 ft.
- Clearance 135 ft.
- Approximately 27 Fatalities



# Golden Gate Bridge

- Completed in 1937
- Length 8,981 ft.
- Clearance 220 ft.
- Eleven Fatalities



## Construction Facts:

The project cost more than \$35 million. Construction companies planned for One Fatality for every Million Dollars.

Innovative use of movable safety netting beneath the construction site helped save the lives of many otherwise unprotected steelworkers. Nineteen men fell but they were saved by the netting.

# Sydney Harbour Bridge

- Completed in 1932
- Length 3,770 ft.
- Clearance 161 ft.
- Sixteen Fatalities



## Construction Facts:

Sixteen workers died during construction, but surprisingly only two from falling off the bridge.



# Hoover Dam Bypass Bridge

- Completed in 2010
- Length 1,900 ft.
- Height 900 ft.
- One Fatality



## Construction Facts:

48-year-old Sherman Jones, was killed during construction while adjusting a cable used to align temporary concrete towers, when a jack punctured his chest.

# Communication...Building Bridges



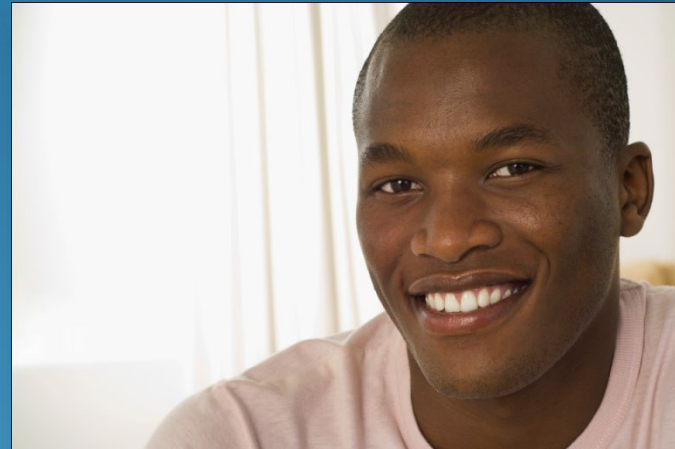
Chronicle File Photo



# Understanding Personality Types



# Understanding People



# Understanding People

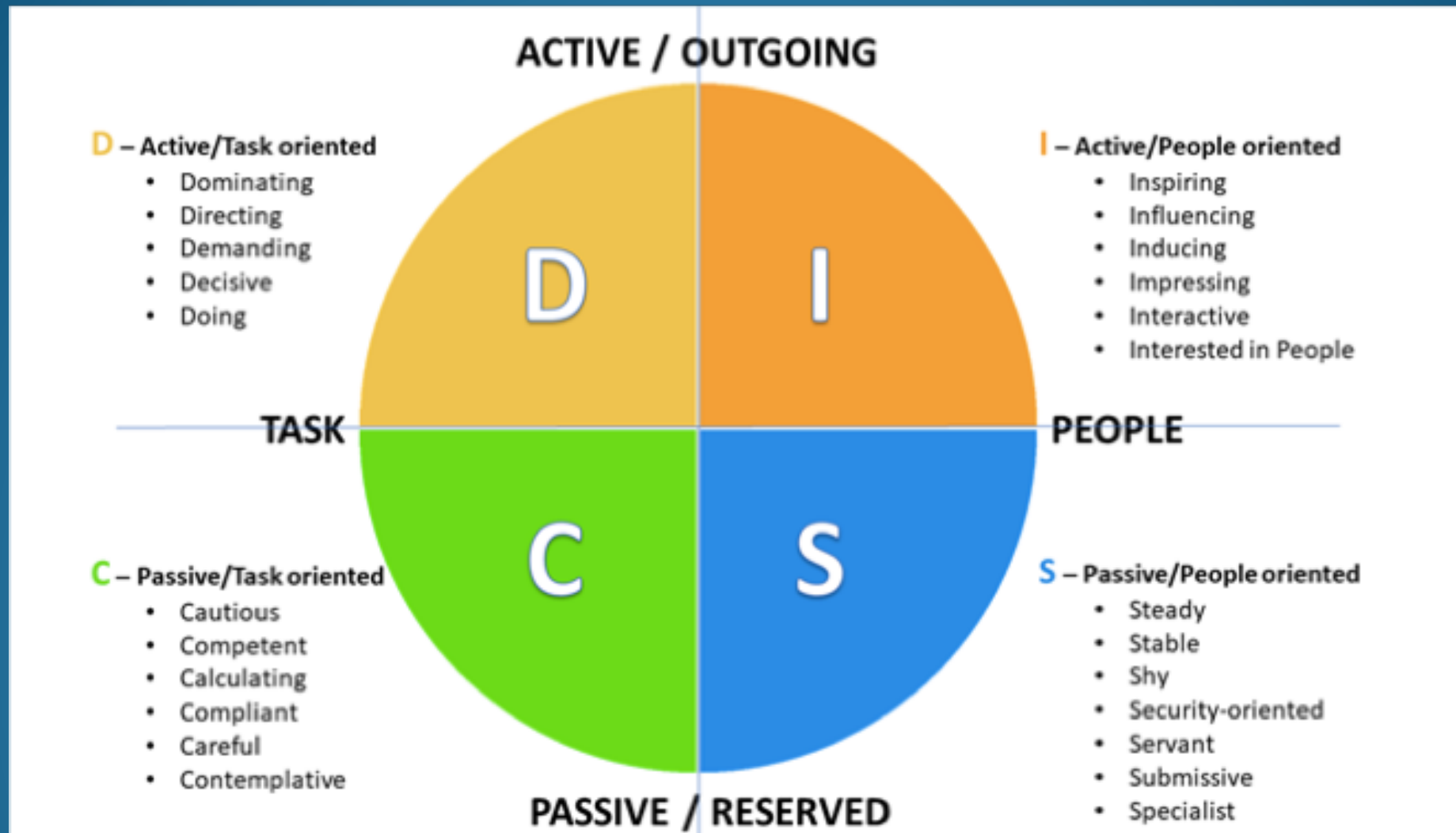
Commander

Performer

Analyzer

Caretaker





