

Building a Safety Culture: Creatively

Richard Spencer

&

Dennis Judy

AHA!

What we hope you take away

- You see something in our presentation that makes you say “AHA”
- Develop your “AHAs”
- Implement them in your company
- A lot of other ideas

Why develop a culture of safety?

- Human Capital - Our employees are our greatest asset
- A Safe Employee creates a safe company
- A safe company creates a safe industry
- A safe industry keeps the regulators at bay: to a point
- Bottom line

When does safety start?

Where did it start:

- Quality Pro- Respirator Fit testing



Ladder Safety & Fall Arrest



Core Value: Safety

Personal Safety and employee well-being are our greatest responsibilities followed by protection of our environment and company property.

Safety Committee:

- CEO & President
- COO
- SVP Risk Management
- SVP Operations
- Chief HR Officer
- VP Professional Development
- Director of Safety & Risk Management
- Representative from Insurance Broker
- Director of Special Projects
- Others as necessary

Programs we have put in place:

Redwing Shoe Program:

- 2 years ago 65% of our injuries were Slips, Trips, & Falls
- Started a relationship with Redwing Shoes where we provided a voucher for the first \$75 for steel toed shoes and tread pattern specific to job type
- All service employees must participate
- We have recently added an opportunity for employees to put an additional \$75 as a payroll deduction at time of purchase giving them \$150 at the time of purchase without coming out of pocket at that time
- Slips, trips, & falls have basically been eliminated

Defensive Driving



- EOS
- Arrow Branded Safe Driver Program: 14 + 2 Training via our E-Learning Center
- Commentary Drive conducted at new hire, annually, and Post Vehicle Incident

Identifying hazards in the workplace picture contest

- We have done this twice already
- Encouraged employees to take pictures of hazards they identified while working
- Asked them to send the picture along with a description of the hazard and how they avoided the hazard to a special email address
- We picked and posted weekly winners
- Had a final drawing from the weekly winners for prizes
- Prizes included: Gift Cards, Kindle Fire HD, iPad, sports tickets, etc
- Will use the pics to create a presentation

A couple of the winners:



Thermos

- Were having some heat related injuries
- Ordered ½ gallon water coolers with our logo on them
- Issued to all service professionals
- Encouraged them to carry them and drink at least on full cooler a day
- Some ideas are successful and some are not
- One employee when asked where his cooler was said “Oh, my kid liked it so much, I let him take it to school”

Safety Glasses

- Experienced some minor eye injuries
- Worked with our uniform company to provide polycarbonate, indoor/outdoor lenses to all service employees
- Not any eye injuries since
- Employees with prescription lenses – only employees who are not able to wear the glasses



Weekly Safety Message

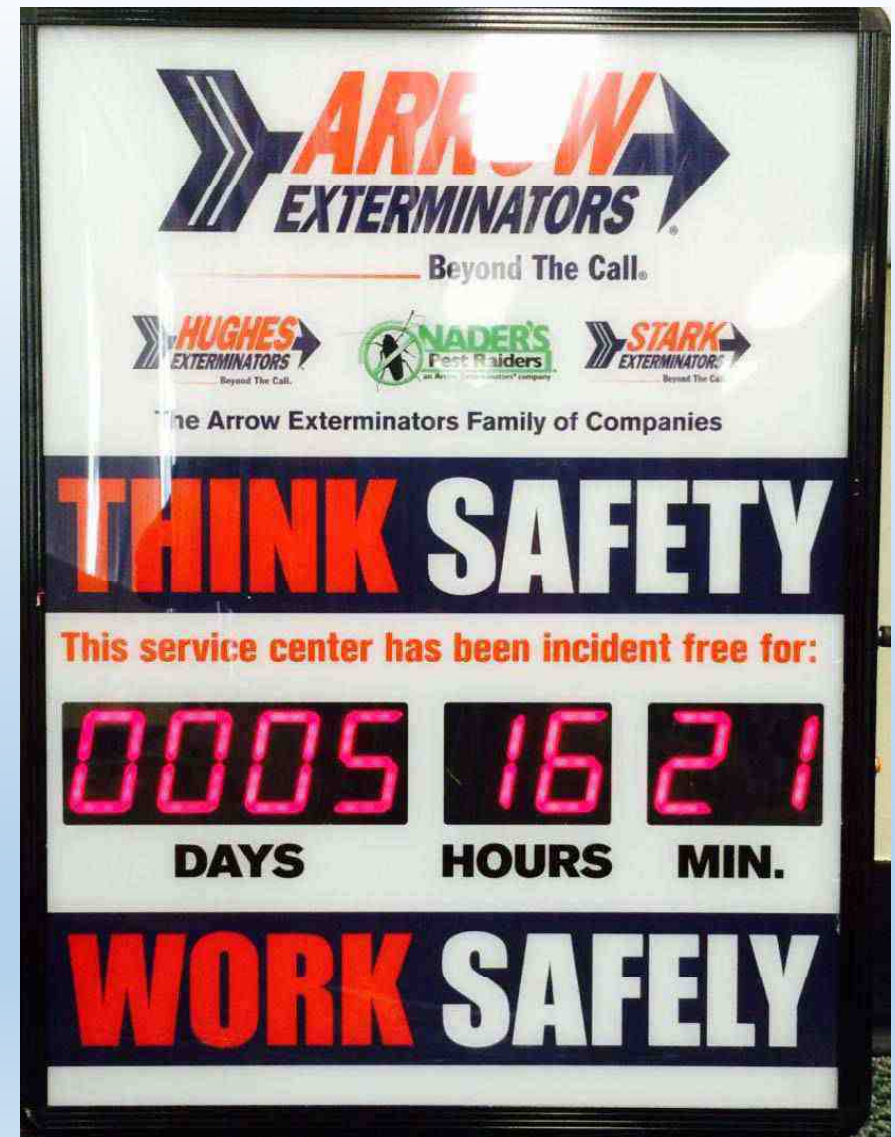
- PPT Message with a specific message sent to managers
- They present the ppt at their Friday morning meeting
- Messages are usually 5-7 slides
- Message topics have included:
 - Proper distance
 - Clearing the rear
 - School bus safety
 - Cell phone use and texting
 - Preventing Dog Bites

