

# **SAFESTART**<sup>®</sup>

**Taking SAFESTART Home**

## **Tips for a successful implementation of Taking SafeStart Home!**

### *The SafeStart Home kit includes:*

- 4 DVDs in one case: Taking SafeStart Home, Hurt at Home, Boo Boo Bandits, SafeStart on the Road; with instruction booklet, poster, key tags, CERT sticky cards (for first aid kit), CERT cards and Boo Boo Bandits Game with wrist band.
- SafeStart Online Course Family access
- SafeStart Awards Program

The SafeStart Leader's Guide provides full instructions for your in-house trainers to incorporate the home elements into the standard SafeStart classes, with a brief introduction in Unit 1 and a full demonstration in Unit 5. Usually the kits are handed out at the end of Unit 5.



**SafeStart Home Kit**

You do have the option of presenting the Awards program to your employees in Unit 1, rather than waiting for Unit 5. Employees can call the hotline as soon as they have finished each unit at work. You may find this creates some extra enthusiasm for your workplace training, as well as “Taking SafeStart Home” later. The Leader's Guide supports both options. Make this decision based on what is most suitable for your culture and training goals.

Ensure your trainers have a handout ready with instructions for the Awards program and the online course. A sample is available on the Client Resources section of the SafeStart website. Some people don't participate simply because they assume it will be complicated—your trainers need to be ready to demonstrate just how easy it is to participate.



**Leader's Guide**

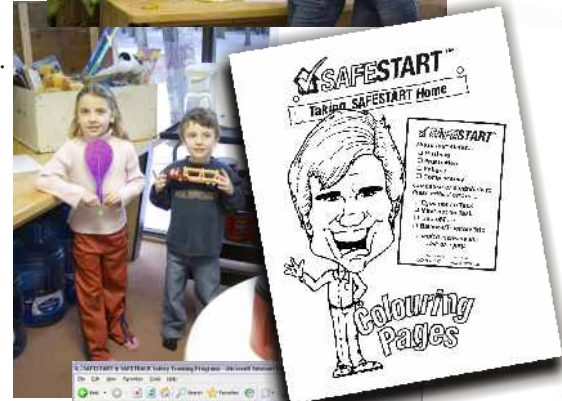
During your SafeStart sessions give employees “homework”. Ask them to discuss the training with their family and find out when they will do the SafeStart Home program. Give them an opportunity to role play this discussion—it's bound to create some laughs. Follow-up at the next session and have people share their plans.

Another tip from one of our consultants: during your SafeStart training use local newspaper articles of children getting hurt to build motivation for taking SafeStart home.

***See page 2 for a list of suggestions to help foster enthusiasm and increase commitment to Taking SafeStart Home!***

# Tips for a successful implementation of *Taking SafeStart Home!*

- Assign key members of your leadership group, safety committee or SafeStart Steering committee to do the “Home” activities, as prescribed, with their families. Testimonials from a peer group can really drive more employees to actively participate. (Walk the talk!)
- Invite members of your company's “C” level (CEO/CFO/COO) to share their experiences with Taking SafeStart Home, either live or a videotaped message.
- Arrange to demonstrate the SafeStart Awards Hotline during safety meetings. Have someone else volunteer or ask another member of your leadership group to demo the call and show everyone just how easy it is.
- When someone wins a SafeStart Award ask them to bring it in to the next safety meeting. Post photos of winners with their awards on the bulletin board.
- Add a 'family' or 'off-the-job' element to your regular compliance training to carry the message that your company cares about the safety of its employees outside of work. Have employees give examples of off the job accidents or close calls related to the topic. Stories that involve kids are especially motivating.
- Arrange photo opportunities to present SafeStart certificates to family members who complete the course. Post these on a SafeStart Home Bulletin Board.
- Remind employees that SafeStart Certificates (provided automatically at the completion of the online course) are great additions to resumes for family members seeking employment.
- Have a monthly draw for all people who have completed the SafeStart Home on-line course. Simple prizes, such as ball caps, can be very rewarding. You may find many local restaurants and retailers willing to donate prizes for children's or community safety efforts.
- Sponsor coloring contests for younger children. Pages to color are available on the SafeStart for Kids website. These also provide some fun for your bulletin board.
- Encourage family members to “Tell Their SafeStart Story” and then create a forum for sharing these. An online form is available to download on the Client Resources section of the SafeStart website.
- Promote SafeStart Home, via banners, games and prizes, at any family events your organization holds.
- Give employees credit for teaching SafeStart Home to school and community groups. If your company gives days off for volunteer activities allow SafeStart training to qualify.
- Include SafeStart Home training and story telling as part of “take your child to work” days.
- Offering free safety training for family members demonstrates great corporate citizenship. Ensure you publicize your initiatives via press releases to local media, and announcements in your corporate communications with staff, and with the public.
- If your company is part of the VPPPA process, your SafeStart Home efforts may qualify for community outreach credit.
- Ensure you monitor the participation in SafeStart Home, by viewing the administrator User Status Report. Publicize your success! For example, put up a thermometer type poster that shows what percentage of employees have participated. You may even want to set up a fun competition between departments or shifts.
- Bump up your support initiatives if you aren't satisfied with the participation, but be realistic. You aren't going to get 100% participation for off the job safety efforts, but be proud of the initiative you are taking and celebrate even small successes.



Check out “*Keeping SafeStart Fresh*” on the **Client Resources** section of the SafeStart website for more ways to support your SafeStart initiative within your workplace. Your SafeStart Leader's Guide also provides valuable information for ensuring your SafeStart implementation is successful, and sustainable. Our account managers and SafeStart consultants are always happy to help—just give us a call at (800) 267-7482.