# Communicating with the C-Suite



- The success or failure of C-suite Safety meetings is determined before the door opens. The Safety Professional must be able to establish their credibility by proving that they understand the C-level executive's business, have a relevant solution, and have the authority to manage implementation and leverage the safety organization's resources for the company's benefit.

# ● Safety Manager > CEO/Executive

## Be Compelling

- Speak the language of the Boardroom Gross Profit, Net Profit, ROI

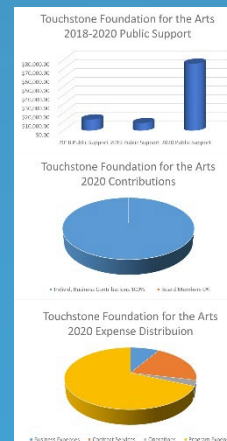
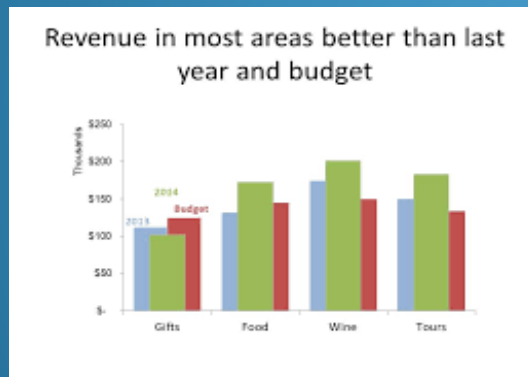




# • Safety Manager > CEO/Executive

Be a contributor to their (company) goals

- Know what's important (usually bottom line)
- Know your numbers & impact to bottom line
- Direct Costs & Indirect Costs
- Present Solutions to improve performance



# ROI – True Costs of Injuries

See the OSHA Pays Calculator



[www.osha.gov/dcsp/smallbusiness/safetypays/](http://www.osha.gov/dcsp/smallbusiness/safetypays/)

### Totals

Estimated Direct Costs:	\$ 21,380
Estimated Indirect Costs:	\$ 23,518
Combined Total (Direct and Indirect Costs):	\$ 44,898
Sales To Cover Indirect Costs:	\$ 783,933
Sales To Cover Total Costs:	\$ 1,496,600

## PROFIT AND LOSS

Project Revenue With Profit Margin

Incident Cost	2%	3%	4%	5%
\$1000	50,000	33,000	25,000	20,000
\$5000	250,000	167,000	125,000	100,000
\$10,000	500,000	333,000	250,000	200,000
\$25,000	1,250,000	833,000	625,000	500,000
\$50,000	2,500,000	1,667,000	1,250,000	1,000,000
\$100,000	5,000,000	3,333,000	2,500,000	2,000,000
\$150,000	7,500,000	5,000,000	3,750,000	3,000,000
\$200,000	10,000,000	6,666,000	5,000,000	4,000,000