Post Vehicle Incident Conference Calls

- If there is an at fault/no fault incident with company vehicle
- Driver has to complete a form describing the incident, how they could have avoided it, and what defensive driving training they did not follow
- Driver, Manager, RVP, SVP, CEO & Pres, COO, SVP RM, & Dir S&RM are on call
- Tell the driver the call is not meant to hammer them and have the driver describe the incident, how they could have prevented it, and what can we learn from it
- We have learned a great deal from these calls
- Example-

Safety Clock Program

- Put counting clock in all SCs
- Counts the days that SC has gone without vehicle or WC incident
- Managers hate having to reset their clock
- I keep a master spreadsheet on all clocks
- Creates awareness at the SC level

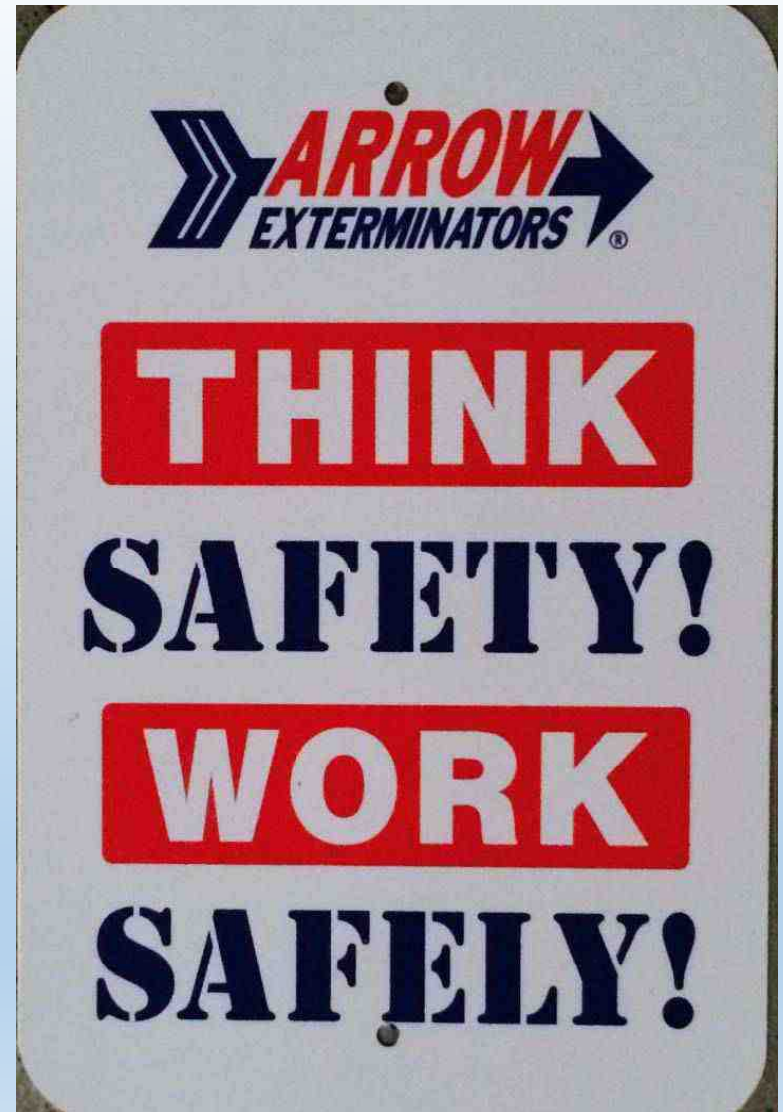


Safety Message at Quarterly CMT meetings

- 10 minute Safety message
- Given to Operational EC, SVPs, RVPs, Corporate Management Team leaders
- Executive level information in a condensed format
- First meeting – Safety Mindset
- Second meeting – presented AL & WC claims #s by Region as well as some of the learning points of our Post Vehicle Incident Conference Calls

Think Safety! Work Safely! signs

- Signs posted on a metal pole at the exit of each SC
- Creates Awareness as we depart our locations



Programs in the works:

Programs in the works:

- Safety coach –
 - one employee in each SC designated as Safety Coach
 - Assist SCM in creating safety environment
 - Assist SCM in delivering weekly safety message
- Next Safety Contest

Culture of Safety

- Does not happen over night
- Requires buy in from all levels
- Keep thinking of new ways to deliver the message

Thanks!

Now to
Dennis



I Can Explain...





ACTUAL
ODOMETER
READING

317 MILES



We were driving around running into people! Imagine my concern when I first came to work for Allgood and reviewed the previous year vehicle accident data that showed a total of nineteen rear end vehicle incidents! Our insurance carrier visited frequently with lots of ideas for vehicle safety contests. I had tried contests before with little success. In fact, I thought safe driving was not a “bonus” opportunity, but part of our daily jobs. What were we to do?

The simple answer was to find a way to change poor driving habits. It was obvious that **inadequate following distance** was our most common trait needing to be altered.

THE MOST COMMON DRIVING ERROR

by Del Lisk, President
Smith System

In Smith System's fifty years of teaching safe driving to over one hundred thousand fleet drivers, the most common poor driving habit we see is **inadequate following distance**. Our studies show most motorists maintain between one and two seconds behind the vehicle in front of them.

Here are drivers' most common reasons for this distance plus some thoughts to consider:



I was taught the 2 second following distance when I first learned to drive. It's more than enough.

