

Safety Counts

FALL 2007

CONNEY SAFETY • CUSTOMER NEWSLETTER



Discover What Stories Can Bring to Safety

"I had just pulled my fork truck inside the trailer when I heard the driver start the engine and put the rig into gear!"

A story is about to unfold, and we instinctively lean forward, put down our pens and listen a little harder. Most of us are accustomed to using stories in our personal life, and, as a growing number of companies have learned, they can also be an effective way to share information and shape business culture.

Lori Silverman, author of "Wake Me Up When the Data Is Over: How Organizations Use Stories to Drive Results," and owner of Partners for Progress, teaches organizations how to use stories to gain business results. "Life isn't a bulleted conversation. When we tell stories, we're tapping into the brain's natural way of working. They're an excellent way to understand and retain information."

And an effective tool for improving safety.

Stories make it real

Elaine Cullen, Ph.D., CMSP, health communications chief for the National Institute for Occupational Safety and Health's Spokane Research Lab, understands the power of story. Since 1998 she's created 10 videos that use miners' stories to communicate important safety points – information that was previously delivered in a classroom setting miners called "safety jail."

"When you're training adults you're not going to accomplish anything unless you have their buy-in. You have to use training methods that make sense to them," said Cullen.

For the miners, stories told via video did the trick.

"We had real miners tell their stories – people who knew the tribal language, who are the target audience," said Cullen.

Silverman has also documented (or researched) how companies in dozens of industries effectively use stories. At Lockheed Martin, a manufacturer of defense technology, stories were

"A story is a simulated experience; it takes you there."

used to share information between departments and reduce safety mishaps. "QA was sharing accident information in very technical, data-driven reports that no one wanted to read. They changed these to a story format and suddenly people were communicating between departments and giving feedback," said Silverman.

In the first ten months of the new story approach, the company saw a 76 percent drop in mishaps and a 39 percent increase in near miss reporting – dramatic improvements that had their roots in stories.

Annette Simmons, founder of Group Process Consulting whose latest book is "Whoever Tells the Best Story Wins," encourages people to trust their own judgment and to recognize that safe practice in unpredictable circumstances will necessarily be unpredictable. "Rules only go so far. Humans are ambiguous and unpredictable. Stories help to identify a problem area so people pay attention and catch unpredictable risk behaviors before they can cause harm.

Stories help people to focus on issues so each listener takes something personally relevant from the story. Safety is a complex issue and story helps to recognize that."

Finding stories to share

For stories gathered from inside your company, rule one is to make sure employees understand they won't be punished for sharing a story – even if it's about a near miss or an accident.

"If people don't believe this, they won't tell the stories that most need to be told," said Tina Nudell, instructional systems specialist for the Veterans Administration National Center for Patient Safety. "There can't be any value judgment, implied or real. You need this information to discover areas where there are problems."

There are almost as many ways to find stories as there are stories to be told.

Caryl Lee, program manager for the Veterans Administration National Center, uses index cards to generate stories in group training sessions. "We ask people to share their stories, without any identifying information, which we then read to the group. Group size doesn't matter: we've had as few as seven people and as many as 100."

Cullen works one on one with the miners. "I work very carefully to gain their trust. You have to be a good listener and realize that it can be a circuitous process for someone to tell you their safety story."

Simmons also believes in a one-on-one approach. "Spend time with people and you'll have stories that support the issues you need to discuss with your staff. You can also pull stories from other sources: a mentor, a book or a movie, a Web site."

"You're looking for the stories behind the numbers" said Silverman. "Listen carefully and you'll realize that people are telling stories all the time."

When Lee asks for stories, she's found that it can be effective to kickstart the process with a story of her own, but offers a

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Looking for story ideas?

- www.groupprocessconsulting.com (shown left) includes a free "Do it Yourself" section with articles and storytelling tools.
- www.sayitwithastory.com includes three new stories a month which users can adapt and use free of charge.

The Truth About Emergency Eyewashes

Eyewash stations can be a critical defense against eye injury – but only if they're used correctly. Here are some common mistakes that could prevent you from truly protecting your staff.

Myth: A thorough rinse is sufficient if an employee gets a chemical in his eye.