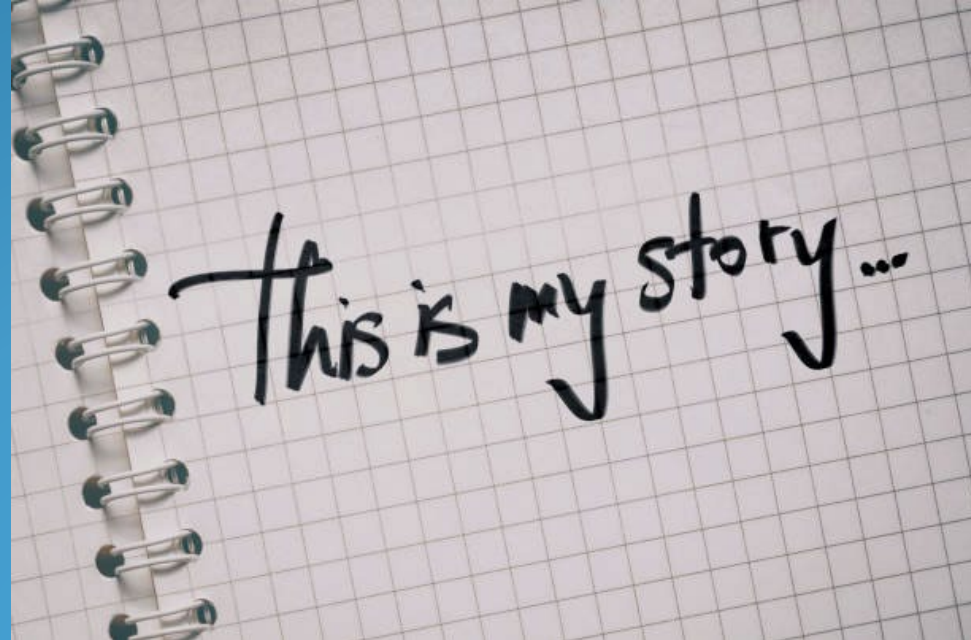
# ● CEO/Executive > Safety Manger

Safety is the ticket to your Company Culture

- Productivity
- Quality
- Attendance
- Morale
- Turnover/Loyalty
- Corporate Pride
- **“Discretionary Energy”**



# Communicating with the C-Suite - CJ



# Methods of Communication

- Verbal
  - Written
- Nonverbal
  - Visual Images (Graphics)



*Which method is used most at your facility?  
How do you know it is effective?*

# Types of Communication

- Electronic  
Text & E-mail



“HOW LONG WILL I BE WAITING FOR YOUR REPORT?”

“I was thrilled with the safety meeting today, weren't you?”

I don't understand why they haven't changed, I sent them an email 2 weeks ago!

***Never deliver Good news or Bad news with e-mail or texts!***

# Effective Communication: Adapt to your audience





# Communication: Effective Training

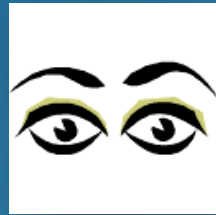


# Adult Learning Needs & Principles



- Need to **know why** they are learning to **apply learning** to immediate, real-life challenges
- Have **experience** they apply to all new learning
- Need to be **in control** of their learning
- Want to learn to be more **effective and successful**

# Learning Styles



Visual: Learn through seeing



Auditory: Learn through listening



Kinesthetic: Learn through moving, doing, and touching

# How Do Adults Learn?

Research has shown that over 72 hours adults retain...

- **10%** of what they read
- **20%** of what they hear
- **30%** of what they see
- **50%** of what they see and hear
- **70%** of what they say
- **90%** of what they say & do





# Communication: Power Point



## Obligatory Bullet Point Slide

- **Contexts**
  - Social-economic, cultural, geographic, political-historical, environmental factors
  - Policies/Trends: National/local governance & political climate
  - Historic degree of collaboration and trust between university & community
  - Community: capacity, readiness & experience
  - University: capacity, readiness & reputation
  - Perceived severity of health issues
- **Group Dynamics**
  - Structural Dynamics:
    - Diversity
    - Complexity
    - Formal Agreements
    - Real power/resource sharing
    - Alignment with CBPR principles
    - Length of time in partnership
  - Individual Dynamics:
    - Core values
    - Motivations for participating
    - Personal relationships
    - Cultural identities/humility
    - Bridge people on research team
    - Individual beliefs, spirituality & meaning
    - Community reputation of PI
  - Relational Dynamics:
    - Self & collective reflection
    - Participatory decision-making & negotiation
    - Integration of local beliefs to group process
    - Task roles and communication
- **Intervention**
  - Intervention adapted or created within local culture
  - Intervention informed by local settings and organizations
  - Shared learning between academic and community knowledge
  - Research and evaluation design reflects partnership input
  - Bidirectional translation, implementation & dissemination
- **Outcomes**
  - CBPR System & Capacity Changes:
    - Changes in policies/practices
    - -In universities and communities
    - Culturally-based & sustainable interventions
    - Changes in power relations
    - Empowerment:
      - -Community voices heard
      - -Capacities of advisory councils
      - -Critical thinking
    - Cultural revitalization & renewal
  - Health Outcomes:
    - Transformed social/econ conditions
    - Reduced health disparities
- **Safety**
  - Dialogue, listening & mutual learning
  - Leadership & stewardship
  - Influence & power dynamics
  - Flexibility

