

1 Way to Personalize Safety

How to get past people's initial thought that safety is all about them?

How to convince people following procedure and wearing PPE is not about getting in trouble if you don't do it?

How to let people know that their actions or lack thereof impact others?



How to Get Into Their Heads

- Most people are risk takers.
- What is the worst thing that can happen to me?
- Typically people only look at the first ripple the drop causes in the water.



- How can we widen their perspective???



Through Their Heart

- If everyone could stop eating for the next 3 minutes. What we are about to do could save your life.
- Everyone pull up a picture of your family or loved ones on your cell phone.
(Experience is the best teacher)

- Safety Topic - Driving



Repeat these words after me.

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- My dearest family. Today I will drive my car. Today I will choose how I drive my car. I will choose all of my actions. I will make these decisions because I know what is best. I will choose to speed. I will choose to text while driving. I will choose to have one more drink of alcohol. I will choose to push the gas harder when I see a yellow light. I will continue to do these things since nothing has ever happened. Sure others have gotten in wrecks, but it has not happened to me. I will choose to drive my way and jeopardize our finances, my ability to walk, my life, or the family in the car next to me. It has only happened to others so I will be OK. I love you very much, but not enough to follow the laws set to protect me from myself and protect our family from the effects of an accident. See you tonight when I get home.

Everything should be OK because it has not happened to me.