Consider this: This following distance has been abandoned by most state DMV's as well as the Department of Transportation. The 2-second recommendation was derived from testing the stopping distance and reaction time of drivers under ideal road, vehicle and driver conditions and was a minimum. These ideal conditions rarely exist.

Even more crucial is the fact this formula never considered how this limited following distance restricted our freedom to survey the complete traffic picture. **With two seconds or less, drivers can ill afford to take their eyes off the vehicle directly in front to identify risks further ahead, to the sides or behind.** The resulting limited information often leads to late, hasty reactions that expose drivers to unnecessary risk, create a rough transport experience for any passengers and cause greater vehicle wear and tear.

If I carry a larger following distance other drivers will constantly cut in and force me to drop back. This will happen again and again and soon I'll be behind schedule.

Consider this: A very common perception is that maintaining more than 1 to 2 seconds will invite more drivers to cut in and thus cause us to be constantly dropping back in traffic. The roots of this concern are more emotional than logical. The truth is that when this happens, someone else usually is leaving our lane farther up ahead. **It all balances out.** The net difference rarely has any impact on our schedule.



Here's why...

Let's assume that a driver who cuts in maintains a following distance of 2 seconds and let's be liberal and add another half second to account for that vehicle's length. That means this infringement added 2.5 seconds to our schedule. **Even if this occurred as much as 40 times in a day's driving (very high), it would only add 100 seconds over the total day.** And, that's assuming none of these vehicles ever leave our lane (most of them will).

So what is the proper following distance?

We recommend **at least four seconds**. Here's how you measure it: When the vehicle in front passes a fixed object such as a telephone pole or an overpass, count one thousand one, one thousand two... You should get to at least the count of one thousand four before passing that same fixed point. This distance should be **increased in poor road or weather conditions** or when driving heavier equipment.

The truth is . . .

. . . the biggest barrier to maintaining our recommended following distance is just our own pre-existing tendencies. It is instinctive for most drivers to actively fill space, not create it. And, as a shorter following distance is the habit for almost every driver, it feels awkward to carry a greater distance. Try our four-second rule next time you are behind the wheel. **You'll be amazed by the increased visibility and greatly reduced risk** achieved for you and your passengers.

We stopped talking about
“at fault” accidents and
started talking about
“preventable” accidents.



**GREETINGS – YOU ARE CORDIALLY INVITED TO JOIN
THE RANKS OF THE SAFE DRIVERS’ ELITE GROUP –**


THE “DD” SQUADRON



“I Pledge to Double the Distance”

FORMAL CEREMONY

Ask for a
commitment.



"I Pledge to Double the Distance"

DRIVER'S DOCTRINE

Whereas, statistics prove that the most common driving error leading to automobile accidents is inadequate following distance, and . . .

Whereas, most motorists maintain a one to two second interval behind the vehicle in front of them, and . . .

Whereas, Allgood Pest Solutions' motor vehicle accident records indicate that more than 90% of our collisions are rear-enders, and . . .

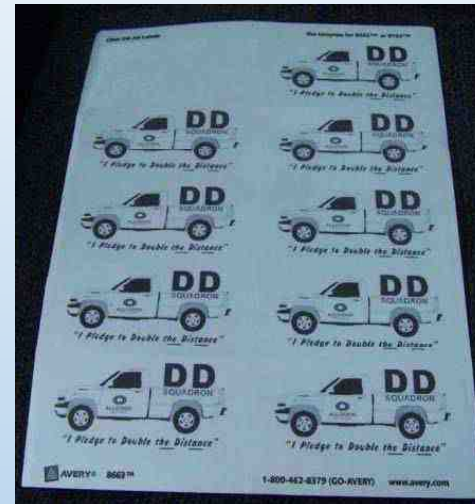
Whereas, increasing the following distance behind the vehicle in front leads to greater visibility and greater reaction time, and . . .

Whereas, Allgood Pest Solutions will provide ongoing communications to keep this concept foremost in our minds while operating a company vehicle,

Therefore, in order to achieve a level of greatly reduced risk for myself, and any passengers, I, the undersigned driver of an Allgood Pest Solutions vehicle do hereby pledge that I will maintain "Double the Distance" when operating a motor vehicle.

Dennis Judy _____ *July 15, 2006* _____
Driver Date

Posters / Labels



Visor Wallet



Visor Wallet Contents Policy

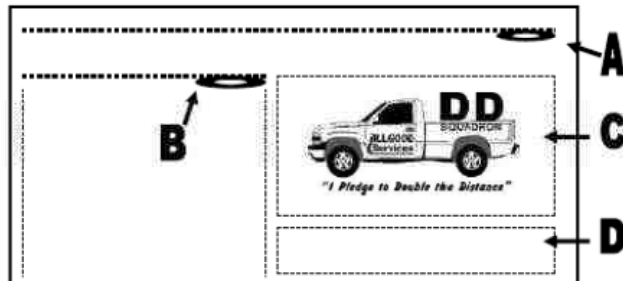
The "DD Squadron" auto visor pouch was designed to accommodate the important documents required in the company vehicle. The following list describes how to set up the visor pockets. Please check these items on every inspection and correct any deviations. Do not allow this item to become a catch-all for other items.