Fact: Proper treatment is entirely dependent on the type of chemical. To determine what's needed, look in the first aid section on the chemical's Material Safety Data Sheet (MSDS). In many instances your employee will need to flush the eye continuously for 15 minutes, at a specific flow rate: American National Standards Institute (ANSI) Z358.1 – a respected guideline for eye protection – requires eyewash units to be capable of delivering fluid at 0.4 gpm for 15 minutes. And don't stop there: have the worker seen by a medical professional, pronto.

Myth: Solution lasts indefinitely.

Fact: Solution expires. A self-contained cartridge usually lasts about two years; those mixed with water at your facility, three to six months. Cartridge age is easy to track because the date is usually stamped right on the unit. With mixed solutions it's a little trickier because expiration information is on the original packaging – not your unit. Keep an inspection hang tag by the eyewash

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Myth Busters

station and record solution refill dates. And be aware that once a cartridge is open, you'll need to use it or lose it: these solutions are often preservative-free.

Myth: Once the station is set up, I'm ready to go.

Fact: Ongoing maintenance is critical. Assign someone to "eyeball" (pun intended!) the unit whenever they walk by to make sure that fluid levels are sufficient to meet the 15-minute flush requirement. Flush the line on a plumbed system weekly – otherwise stagnant water can cause a buildup of rust, scale or nasty micro-organisms. Keep the system clean and make sure the eyepiece covers are attached properly and can be removed easily.

Myth: I just need one system, someplace in my building.



Product Shown: Fendall® 2000 Sterile Eye Wash Station #10902

Fact: Imagine having to stumble, blinded, in search of an eyewash station. To be in compliance, the unit has to be within 10 seconds (usually about 50 feet) of a potential hazard, and it has to be on the same level (no stairs/incline).

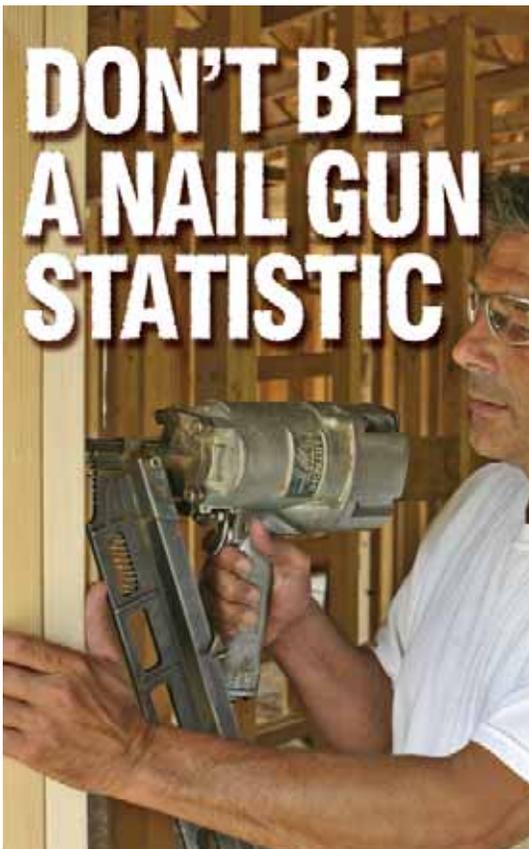
Myth: Flushing your eye is easy – a person can figure out how to do it if they need it.

Fact: Training is critical. Anyone who has the potential to come in contact with a corrosive material must be trained to use the eyewash station.

FYI: The FDA has been working on ways to improve eyewash sterility and new enforcement rules are in progress. Stay tuned for future updates.

— Michael Tesmer, Certified Safety Professional, Conney Safety

DON'T BE A NAIL GUN STATISTIC



WE ADMIT IT: NAIL GUNS ARE COOL.

They're powerful, they're fast, and they can make you feel like a pro when you're tackling a home improvement project. Unfortunately, they can also be incredibly dangerous.

Although you might think that nail gun injuries are rare – we've all heard the bizarre "nail in the head" stories – they're actually stunningly common. According to an injury analysis conducted by researchers at Duke University and the National Institute for Occupational Safety and Health, from 1991 to 2005 the number of consumers who made a trip to the emergency room because of a nail gun injury **more than tripled** (from 4,200 annually to nearly 15,000). The vast majority of injuries – 75% – were to fingers and hands, with lower extremities making up 17% of the injuries.

We asked Hester Lipscomb, PhD., an occupational safety expert and lead author on the Duke study, for tips on using nail guns safely.

