



# Membership

# ADVANTAGE

ROUTE TO:  
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Summer 2012

Vol. 17, Issue 2

NATIONAL SAFETY COUNCIL

## Join us for the *Celebration of the Century*

One hundred years ago, corporate leaders came together for the first Safety Congress and envisioned a national organization dedicated solely to the promotion of safety – the National Safety Council. A century later, NSC remains committed to the mission of preventing injuries and saving lives at work, on the road, and in homes and communities through leadership, research, education and advocacy.

The *Celebration of the Century*, the theme for the 2012 NSC Congress & Expo, scheduled to take place Oct. 20-25 at the Orange County Convention Center West Building in Orlando, FL, will celebrate 100 years of safety. Meet with thousands of environmental, health and safety professionals and build off each other's strengths, resources and passion for safety excellence.

This year's Opening Session will launch the event with keynote speaker Captain Chesley Sullenberger, the pilot who successfully landed a disabled commercial airplane on the Hudson River six minutes after takeoff. Hear Captain Sullenberger's

**KEY DATES:**  
**July 20:** Early registration deadline (save up to \$325)  
**Sept. 14:** Advance registration deadline (last chance to save)  
**Oct. 22-24:** Expo Floor open

tale of the "Miracle on the Hudson" as he details the airline industry's approach to safety management and the importance of risk reduction. Chicago's famed Second City comedy group also will perform during the Opening Session.

Unique to this year's event will be Expo Floor highlights recognizing the history of safety. Special safety exhibits are designed to take attendees through a century of safety progress, featuring historical items, milestones and film clips.

Seven new Professional Development Seminars have been added to the lineup, as well as more than 15 new Technical

Session "Hot" Topics and two additional Technical Session tracks.

The "Young Professionals" track offers attendees an opportunity to learn from peers younger than 40 who have earned recognition as next-generation safety leaders. Share solutions to problems faced by this emerging group and interact with young safety professional leaders – a wonderful opportunity for young, star performers in safety at any organization.

In the "Research to Practice" track, attendees will learn how successful partnerships with industry, labor and practitioners can advance the application of research to practical use and prevent work-related illnesses, injuries, hazards and fatalities.

For the 2nd annual Rock 'n' Community: Connections for a Cause, NSC has invited the Orlando Magic to shoot hoops with attendees as they raise awareness of the Orlando Magic Youth Foundation.

To learn more about the 2012 NSC Congress & Expo, or to register, please visit [congress.nsc.org](http://congress.nsc.org). We can't wait to celebrate with you!

### SAFETY FOCUS: Slips, trips and falls

*NSC asked: What are some of the safety issues related to slips, trips and falls that your organization faces? What programs or efforts has your organization established to address these issues?*

**Thomas Taylor**  
Director of Safety & Health  
Consumers Energy Co.

Our employees face a large variety of hazards that are constantly changing as our work moves from customer homes to construction sites to wilderness areas where there are many impacts to our walking and working surfaces. For example, geographical hazards such as potholes, ruts, swamps, rivers, hills, rocks, etc.; environmental conditions such as snow, ice, mud, wet grass, tall grass, etc. and finally,

customer-owned facilities that are poorly maintained, such as stairways, decks, sidewalks, grounds, etc. Our meter readers and repair personnel routinely travel up to 12 miles per day in these conditions where there are many risks for slips, trips and falls.

We have many programs focused on increasing employee awareness, proper footwear and walking/working surface maintenance. While these all have helped to reduce our incidents, we still are experiencing slip

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# Celebrating safety excellence

In April, the National Safety Council had the pleasure to present The Dow Chemical Company and its chairman and CEO, Andrew Liveris, with the 2012 *Green Cross for Safety* medal at a dinner in Houston. NSC presents the *Green Cross for Safety* medal annually to an organization that has distinguished itself over a period of years for outstanding achievements in workplace, off-the-job and community safety, as well as responsible citizenship.

The *Green Cross for Safety* dinner is the Council's largest annual fundraising event. I am thrilled to share that a record-breaking \$1.3 million was raised at this year's event to further the Council's mission to save lives and prevent injuries. Thank you

*The role each of you plays in safety has made a difference.*

to everyone who made a contribution and was able to celebrate this achievement with Dow.