Zippered Compartment "A" - Vehicle Accident Report

**Zippered Compartment "B" - Vehicle Registration Card
Vehicle Insurance Card**

Open Pocket "C" - Vehicle Assigned Gasoline Card

Open Pocket "D" - Ink Pen

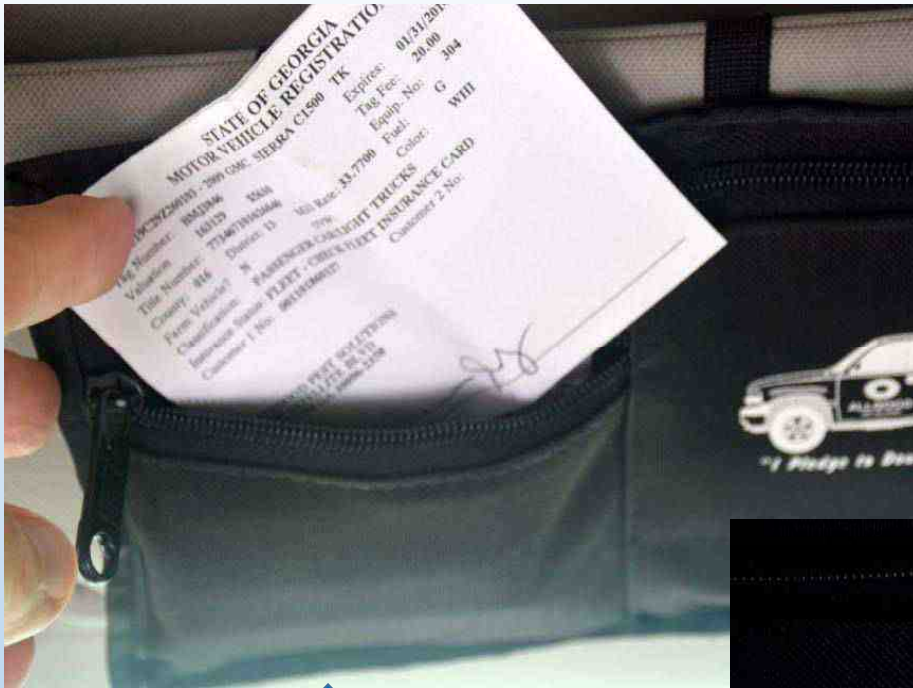


Note: New insurance cards have been distributed and will soon be followed by new registration cards this month. Please ensure that all vehicles have current documents available and that old documents are removed from the visor wallet.



- Accident Report
- Registration Card
- Insurance Card
- Gasoline Card
- Ink Pen
- "DD" Logo Imprinted Reminder





Registration & Insurance Cards



Gasoline charge card



ALLGOOD PEST SOLUTIONS

VEHICLE ACCIDENT REPORT

Date _____ Time _____ am
pm

Location (street, route, city, state)

Weather Conditions

Road Conditions

Police Officer
Name _____
Badge # _____
Telephone _____
Police Report # _____
Citation(s) issued to:

Reason for citation(s): _____

Describe How Accident Occurred

OUR DRIVER

Driver's Name _____

OUR VEHICLE

Vehicle License # _____
Make _____
Type / Model _____
Year _____
Decal # _____

Describe Damage to Our Vehicle

Is vehicle drivab

**REMEMBER
WITH THE DIS
SUPPLIED F**

Photograph the
directions to

Photos taken

OTHER DRIVER

Driver's Name _____

Address _____
City _____ State _____
Telephone # _____
Telephone # _____
Driver's License # _____
Expiration _____ State _____

OTHER VEHICLE

Registered to _____
Address _____

PERSONS INJURED

Name _____
Address _____
City _____ State _____
Telephone _____
Name _____
Address _____
City _____ State _____
Telephone _____
Name _____
Address _____
City _____ State _____
Telephone _____

PASSENGERS - OTHER VEHICLE

Name _____
Address _____
City _____ State _____
Name _____
Address _____
City _____ State _____
Name _____
Address _____
City _____ State _____
Name _____
Address _____
City _____ State _____

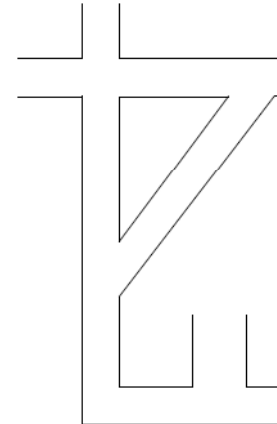
OTHER WITNESSES

Name _____
Address _____
City _____ State _____
Telephone _____
Name _____
Address _____
City _____ State _____
Telephone _____
Name _____
Address _____
City _____ State _____
Telephone _____

ADDITIONAL NOTES

DIAGRAM OF ACCIDENT

Show names of streets, direction
vehicles moving, position of vehicles,
indicate by N - S - E - W



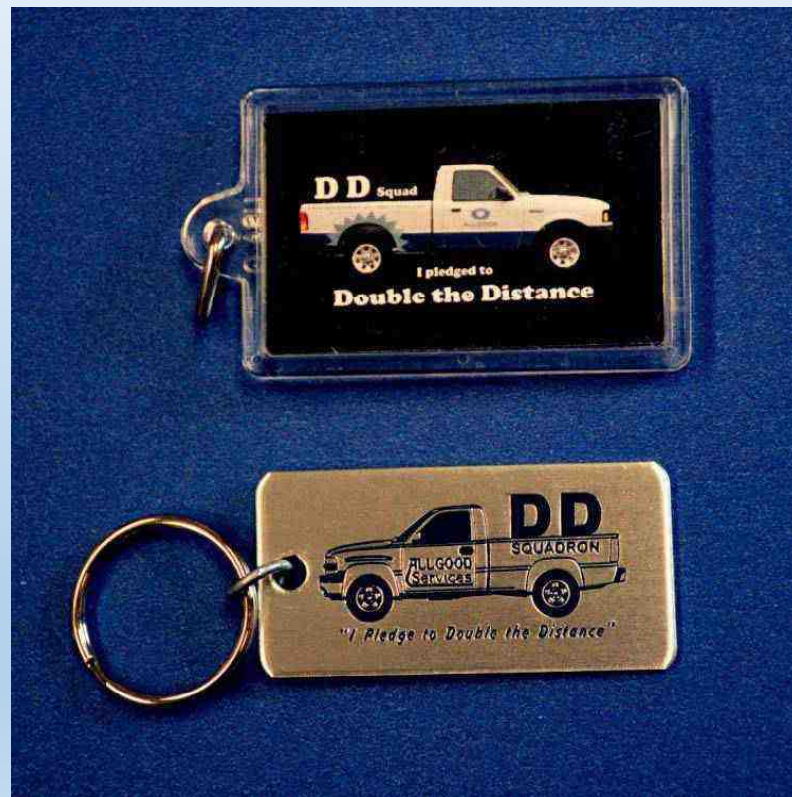
**Accident Report
Front / Back
Tri-Fold**

Stored in larger
pocket.