# Communication: Power Point

- 6 Bullet Points per Slide
- Keep it to 6 words per Bullet
- Relevant Images
- Easy on the Transitions (ADHD Sympathy)

# Communication

- Transmit & Receive



# Basic Elements of Good Communication

- To achieve effective communication, sender and receiver must be active participants in process.
- A good communicator pays attention to what is said **AND** how it is said.
  - How can I become a good **communicator**?
  - How can I become a good **listener**?



# Receive

- You have two ears and one mouth – listen twice as much as you speak.



- Seek first to understand vs. to be understood. Consider the other persons position.

# Effective Communication: Images, Stories & Questions

- Images

“the soul never thinks without an image” ~ *Aristotle*



- **83% of human learning occurs VISUALLY**

# Effective Communication: Images, Stories & Questions

- Questions

*“He who asks is a fool for five minutes, but he who does not ask is a fool forever”* ~ Chinese proverb



- Rather than teaching people how – *teach them why*

# Make it Relevant

- People care about what affects THEM
- Tune to their favorite station WIIFM?





# Current Events

A-4 Wednesday, September 27, 2006/The Union

## Blank Children's Hospital vehicle provides educational experience North Fayette students escape Fire Safety House

By Mike Van Sickle  
Union News Editor

Approximately 150 North Fayette Middle School students climbed safely out of a smoke-filled home in West Union last Thursday.

Parents had no reason to fear as the students were actually participating in a fire safety education program sponsored by the West Union Fire Department.

West Union Fire Chief Roger Gamm explained that the local fire department was looking for ways to expand its fire prevention education program and therefore contacted Blank Children's Hospital in Des Moines for use of its Fire Safety House.

Mike Herrera of the Des Moines Fire Department traveled to West Union with the mobile unit and was assisted by local firemen in demon-

strating important aspects of fire safety. The Fire Safety House, which is similar to an RV, contains the three most popular rooms where fires start, the kitchen, living room and bedroom.

"We use a nontoxic, theatrical smoke to produce realistic conditions during the demonstration," Herrera explained to one group of students.

Herrera stressed to the students the importance of developing a home fire-escape plan, including alternate escape routes, and practicing them regularly.

Some of the life-saving procedures taught inside the Fire Safety House by the West Union firemen including Fire Chief Roger Gamm, Lt. and Lane Johansen, were to crawl low under smoke, how to feel a door before open-

ing it; how to use a fire ladder; what a smoke sounds like, and how to escape.

Meanwhile, mobile education firemen in the Luhman, Scott and Rory Starks students were to firefigh-

smooth kids' joye Ga-

y-

assessment as part of its standard recruitment strategy is labour hire firm Vedicor Asia Pacific.

Candidates are assessed at the registration phase, says Greg Saunders, Vedicor's national manager of health and safety. Results are available immediately, with those scoring in the bottom 20th percentile screened out and not forwarded to any of the company's clients.

## Safety first, then the job

Vetting the attitudes of potential employees can do a lot to prevent workplace accidents, reports Denise Cullen

PSYCHOLOGICAL testing of potential employees to identify risk takers, stress addicts, closet thugs and other problematic personalities is emerging as the latest weapon in the war against workplace accidents. One person dies almost every day as a result of workplace injury, according to figures from the Australian Safety and Compensation Council (ASCC).

When you add to that the 16 or so serious work-related injuries which occur every hour around the clock, council chairman Bill Scales says, "Workplace accidents not only affect those involved but also have a significant and often tragic effect on workmates and family members," he says.

Yet despite businesses spending billions each year on training, signage, machine servicing and countless other initiatives to improve workplace health and safety, around 10 per cent of workplace accidents are caused by human error. Eighty per cent of incidents by "great offenders" who are the product of both genes and experience, says Steven Dahl, managing director of Onetest, a Brisbane-based provider of online HR solutions.