As NSC begins to celebrate 100 years of safety over the coming year, we will be saluting the leaders and milestones that have inspired a century of progress, including award winners such as Dow.

The role each of you plays in safety has made a difference. Through the safety industry's combined efforts in education, advocacy and compliance, NSC estimates that nearly 6 million lives have been saved over the past 100 years.

This is an achievement we can all celebrate together. I hope to see many of you in attendance at the 2012 NSC Congress & Expo in Orlando, FL, in October. The *Celebration of a Century* – the theme for this year's Congress & Expo – symbolizes 100 years of collaboration, lessons learned and progress for safety across the nation. Thank you for all you have done, and continue to do, to help save lives and prevent injuries. The future of safety is bright, and it is our pleasure to walk alongside you on this Journey.

**JANET FROETSCHER**  
President & CEO  
National Safety Council

*Kent McElhattan, NSC Board Chair (left) and Janet Froetscher, NSC President and CEO, with Andrew Liveris, Chairman and CEO of The Dow Chemical Company, recipient of the 2012 Green Cross for Safety medal.*





# Create a culture that celebrates safety

The National Safety Council awards program is an integral part of the Journey to Safety Excellence ideals. As we all know, behavior that is rewarded will be repeated, and in our business, that behavior translates into saving lives.

It also translates into a healthier bottom line. According to *Incentive* magazine, research shows that every year for more than a decade, organizations that use recognition programs significantly outperform their competitors that don't.

We are pleased to announce that more member companies than ever before are taking advantage of this member-exclusive resource. As safety leaders who are responsible for the well-being of their employees and their company's bottom line are realizing, participation in the NSC awards program just makes sense.

Our awards line, which acknowledges safety achievements on both the organizational and individual level, includes:

*Milestone Award*

*Safe Driver Award*  
*Perfect Record Award*  
*Million Mile Award*  
*Significant Improvement Award*  
*Expert Driver Award*  
*Safety Leadership Award*  
*Significant Work Hours*  
*Million Work Hours Award*  
*Certificate of Merit*  
*Occupational Excellence Achievement*  
*Safety Service Award*

## 2012 ANNUAL AWARDS CELEBRATION

This year, National Safety Council award recipients from all over the country will gather to be recognized and celebrate their safety achievements and the progress they have made on their Journey. The celebration is scheduled in conjunction with the 2012 NSC Congress & Expo, on Tuesday, Oct. 23, in the Orange County Convention Center in Orlando, FL. For more information, visit [nsc.org/memberawards](http://nsc.org/memberawards).

## HOW MEMBERS LIKE YOU ARE BENEFITING FROM PARTICIPATION IN THE AWARDS PROGRAM...

*"The awards program is a great program for motivation and rewarding our top safety performers, and an excellent way to involve senior management and to get visibility for the safety program."*

**Henry Kaplan**  
 SAFETY SPECIALIST  
 GARLAND ISD RISK MANAGEMENT

*"Providing positive feedback to our employees for their outstanding safety performance definitely strengthens our safety culture."*

**David Taylor**  
 HSE DIRECTOR  
 AMECO

*"Employees who have made an effort to work safer, participate in safety activities or show safety leadership within their peer group greatly appreciate recognition from an unbiased, nationally recognized third-party organization like the NSC."*

**Scott Cornell**  
 SAFETY MANAGER  
 CHRYSLER

## SAFETY FOCUS: SLIPS, TRIPS AND FALLS

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and fall events. We recently started training employees on the mechanics behind a slip and fall, combined with an exercise on our Slippery Surface Simulator. This has been very effective, and we are excited about the future impact of this technique developed by researchers at Virginia Polytechnic University.

**Carl W. Heinlein, CSP, ARM, CRIS**  
 Senior Safety Consultant  
 American Contractors Insurance Group

In the construction industry, we are always faced with a variety of fall hazards, from basic housekeeping

slips and trips to more complex hazards associated with ladders, scaffolds, steel erection, excavations, getting on and off equipment, and working off of trailers (loading and unloading equipment and supplies).