Trinkets

- Ink Pens
- Key Chains
- Scent Wafers
- Water Bottles
- Etc.



Minimal Cost – Maximum Value

Item	Cost
Driver's Doctrine certificate	Package of certificate paper and a Xerox machine – less than \$10.00
Poster hanging near service door	Poster board, string and computer print out of sign – less than \$5.00
D-D Key Chains	About \$1.00 each
D-D Visor Wallets (hold insurance cards/accident reports)	About \$5.00 each
D-D logo on Driving Evaluation form	Negligible – printed from computer
D-D Poetry Contest (drivers submit limericks for newsletter)	\$100 in prize certificates
D-D Water Bottles	About \$1.00 each
D-D Ink Pens	About \$1.00 each
D-D Presentations (computer powerpoint)	Negligible – we hold routine training meetings
D-D Window Decals (driver side window below mirror)	About \$10.00 for computer labels
Driver's talking about their experiences (ongoing)	Priceless!

Right Start Manual



Driving Evaluation - Day 1



ALLGOOD
PEST SOLUTIONS

Driver's Name: _____
Learner Expiration Date: _____
Defensive Driving Evaluation
Date Evaluated: _____
Evaluated by: _____

Skill Level: _____
1 = Excellent 2 = Satisfactory 3 = Needs Improvement

Defensive Driving Task

- Use seat belt.
- Obey when posted speed limit.
- Adjust speed to road and weather conditions.
- Keep eyes moving continuously.
- Use mirrors frequently.
- Maintain adequate space when driving.
- Look and plan ahead to prevent surprises.
- Approaches all intersections cautiously.
- Looks both ways before entering intersections.
- Looks both ways when starting up on green lights.
- Slows gradually for stop lights and stop signs.
- Comes to full stop at stop signs.
- Avoids running through amber stop lights.
- Maintains proper space when stopping behind other vehicles.
- Keeps both hands on wheel when driving.
- Blends smoothly into traffic.
- Uses turn signals when turning or changing lanes.
- Maintains proper lane when turning.
- Keeps steering wheel straight when awaiting left hand turn.
- Keeps dash clean and loose items secure when driving.
- Uses headlights in poor visibility.

Driver's Signature _____

DD SOLUTIONS
"I Pledge to Double the Distance"



Service Employee Initial Training Checklist

Day 1

- Complete New Employee Orientation Checklist.
- Fill out new hire employee packet.
- Give registration manual to employees not already registered.
- Conduct defensive driving evaluation.

Day 2

- Complete basic module chapters 1 & 2 and complete their chapter tests.
- Review test answers with trainee.
- Introduce to the trainer.
- Start on the job training (Tell - Show - Observe - Correct or praise).

Trained with: _____ Residential PC Commercial PC Termite Liquid Sentricon

Day 3

- Complete basic module chapter 3 and its chapter test.
- Review test answers with trainee.
- Continue on the job training.

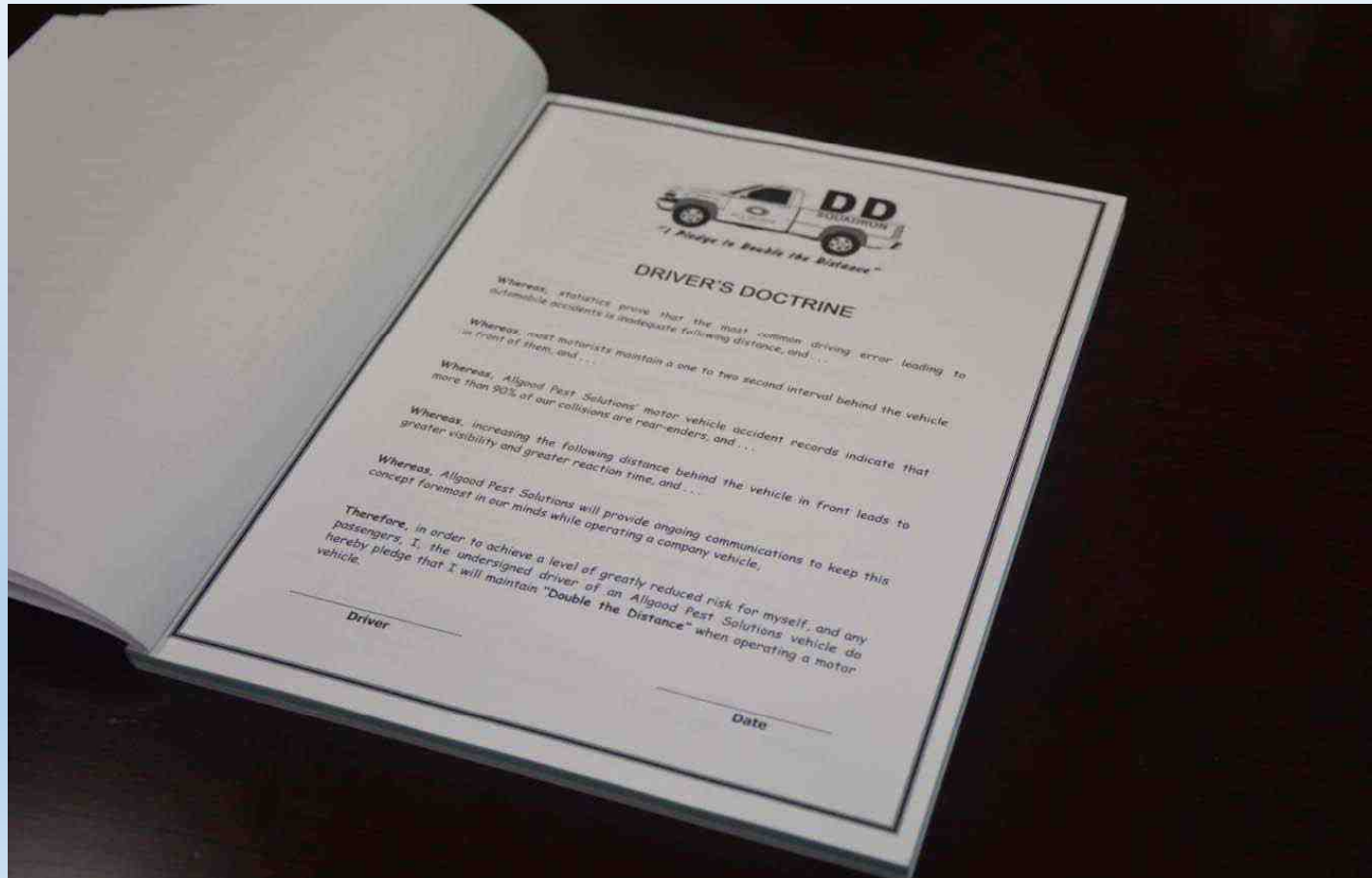
Trained with: _____ Residential PC Commercial PC Termite Liquid Sentricon