Determine if you have a contact trip or sequential trip trigger. Lipscomb offers a simple test. If you can pull the trigger first and then depress the nose piece to fire, you have

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OFF The Job

a contact trip trigger – the type that's more likely to fire unintentionally. If you have to push the nose piece against a surface first and then pull

the trigger to discharge the nail, you have a safer sequential trip trigger. If you're buying a new nail gun, ask for one with a sequential trip trigger; if you have an older model, your local hardware store should be able to help you track down a conversion kit.

Take a training class. Take the time to learn how to use your nail gun safely. When you buy the tool, ask where you can get qualified instruction. Local vocational schools may be a resource or check manufacturers' websites.

Treat your nail gun with respect. Treat this tool as seriously as you would a handgun. Don't point it at others and don't disable safety features.

Wear appropriate safety equipment and adopt safe body posture. Don't wear tennis shoes and do wear safety glasses. "Don't brace the project with your body," said Lipscomb. "This can put you in a position where you could shoot the nail back at yourself."



Products Shown: UltraTech® Ultra-DrainSeal #04271. Below: Ultra-DrainGuard #04457.

Stormwater Pollution Prevention With UltraTech® DrainSeals and DrainGuards



If your municipality has a separate storm water system, **100%** of the water from your area's storm drains is going directly to a waterway – without a stop at a water treatment plant along the way. That's a pretty sobering statistic, and one that helps to explain why the EPA requires many of our customers to have a Stormwater Pollution Prevention Plan. Two products from **UltraTech** can

Product News

YOU CAN USE

help you manage hydrocarbons and a variety of sediments.

Ultra-DrainSeal®

- **Seals from BOTH sides** – Don't worry whether you've got the right side up – either side will safely seal your drain and save critical time in an emergency.
- **Urethane construction** – Quickly

molds to cracks and crevices around the drain and creates a perfect seal.

- **Mesh reinforcement** – Sandwiched between two layers of urethane to prevent tearing and ensure the integrity of your seal.
- **Re-usable and easy to clean** – Soap and warm water is all it takes.
- **Available wall-mount** – Ensures that seal protection is always close at hand.

Ultra-DrainGuard®

- **Upside-down cone shape** – Unlike flat fabric models that can blind over as they fill, this design collects sediments and pollutants but lets water pass through.
- **By-pass ports** – Eliminate problems with overflow.
- **X-TEX filters** – Do an excellent job of absorbing grease/oil, plus they can help you meet quotas for use of recycled materials.
- **Pull-through handles** – Two handy loops feed through the drain grate so you can switch the insert without worrying about it falling into the drain.
- **PopUp capacity indicator** – No more guessing. This optional accessory tells you when it's time to switch inserts.

Safety Stories

Continued from Page 1

caveat. "If you model one type of story, you might *only* hear that kind."

Sharing stories

Before you share someone's story, get their permission, even if you'll be changing specific details to protect those involved.

Telling the story live versus by audio or video tape can be a matter of preference, but most experts agree it's crucial to share it orally.

"Story is a simulated experience; it takes you 'there.' Very few people can write these stories in a compelling way," said Simmons.

"Practice ahead of time, but don't worry about being a master storyteller – it's the story that matters," said Silverman. "And it's ok to exaggerate as long as the essence is true."

Include detail and dialogue and follow the traditional story arc: beginning, middle – where there's a paradox or conflict – and an ending, which doesn't necessarily need to be positive. Wrap it up with a key point that gets listeners thinking.

Having the story told by the person who actually experienced it brings a level of emotion that no one else will be able to duplicate.

"Although some people would argue that using video isn't as personal, I've found it to be very powerful because people will tend to be more emotional and open on a video than they might when they're standing in front of their peers," said Cullen.

Video also preserves information for posterity. "In the mining industry, we're on the verge of having many of our experienced miners retire. Video allows us to capture their expertise," said Cullen.

If using video, Cullen stresses the importance of having a camera person *and* a story prompter, and using an experienced videographer who will ensure video quality.

When stories won't work

Employees will only share their stories if they feel safe. What if your organization has a culture of blame and punishment?

"Don't even bother," said Silverman. "There has to be a culture built on continual learning, an assumption that the mistakes people make are largely due to the system they work in, not the person. If this isn't your culture, stories are not going to help."