"We've found that high-risk people, even when placed in safe, low-risk environments, will keep having accidents. There are some people who are inherently more likely to take uncalculated risks (and with) a higher propensity than others to injure themselves at work."

"If a company didn't bring those people into the workplace in the first place, then their occupational health and safety claims would decrease and their reputation would increase."

In an effort to identify unsafe people during the recruitment process — long before they have the opportunity to wreak havoc in their unsuspecting workplaces — Onetest spent 18 months developing and testing an online "work dates safety assessment" tool which measures candi-

dates' attitudes. The first attitudes test of its type, it takes about 10 minutes and considers five key attributes of safety: safety control (or personal responsibility), risk aversion, stress management, consistency, and attitudes towards violence.

The test includes certain questions to ensure who seek to heat the system. It is also normed to local standards — an important point, because attitudes to risk are also partly cultural. For instance, Dahl claims Australian workers would most likely "bond out" due to the prevalence of more conservative, risk-averse attitudes there.

One company which has adopted the Onetest assessment as part of its standard recruitment strategy is labour hire firm Vedicor Asia Pacific. Candidates are assessed at the registration phase, says Greg Saunders, Vedicor's national manager of health and safety. Results are available immediately, with those scoring in the bottom 20th percentile screened out and not forwarded to any of the company's clients.



Precautions: Greg Saunders believes a lot can be done to create a safe workplace. Picture: Kelly Barnes

"You can do a lot to create a safe environment for people, but you can't control what they do in the workplace," says Saunders. "There's a percentage of people out there who do silly things, take risks and that of others." Some of the accidents he's come across during his career include a worker crashing a forklift into a wall during a "joy ride", a labourer trying to catch a dropped angle grinder while the blade was still spinning and many, many instances where people attempted to lift more than they were capable of.

Yet while the manufacturing and construction industries account for a disproportionate amount of accidents each year, 197 per cent and 10.3 per cent of all fatalities respectively, according to ASCC figures, white collar workers have their own pattern of hazards and risks. For example, they might not see so many amputations, but there are significant numbers of claimants who have experienced psychological

cal problems arising out of issues relating to stress, bullying and harassment. And though there are few studies into white collar drug use, it's widely accepted that functional addicts can exist anywhere.

Since adopting the assessment, Vedicor has claimed a 71 per cent reduction in workplace injuries of up to 40 per cent in lost time due to a corporate perspective.

But what about the one in five (or sometimes more) people whose chances of work are compromised due to the inherent personality type encoded in their genes?

There is ample evidence to suggest we still desperately need people with a propensity for risk-taking — despite society's equally urgent demands for seat belts, safety helmets and guard rails. Precisely because they don't play it safe, these people are our explorers, adventurers, creators, dreamers, dynamos, discoverers, innovators and entrepreneurs.

Writing in Psychology Today, Marvin Zuckerman, a US psychologist who devised a Sensation-Seeking Scale (SSS), notes that the risk-taking is often painted as a negative in our religious corporate environment, it can also function as a positive force.

"It is important to identify such people because they create significant public health problems, for others as well as themselves," he says. "But for all the danger they put themselves in, they personally — perhaps magnify is more responsible for our survival as a species."

As Sydney-based clinical and organisational psychologist Grant Brecht explains, the imperative is not so much about screening people out and tossing them on the scrap heap, as ensuring a good "fit" between a particular person and the role he or she is required to perform.

Putting a risk-taking personality into a position where they have to fly aircraft or operate machinery could be disastrous. Just as on a microchip assembly line where they had to attend to every small detail. The likelihood, he says, is that "they will go bananas".

Brecht adds that psychological screening tests are particularly useful as "road signs" or pointers to modified or problematic behaviours that can be intervened with training and other forms of intervention.

Dahl says this sort of outcome is even more likely in today's full employment market, where employers don't have the luxury of screening out their weakest links. Rather, they can use their knowledge of a particular employee's inherent elements of their job, or to provide them with additional training where necessary.

He says that in a world where mistakes can be costly, it's not just employees who support initiatives which will help keep them safe. "People don't like being screened, but they won't be killed or injured by their high risk companies that have experienced psychological safety."



# Effective Communication: Images, Stories & Questions

- Stories

**“Words are how we think, stories are how we link”**

*~ Christina Baldwin*

Once

upon

a

time

- Re-telling safety incidents and near misses provides an emotional connection to information that people remember.

# Make it Relevant

- Seek FIRST to Understand than to be Understood
- Let me tell you about Debbie



# Building Bridges

- Effective communication is key to a productive safety program and the safety of your employees.