Day 4

- Complete basic module chapters 4 & 5 and complete their chapter tests.
- Review test answers with trainee.
- Continue on the job training.



"DD" is part of Right Start Training



Safety Training Line Items



	Procedure (C&C, Etc.)	Acc. Treatment Practices	Minimizations	IPM Principles			
RELATIONS	Customer Concerns	Children and Pets	Illness	Requests for Pesticides	Courtesy and Conduct	Returning Phone Calls	Environmental Concerns
PAPER	Pesticide Use Records	Daily Work Sheets	IPM Checklists	Accident Reports			
SAFETY	Avoiding Spills	Reportable Spills	Spill Cleanup	Proper Filling Procedures	Runoff and Drift	Vehicle Safety Standards	General Safety

(New employee) _____ has shown proficiency in all aspects of pest control work, has received notification of state registration and is authorized to perform pest control work as of _____ (date).

Signed: _____ (Supervisor)

Approved: _____ (General Manager)


Training Sessions

- Basic Training modules
- Allgood Academy advanced modules
- State approved CEU safety training programs
- Monthly Technical Training for CEUs
- Monthly Safety Training Meeting delivered by Safety Committees within Operations

Quality Assurance




- SEAL Team Award Program (Service Excellence, Accountability, Leadership)
- Supervisor's Field Evaluations


PEST CONTROL FIELD TRAINING SERVICE SKILLS EVALUATION

EMPLOYEE _____ EVALUATED BY _____
 Date _____ Number of accounts evaluated _____
 1 = Excellent 2 = Satisfactory 3 = * Needs Improvement
*Needs Improvement: must be explained under comments and performance re-evaluated until satisfactory.

Skill Level	Task Performed	Comments
_____	Initial Residential Service	_____
_____	Regular Service – Ants	_____
_____	Regular Service – Cockroaches	_____
_____	Regular Service – Rodents	_____
_____	Flea Treatment	_____
_____	Other Pest _____	_____
_____	Interior Service Delivery	_____
_____	Exterior Service Delivery	_____
_____	IPM Service Delivery	_____
_____	Commercial Food Account	_____
_____	Commercial Non-Food Account	_____
_____	Spill Control Methods	_____
_____	Proper Safety Equipment	_____
_____	Route scheduling / organization	_____
_____	Paperwork complete / legible	_____
_____	Customer Interaction	_____

Signed _____ (employee) Signed _____ (evaluator)



Defensive Driving Evaluation

Driver _____ Date Evaluated _____
 License Expiration Date _____ Evaluated by _____

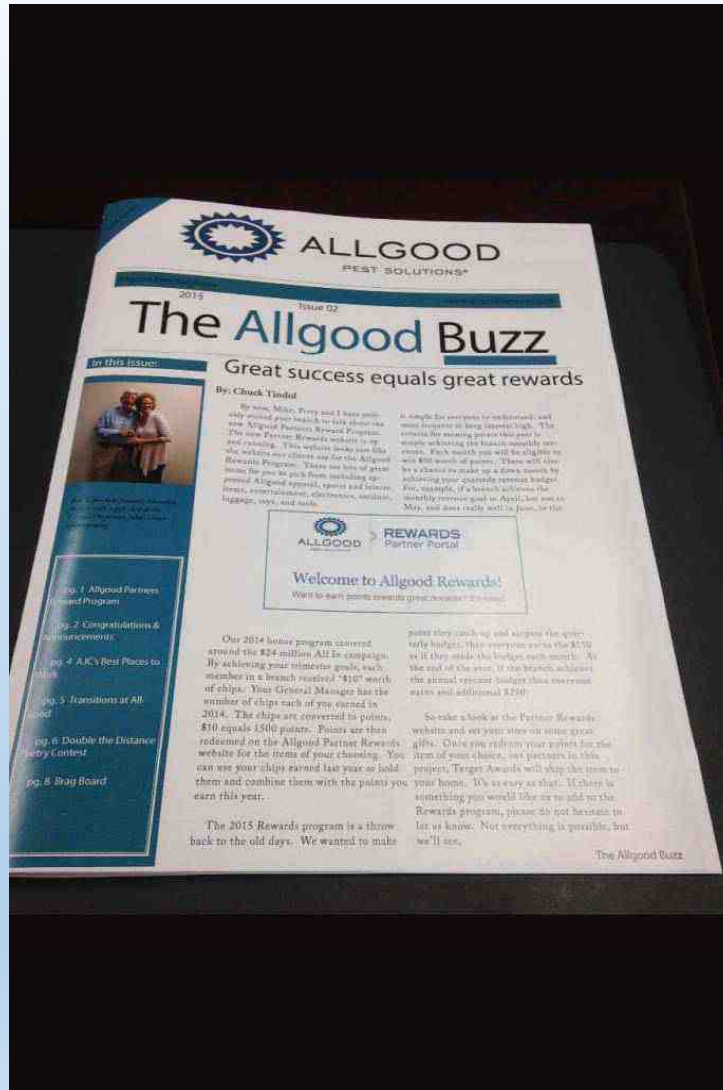
Skill Level	Defensive Driving Task
_____	Uses seat belt.
_____	Drives within posted speed limit.
_____	Adjusts speed to road and weather conditions.
_____	Keeps eyes moving continuously.
_____	Uses mirrors frequently.
_____	Maintains adequate space when driving.
_____	Looks and plans ahead to prevent surprises.
_____	Approaches all intersections cautiously.
_____	Looks both ways before entering intersections.
_____	Looks both ways when starting up on green lights.
_____	Slows gradually for stop lights and stop signs.
_____	Comes to full stop at stop signs.
_____	Avoids running through amber stop lights.
_____	Maintains proper space when stopping behind other vehicles.
_____	Keeps both hands on wheel when driving.
_____	Blends smoothly into traffic.
_____	Uses turn signals when turning or changing lanes.
_____	Maintains proper lane when turning.
_____	Keeps steering wheel straight when awaiting left hand turn.
_____	Keeps dash clean and loose items secure when driving.
_____	Uses headlights in poor visibility.