We constantly are looking for better engineering controls, administrative controls

and, last but not least, the use of personal protective equipment. Working with our contractors, we are creating new education/training resources that address fall protection-related hazards. We are adding more and more visual aids. We also have an emphasis on pre-planning around fall hazards – the development of a Job Hazard Analysis, or even more specific, Activity Hazard Analysis or Task Hazard Analysis.

We also are focusing on the relationship our contractors have with their subcontractors, and are working together to address fall hazards to help ensure everyone is on the same page.

**William M. Montante**  
 Vice President/  
 Senior Consultant  
 Marsh USA (Marsh Risk Consulting)

I am with the consulting division and provide tribometry services to our clients who experience slips, trips and

falls as a dominant loss source for workers' compensation, general liability or both. Important elements for assaulting this complex loss dynamic are tribometry – measurement of floor surface slip resistance using a state-of-the-art tribometer, designed for wet surface slip testing where the vast majority of incidents occur. We educate our clients to be better consumers of flooring systems, treatment products and methods, standards and fundamentals of slip and fall dynamics and mitigation. Misinformation is common, and there are unknowing or unscrupulous vendors who will say or write anything to promote their product or service as better than the competition. Most buyers are not sufficiently versed to ask the tough questions or critique the validity of vendor data, standards references and advertisements. There is fundamental knowledge that is essential to make informed decisions.

# The serious problem of falls in the workplace

Following highway crashes, falls to a lower level is the second leading cause of unintentional workplace fatalities and the fifth leading cause of days away from work. In 2009, 538 workers died and an additional 63,320 were injured as a result of a fall.

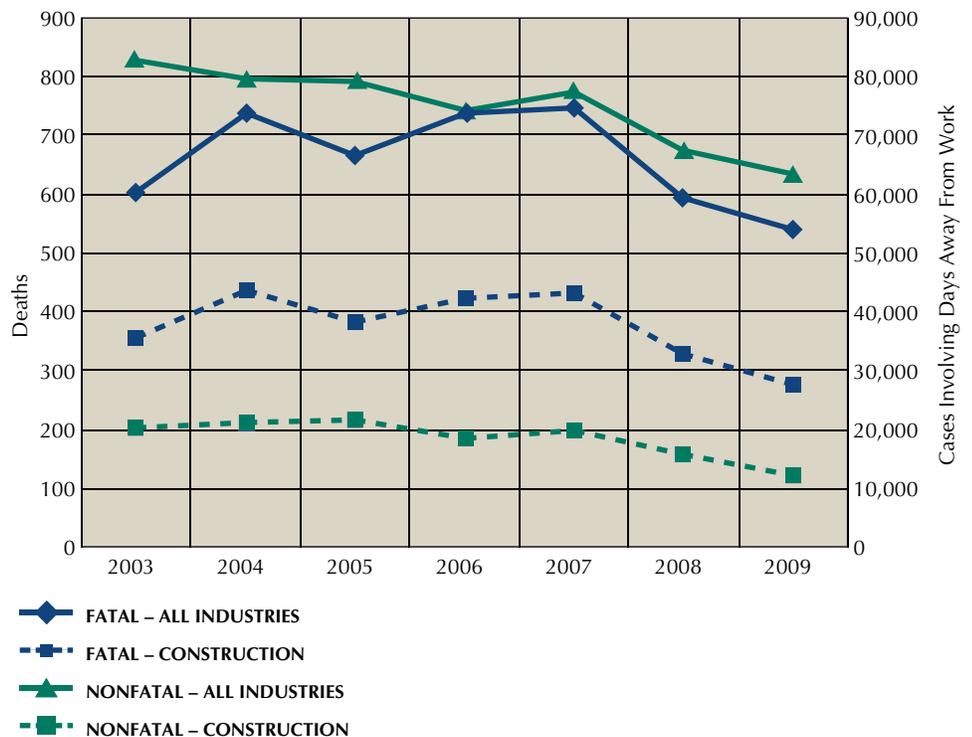
Fatal falls to a lower level typically involve injuries to the head or multiple body parts, while nonfatal injuries most often involve the lower extremities, trunk or multiple body parts. The most common nonfatal injuries include sprains and strains, followed by fractures.

