We are all on a Journey, a cycle of continuous improvement toward the goal of zero injuries and illnesses in our workplaces.

The National Safety Council is launching an outreach effort, the Journey to Safety Excellence® Campaign, to give businesses a compelling case to invest in safety. The Campaign will offer measurement tools and easy-to-access resources to help companies keep their employees safe and healthy.

NSC is committed to helping all organizations, regardless of size or industry, progress on their Journey. NSC has partnered with Grainger, the national founding sponsor of the Campaign, to encourage all organizations to lead with safety as they strive for excellence.
THE JOURNEY TO SAFETY EXCELLENCE

A model for workplace improvement

Investing in safety is a sound business decision. Organizations that instill a culture of safety throughout all levels of their organization witness improvements in quality, efficiency and productivity. They also experience fewer injuries and illnesses, reduced workers compensation claims and less business interruption.

High performing workplaces all have something in common – they are all on a cycle of continuous improvement that aims for a sustainable reduction of risk with a goal of zero harm. At the Council, we call this the Journey to Safety Excellence – a proven method to integrate safety in driving operational excellence. The Journey starts with the same questions used to develop strategy for any business operation:

Where are you now – and where do you want to be?

How do you move forward?

How do you manage your improvement and measure your progress?

Using best practices of world-class organizations as well as independent research, NSC has identified four integrated pillars to help organizations realize safety excellence:

Leadership and employee engagement
Leaders foster a culture where safety is fully integrated in the business and is a core value where all employees are engaged and share responsibility

Safety management systems
A strong safety management system is a framework of processes and procedures to ensure that work tasks are completed safely to achieve objectives.

Risk reduction
Risk is the combination of the probability of an event and the severity of the injury that may result. Risk is always present in the workplace and those organizations who actively strive to reduce it will outperform those who do not.

Performance measurement
To manage improvement, it is essential to have measurable goals to track performance, looking at leading and lagging indicators and how they are related.

THE JOURNEY TO SAFETY EXCELLENCE CAMPAIGN

The largest outreach campaign of its kind

The goal of the campaign is to:

• Educate employers on the importance of safety in the workplace and offer compelling evidence for the value of investing in safety
• Establish an understanding of the relationship between safety, employee engagement and operational excellence
• Provide ways to measure the return on investment (ROI) for safety
• Assist in determining performance gaps and next steps to progress on the Journey

NSC is launching a new website in summer 2014 that will offer:

• A self-assessment tool to help organizations benchmark their current place on their Journey, identify areas for improvement and compare their results to organizations across the country
• An employee perception survey to gauge how employees companywide experience safety (culture) to begin addressing organizational priorities and how that compares to other companies
• An incident rate calculator to measure performance, establish a baseline to measure progress in the future and compare to industry averages
• A workplace blog to share updates and relevant content for the Journey
• A forum for individuals and their companies to connect with each other and with NSC experts
• Case studies and testimonials from Journey participants
• Archive of webinars and educational content
• Articles outlining safety best practices
• A toolkit for safety teams to use when selling safety to their executive decision-makers
• A white paper quantifying the value of safety for business owners and decision-makers
• Inspirational messages from the Journey spokesperson

We will be driving traffic through marketing campaigns as well as social media. NSC will further the outreach with a national press release and traditional media outreach to trade publications. We will tap into the NSC network to extend the message to these communities as well.