Skill Level: **1 = Excellent** **2 = Satisfactory** **3 = Needs Improvement**

Driver's Signature _____



"I Pledge to Double the Distance"

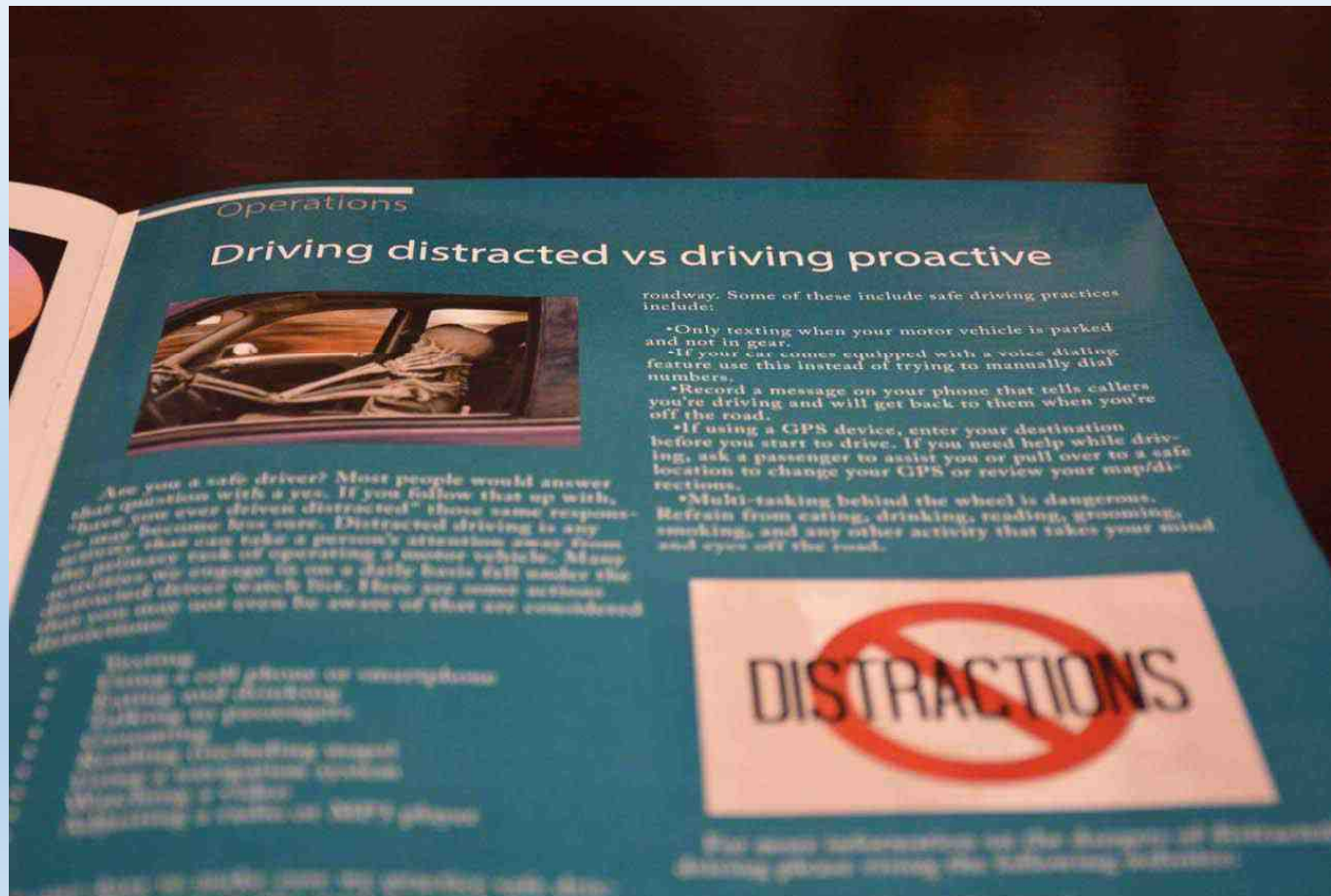


Talk it Up!

Make safety a part of recurring communications.



Include in Written Communications



Poetry Contest



Remember when driving your truck
You must avoid pressing your luck.
You pledged you would double
Your distance from trouble.
An accident really would suck!