Falls to a lower level result in dramatically more days away from work than typical injuries – a median of 14 days away from work, compared with eight days across all injury events. In fact, more than 36 percent of fall-to-a-lower-level cases involving days away from work result in 31 or more lost workdays. These types of falls most often occur on ladders (27 percent), followed by stairs or steps (25 percent). New employees are disproportionately represented, with 26 percent of nonfatal injuries involving workers with less than one year of service.

By far, the construction industry continues to be most at risk for falls to a lower level. In 2009, 276 construction workers died as a result of these types of falls, representing 51 percent of all fall-to-a-lower-level fatalities. The fall-to-a-lower-level fatality rate in the construction industry is more than 8 times the general industry rate.

These types of falls also represent the

Workplace falls to a lower level, United States, 2003-2009



single most dangerous event within the construction industry, accounting for 33 percent of all construction fatalities. The construction industry also experiences the most nonfatal cases involving days away from work, representing 19 percent of all nonfatal fall-to-a-lower-level cases, with 12,090. Forty-four percent of these nonfatal cases resulted from falls from ladders (5,300 cases).

Compared to falls to a lower level, falls on the same level tend to result in less severe but more frequent injuries. In 2009, there were 141,120 fall-on-the-same-level cases involving days away from work and 93 fatalities. Education and Health Services had the highest fall-on-the-same-level rate with 26.7 per 10,000 workers, followed by Leisure and Hospitality (20.3) and Trade, Transportation and Utilities (17.3).

Falls are an issue employees face both in the workplace and beyond. Falls are the leading cause of nonfatal unintentional injuries, with more than 8.7 million people in 2009 treated in hospital emergency departments. As the numbers show, preventing slips, trips and falls remains an important topic to be addressed in your safety program.

## OSHA, NIOSH TEAM UP TO HELP PREVENT CONSTRUCTION FALLS

A national campaign to prevent construction worker falls was launched on April 26, 2012. This campaign provides information and educational materials about working on ladders, scaffolds and roofs, with an emphasis on residential contractors and vulnerable, low-literacy workers. Find helpful information at:

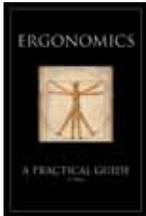
- [www.osha.gov/stopfalls](http://www.osha.gov/stopfalls)
- [www.cdc.gov/niosh/construction/stopfalls.html](http://www.cdc.gov/niosh/construction/stopfalls.html)
- [stopconstructionfalls.com](http://stopconstructionfalls.com)



**A**s a member, you know the rewards that a safe environment can provide to your employees and your organization. The National Safety Council recently improved its benefits package to better fit your needs as you continue on your Journey.

## NEW BENEFITS AVAILABLE

Your choice of one of the following publications (Level 4+ members choose two):

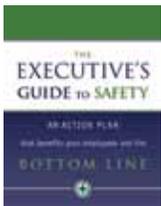


*Ergonomics: A Practical Guide* serves as a great tool for helping identify and correct ergonomics problems in the workplace. This redesigned manual and new resource CD offer a fresh look at the proven, practical knowledge that safety and health professionals need to establish and maintain a successful ergonomics program.

*Nine Elements of a Successful Safety & Health System* serves as a framework for safety and health professionals to use for building a safety and health system. This publication will walk the safety professional through nine key steps for implementing and growing a safety and health orientation in today's global environment.



*The Executive's Guide to Safety: An Action Plan that Benefits Your Employees and the Bottom Line* addresses all the components of a Safety Management System and explains why an effective SMS is critical to the success of any organization. The guide will help Human Resources professionals and all levels of management customize, implement, maintain and improve your organization's overall safety culture.



*Pocket Guide to Safety Essentials* provides a convenient source of information in an easy-to-understand format. It contains the more pertinent safety information and concepts, not delving into the theoretical, but staying solidly in the practical. It fits easily in a briefcase, satchel or backpack, so it can be transported to an injury site, class or jobsite.