SPECIAL PRICING UNTIL SEPT. 24

Update Your Labor Law Poster

A federal minimum wage increase went into effect on July 24, 2007. All employers of employees subject to the Fair Labor Standards Act's minimum wage provision have up to 60 days from that date to update their labor law posters and post them in a conspicuous location to be in compliance with this change.

The labor law posters sold by Conney Safety are all-in-one state and federal posters – simply buy one poster and you'll be in compliance with both state and federal law.

For a limited time, we're offering these posters at **15% OFF**. Call **800-356-9100** or visit **conney.com** and use **Promo Code: WAGE1** when ordering your updated poster. Pricing is valid through September 24, 2007.

OSHA reform likely to occur?

The topic of safety was front and center on April 26, 2007 when both the Senate and the House brought versions of the *Protecting America's Workers Act* to their respective floors. If passed, this worker safety bill would be the first major update to the Occupational Safety and Health Act (OSHA) in 37 years. The act's key provisions are:

- **Coverage for additional workers** – would protect 8.6 million more federal, state and local public employees as well as some in the private sector.
- **Penalty increases for employers who break the law** – makes it possible for an employer to face felony charges if their repeated and willful violations of the OSH Act resulted in worker death or serious injury (it's currently a misdemeanor). Also sets a minimum penalty of \$50,000 for a worker's death caused by a willful violation.
- **Whistleblower protection** – updates administrative procedures.
- **Enhanced public accountability and transparency about safety violations** – mandates that OSHA investigates all cases of death or serious injury and allows workers/families to meet with OSHA investigators. Also requires employers to inform workers of their rights under the OSH Act.

Clarification on an employer's duty to provide personal protective equipment (PPE) to employees.

Similar bills have been presented – but failed to pass – in recent years. Does Democratic control of Congress mean the bill is more likely to fly? We asked two experts for their thoughts: Aaron Tripler, director of government affairs for the American Industrial Hygiene Association, and Dan Glucksman, public affairs director for the International Safety Equipment Association.

While Tripler believes the bill includes areas that most people would agree need to be addressed, the devil, as always, is in the details. "It's one thing to say, for instance, that coverage should be expanded, but how will it be enforced and where will the funding come from? Those are much harder questions to answer and impact the likelihood of this passing. It might make more sense to break the bill apart and do a bill for each issue – there's just too much in this one."

Glucksman believes that the bill is unlikely to move forward in the short term. "It does help that both the House and Senate brought forth similar bills – it streamlines the effort – but there hasn't been a lot of momentum. This could pick up steam in the spring of 2008."

Both thought that worker safety didn't generate the same voter interest that other issues do. "Politicians know that very few people are going to vote based on their record on occupational health and safety, and they spend their time and energy accordingly," said Tripler.

There's Always Time for Safety!

(And a FREE Lunch)

Safety

SANDWICHED IN

Stop in over your lunch hour and we'll give you a free meal and the latest news on hot safety topics. *Safety Sandwiched In* runs from 11:30 a.m. – 1:30 p.m. at the Conney Safety Showroom, 3202 Latham Drive, Madison, WI.

Here's our upcoming speakers & topics:

■ **WEDNESDAY, SEPTEMBER 12**

Kimberly Penrod, Brady Lockout/Tagout Demonstration and Q&A

■ **WEDNESDAY, OCTOBER 10**

■ **THURSDAY, OCTOBER 11**

Tom Hauert, Justin Original Workwear Choosing Outdoor Work Clothing and Getting a Proper Fit

Tom Hauert from Justin Original Workwear will be in our Factory Showroom all day on Wednesday, October 10 and Thursday, October 11. He will be showcasing our new line of Justin industrial clothing, including coats, jackets, overalls and coveralls. Tom is an expert at helping workers find comfortable clothing, with a perfect fit, for virtually any job.

Justin Original Workwear is also available in camouflage, making it an ideal choice for the upcoming hunting season!

And remember, all Justin Original Workwear comes with a 30-day money back guarantee – if you don't love it, we'll take it back. So stop by and see Tom and say goodbye to bulky, uncomfortable, poor-fitting winter clothing.

■ **WEDNESDAY, NOVEMBER 14**

Shawn Mulholland, Clorox Cleaning Products and Dial Soaps, Controlling Germs and Reducing Illness in the Workplace

■ **WEDNESDAY, DECEMBER 12**

Bill James, Swift First Aid Workplace First Aid Q&A