"Double D" squadron is cool.
It helps as a safe driving tool.
Count to one thousand four
Leaving that much space more
To react to some dumb driving fool!



When traveling all over town
Buckle up as you're driving around.
I'll state my insistence
To double your distance
So that you arrive safe and sound!

When following cars every day
Don't forget as you're going your way;
You're responsible for
Loved ones you adore.
Double distance will make it okay!

Judy, Dennis

From: Judy, Dennis
Sent: Friday, March 20, 2015 9:45 AM
To: DG: All Personnel
Subject: Double the Distance Poetry - And the Winner is . . .

Thank you all who participated in our poetry contest and especially those who are practicing Double the Distance!

We are finally down to the **WINNER** of the contest. The winner will receive a gift card valued at **\$100** and will also receive a **woven blanket** with the Allgood logo (only a limited number were created). I think these will come in handy for buying diapers and keeping the baby warm!

Please join me in congratulating our poet laureate of defensive driving!

Double the Distance Poetry Contest

GM's, OM's, Salesmen and PT's
Cars, trucks and SUV's
Whether exterminating bugs, rodents or fleas
Double the Distance for SAFETY please!

by Will Linn, Dalton



10 Winners Selected

Reverse countdown of top ten over a two week period distributed to all employees thru email.

Poetry Contest



Conference Calls

Company Conference Call

Date: August 5, 2015

Phone Number: 678-533-5120 then enter 727#

Facilitators Topic: TC NC Cancels / New Construction IR Mover:

Mike E: The new building construction market has really picked up in the last year and Jeremiah has done a great job of reaching out to those involved and setting up pretreatments at a discounted rate. We are doing them so cheap that we are a little bit in the hole-but the purpose of it is to retain the renewal for long term. What are we doing to retain these customers? One of the first steps we should be doing is immediately after the sale of the home is making contact and start building the relationship with the new homeowner. If we are not following up with the new homer after the sale of the home we are falling behind on retaining that customer for future renewal base. Take it one step farther and don't wait until the renewal is due make it a point to contact the new homeowner a few months before it is due. A lot of effort has been put

into these accounts and we don't
Greg: one of the things they do w
through ahead of the closing. Rich
Kerry: recently he sent out an ema
been done this year. Use that as a
visit every account when it's slow,
builder side- ex. Sybil in South. Ev
about 20-30 days later a lead is se
be labeled NC Mover that way will
settled in and talk to them about t
them some of our other products.

Safety Corner

Best parking Practice's / Follow up

Mike E: they looked over the accid
parked in the street from someon
that he was in they believe that he
home neighborhood and parking
Dennis: the use of safety cones in
would have made a difference or
Ken: the problem we face is if the
the way around.

Gary: he was at a condo and was s
door and let her know he was park
to leave to come let him know and
Brad: you can kill 2 birds with 1 st

Back injuries and Safe Work Practi
Dennis: he has created a training c
then have a presentation with you
write down some of the bullet poi
person take the quiz and email De

Safety Corner

Best parking Practice's / Follow up Dalton Accident

Mike E: they looked over the accident that happened in Chattanooga (he got backed into while parked in the street from someone across the street backing out of their driveway) - for the area that he was in they believe that he was in the best place possible because he was in a cluster home neighborhood and parking was limited and he wasn't able to park in the driveway.

Dennis: the use of safety cones in sales vehicles is begin considered because we don't know if it would have made a difference or not

Ken: the problem we face is if the customer is not looking in the mirrors and it makes it tough all the way around.

Gary: he was at a condo and was parked right at the neighbor's garage so he knocked on her door and let her know he was parked there but he thought she could get out but if she needed to leave to come let him know and he move the truck

Brad: you can kill 2 birds with 1 stone as far as the safety aspect and clover leafing

Back injuries and Safe Work Practices –

Dennis: he has created a training document for you to go over with your safety committee first then have a presentation with your branch. Use a flip chart or marker board and have them write down some of the bullet points and have a good discussion about it. Then have each person take the quiz and email Dennis to let him know that the training is complete.

OFI Suggestions



OFI WINNER

OFI WINNER

OFI WINNER

OFI WINNER

Hats off to our OFI Winners

Congratulations Shannon Rogers and Chris Hilliard! These partners are our most recent winners of the Opportunities For Improvement award. Both winners received a \$25.00 gift card for their ideas related to improving our workplace.



Shannon Rogers accepts the prize for a healthy OFI submission.

Shannon's recommendations revolved around making a healthier work environment. We are currently looking into ideas for those partners that are sitting in our offices all day.

Chris recommended that CPR training be offered to partners. Allgood will be holding CPR training sessions for partners and their spouses next month.

Please continue to share your ideas for improvement with us. Partners can submit OFIs to Kendra Rudd via the mailbox located at their branch.



Chris Hilliard is another OFI winner thanks to his suggestion on emergency training.

A Building gets lost

A building at our branch in... Fred Thomas and Theresa Kehler... the Allgood family and let you know a little about them.

Allgood's office is located south of... Fred's son, David Thomas will... Fred's sister Theresa Kehler and... Walker's daughter, Claudia... staying on to help us grow.



SAFETY CULTURE TRANSFORMATION

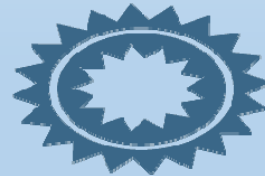
- Build safety activities and information into the everyday work process.
- Expression of the safety culture on a regular basis vs. enforcement of safety rules on a selected basis.
- “While safety has always been a priority here, my goal is to make it a value for all of us”.

Excerpts from “10 Things You can Start
Tomorrow to Improve Your Safety Culture” . . .
Linda Midyett



Thanks!

Dennis Judy
Technical Director
678-781-9994
djudy@allgoodpc.com



ALLGOOD
PEST SOLUTIONS®