## FREE E-LEARNING OPPORTUNITIES:

**1 FREE Workplace Online Training trial** – Provides engaging, interactive training with more than 100 course titles to choose from. Topics range from fall protection to OSHA recordkeeping.

**1 FREE NSC Live Webinar** – Each month, NSC hosts webinars on the latest safety trends and best practices to help you create safe environments at work, on the road and at home. (Level 4+ members receive three FREE live webinars.)

(All new benefits are available upon renewal.)

## BENEFITS AVAILABLE TO ALL EMPLOYEES

### FREE resources:

- Annual subscription to *Safety+Health* magazine (\$67 value per subscription)
- *Membership News Alert* – top-rated safety news delivered to your email inbox every week
- Downloadable webinars presented by safety experts (more than 30 new topics recently added)
- **NEW!** NSC Congress audio library – recordings of top-rated Technical Sessions from past Congresses
- Use of NSC Knowledge Center – Have a question? Let us do the research for you.
- *Injury Facts* CD – the most contemporary comprehensive resource for injury statistics
- **NEW!** NSC First Aid Quick Guide

### Exclusive access:

- 24/7 access to the member-exclusive section of the NSC website
- FREE downloadable safety talks, posters, articles and PowerPoint presentations
- Local-level support and membership through a network of NSC Chapters
- Industry-specific Division Networking Groups
- Emergency Alert Network – keeps you in the know during a public health or safety emergency
- Exclusive participation in Safety Motivation and Recognition Awards program
- FREE Occupational Excellence Achievement awards to recognize your company
- FREE downloadable safety toolkits, including workplace safety; ergonomics; and slips, trips and falls

### Discounts (up to 30%) on:

- Training – including online, classroom, self-study and certification
- Annual NSC Congress & Expo – registration, seminars and exhibit space
- Advertising space in *Safety+Health* magazine
- Most NSC products and publications
- **NEW!** NSC e-learning opportunities – including Congress 2.0 webinars and virtual conferences
- NSC Navigator – secure web solution that will revolutionize the way you manage your safety system and improvement process





### How will you advance your safety program?

The 2012 NSC Congress & Expo focuses on critical issues and trends to bring you the latest, most informed perspectives from top safety experts.

Connect with more than 850 exhibitors on the Expo Floor and enjoy countless networking opportunities.

Register today at [congress.nsc.org](http://congress.nsc.org).



members  
get more®



Downloadable  
member-exclusive content

Don't miss out – visit [nsc.org/members](http://nsc.org/members)

*These documents are downloadable and intended to be distributed to all of your employees.*

Falls are by far the leading unintentional injury, accounting for more than 8.7 million emergency department visits each year in the United States.\* Because of this, the National Safety Council has developed a toolkit to help keep you and your employees safe from slips, trips and falls.

The toolkit includes:

- Slips, Trips and Falls – No Laughing Matter recorded webinar
- 5-Minute Safety Talk (Available in English and Spanish)
- Tip sheet
- Safety article
- Poster

**Downloadable webinars:**

- Aging Workforce and Safety Issues
- Create Sustainable Safety Cultures
- Conducting Effective Safety Audits
- How to Turn Supervisors into Safety Coaches
- Living and Leading Self-Motivation for Safety

**NSC Congress audio library topics include:**

- Fall protection
- Job safety analysis
- Improving safety culture
- Construction safety
- Off-the-job safety

**Safety posters:**

- Summer safety
- Employee wellness
- Proper footwear
- Ergonomics
- Drive defensively

\*National Safety Council, "Injury Facts," 2012 edition

### Manage your safety systems and measure performance

NSC Navigator, powered by ICertainty, makes it easier for your organization to comply with safety regulations, take corrective actions and manage a process of sustainable improvement.

This SMS cloud-computing solution will help you digitally capture, organize, report and benchmark safety activities in a single, secure web location – eliminating the need

for paper documents and multiple spreadsheets.

Get a live demo at [nscnavigator.com](http://nscnavigator.com) or call (800) 672-4692.



### NSC is proud to partner with Philips – the worldwide leader in AEDs

Philips HeartStart defibrillators allow responders to treat sudden cardiac arrest by delivering a shock quickly and effectively – providing the power to save a life. Take advantage of exclusive AED pricing for NSC members. For more information, call (800) 621-7615, ext. 52106.



### Leading with Safety® (Presented by BST)

Safety starts at the top. Attend this forward-thinking one-day course exclusively for executives and senior management to learn how to engage your employees, instill the value of safety and inspire involvement in a successful safety program. Sign up today at [train.nsc.org](http://train.nsc.org) or call (800) 621-7619.



# Practice good workplace housekeeping

A slapstick comedian slips on a banana peel and the audience laughs. A schoolchild falls as he walks to the blackboard and another student asks, "Have a good trip?" The jokes are familiar, but slips are no laughing matter. They play a large roll in the number of workplace injuries and lost workdays. Practicing good housekeeping can help minimize workplace hazards that could lead to slips, trips and falls.

## TAKE THE CLEANING QUIZ

Workplace housekeeping and safety go together. Many housekeeping tips seem basic, yet they often go unheeded, resulting in thousands of injuries annually. When workers leave tools next to equipment or boxes in walkways, these normally harmless items become hazards. Take an unannounced walk through your workplace and see if your housekeeping system really stands up. Keep a checklist to note:

- Do stacked materials impede workers' vision?
- How often is combustible waste removed to minimize fire hazards?
- Are all aisles, walkways, stairways, traffic areas and exits kept free of stored materials?
- How conveniently placed are receptacles for waste and debris, and are they covered?
- Are wet floors clearly marked and sectioned off?
- Are ventilation systems clear of dust and debris, and not blocked by stored materials?

Many occupational injuries are attributed to defective maintenance, such as trips on broken floors or worn steps or stairs. Make sure your floors are free from holes; irregularities; uneven surfaces; and accumulations of waste, oil and slippery substances.

In addition, stored materials should not block light sources, and make sure burned-out light bulbs or fluorescent tubes are replaced immediately.



## MIND THE DAILY DETAILS

Day-to-day workplace housekeeping should not be left for employees to do during the last few minutes of the workday – it should be an ongoing effort. Some employers hire cleaning crews employed solely for that purpose.

Another alternative is having the plant services department, or the most appropriate department in your organization, provide general housekeeping as part of the organization's safety program. Having a clean, safe environment should be a concern of all employees.

All employees can take little steps every day to keep their areas clean and prevent a larger mess from creating hazards. Every department may have its own safety needs, but many principles apply across the board, such as keeping areas uncluttered.

## TRACK DOWN TROUBLE

Some organizations actually go looking for trouble. A good practice your organization might want to adopt is sending out a team on a weekly or monthly basis to scour the plant or building for housekeeping and maintenance issues to resolve. This kind of system allows you to track housekeeping performance and provides employees with the ability to make a difference.

An ideal team would be made up of employees from different levels (e.g., managers, supervisors, maintenance staff and hourly workers). In addition, all employees should be free to report and write up any unsafe condition they cannot immediately address. Whether employees are on a team, report a trouble area or clean the workplace themselves, each one plays a role in keeping the jobsite clean and safe.

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## THE *value* OF MEMBERSHIP

*"Coca-Cola Refreshments recognizes the value of keeping all of our associates safe. For an organization of our size, membership provides a variety of resources we can easily share with all of our local-level associates throughout many different locations."*

**Amy Lokken, Director Health & Safety**

Coca-Cola Refreshments

MEMBER SINCE 2007

*"NSC is a provider of some of the best training possible. The instructors are top-notch professionals in their subject matter. I've gotten my dollar's worth for the training provided."*

**Joe Crews, CEO**

Industrial Training International

MEMBER SINCE 2010

*"CDM has been a member of NSC for the past nine years and has significantly increased its involvement and participation in the past four years. During that time, our incident rates have steadily decreased, while all aspects (number of employees, revenue, profits) of our performance have increased dramatically. Our increased participation has helped raise awareness of our safety program and strengthened our safety culture."*

**Ken Meyer, Health and Safety Director**

CDM

MEMBER SINCE 2002