



National Safety Council Community Safety Division

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Welcome!

Welcome to the first edition of the National Safety Council Community Safety Division Newsletter! We're very excited to have you as a member of the Division and are looking forward to our Division initiatives and developments to come. Your involvement is very important to us and we're looking forward to bringing you valuable information, updates and resources within Community Safety. With so many important issues in our communities and off-the-job lives, our Division has an important role in the safety community and an even more important part in the world at large.

Division Updates

The Community Safety Division is happy to announce two leadership changes and a great opportunity!



Last month, Lev Pobirsky, formerly the Division's Vice Chair, became the new Community Safety Division Chairperson. Lev is currently the Director of Environmental, Health and Safety for Pepsi-Cola and National Brand Beverages, LTD and was a National Safety Council 2015 Rising Star of Safety. Lev is excited to take on the responsibilities of the Chairperson role and will be leading the Division's initiatives with enthusiasm.



With Lev moving into the Division's Chairperson role, former Secretary Cory Worden has moved into the CSD's Vice Chair role. Cory

Get Involved!

- Are you a speaker?
- Are you a writer?
- Have an idea for the Division?
- Have a topic you'd like to see addressed?
- Have something to share?

Let us know!

Please get in touch using our contact information above to let us know your thoughts! We can work with you to present to our Division, publish in our newsletter, get your topic on our agenda or other. We'd love to hear from you!

is currently the Manager of System Safety for the Memorial Hermann Health System and was also a National Safety Council 2015 Rising Star of Safety. Cory is looking forward to working with the Division to continue and develop initiatives as well as promoting our efforts.

An Opportunity

With Cory Worden moving into the CSD's Vice Chair role, he will continue to act as the Division's Secretary until a new Secretary can be named. With this, a great opportunity is open to get further involved with the Division as its Secretary! The Secretary's role is defined to document the Division's activities and meetings and to relay communications. This is a great opportunity to not only benefit the Division and the National Safety Council but, ultimately, our communities as a whole!

If interested in the CSD Secretary role, please feel free to get in touch! Contact Lev or Cory at the contact information on the left-hand sidebar.

NSC Divisions Mid-Year Meetings

For the first time, all National Safety Council Divisions will be meeting in conjunction on March 21 and 22, 2016 in Austin, Texas! Our Community Safety Division meeting will be on Tuesday, March 22nd and will begin at 10:45 am after the morning's all-divisions technical session. We'll be in Room 211.

On Monday, we won't have a Community Safety-specific meeting, so attendees will be free to check out another Division and see what else is happening within the NSC – there will be plenty of great opportunities!

If you'll be at the meetings, we'll look forward to seeing you there! If not, we'll be sure to keep you posted as to the meeting's discussions and events and we'll continue the work afterwards!

Safety Thoughts

Marketing Safety

Cory Worden, M.S., CSHM, CSP, CHSP, ARM, REM, CESCO

A few days ago, my wife and I saw a movie called, "Aloha." It wasn't a particularly remarkable movie, but I enjoyed its Hawaiian scenery, its interesting story about the Air Force and private contractors and the soundtrack. It was during this time that it all hit me, painfully – this movie would not make a dime at the box office because, really, aside from a handful of those in my or my parents' generation, who was going to see it? There were no superheroes, explosions or any gratuitous, all hallmarks of the modern box office. Judging from the soundtrack alone, I couldn't think of anyone under my age who listened to the bands on it. I thought of the soundtrack, modern pop culture and could think of not a

single actual band; I actually couldn't think of anybody on the radio or television that actually played an instrument. In any case, I couldn't help but consider what *was* on the radio and the television; what *are* the younger generation into? More importantly, *who* and *what* do they listen to? *What messages reach them and how does safety become a part of that conversation?*

After turning on the television – literally, just turning it on, not even checking the listings or looking for anything in particular – the MTV Video Music Awards coverage was playing (and I don't even get MTV). Miley Cyrus was front and center, hosting the show – half-naked. At least two of the performers on the show openly bragged about smoking marijuana. Miley Cyrus, on a quick Google search, had a huge hit song a few years back about dancing on “molly,” a club-drug version of MDMA known to cause high fevers leading to comas and death. I checked iTunes to see what was there. There are plenty of songs about killing people, including several albums from Eminem, recently crowned as one of the top-selling artists of the last few decades. I'm not starting a moral crusade here, nor am I naive enough to believe it hasn't always been this way in pop culture. Woodstock '69 was *created* for the purpose of celebrating the drug culture. The Who, The Beatles, The Rolling Stones and other hallmarks of the multi-generational pursuit of stadium-show profit have reaped millions on tales of sex, drugs and rock and roll. Woodstock '94 was a bigger public-health debacle than its predecessor with its gate-crashers and logistics shortages, this time coupled with corporate sponsors demanding \$6 each for bottled water. Woodstock '99 finally stopped the re-enactments when that event reported sexual assaults and an unauthorized bonfire started during the (no pun intended) Red Hot Chili Peppers' set.

Pop music is no different. Disco of the 70's was synonymous with Studio 54 and its giant cocaine-snorting Man in the Moon hanging over the dance floor. The same bands promoting “Rock against Drugs” in the 80's were later known as addicts themselves. The 80's segued into the 90's with its Kurt Cobain suicide and River Phoenix overdose outside The Viper Room in Hollywood. We'd all be naïve to believe pop culture and drug culture didn't usually co-exist.

Not all negative

One of the more interesting aspects of pop culture is that it's not all negative, but it is entirely subjectively positive. For example, teenagers of each generation have pointed to bands that have proverbially saved their lives. When Kurt Cobain killed himself in 1994, radio stations received calls from distraught teenagers who, from their anguish, one would have thought were close friends with him. His supposed ‘voice of a generation’ had obviously struck a nerve with them. His band, relatively irrelevant to me, obviously meant something to them. Everything means something different to each individual. Every message is transmitted across the cultural wireless that is pop culture and is open to interpretation. Some messages can save a life while others can end one. It's all about how the message is coded, who's receiving it and how powerful the message is.

How do we market safety?

In terms of community safety and its influences, one thing is certain: good or bad, the loudest voices are heard. In terms of safety, finding the most effective way to convey safety messages is necessary. It's been proven that a direct correlation exists between mass communication and behaviors, at-risk or not. He who communicates well has great power. Psychological operations exist for a valid reason in combat operations. If we don't understand this power and its application to safety, we're losing ground to those who can communicate but choose to do so with at-risk messages. There's no easy answer to this challenge, but positive progress must be made. It's their game, they made the rules and built the stadium – it's up to us to beat them at it. We know that communication and media input directly impact behavior around the world whether it be drug use, violence or simply lethargic behavior. It's up to us to find a way to use this awesome power to transmit safety. With proven evidence that people are listening and are affected by what's on the platform, it's up to us to change what's on the platform. It won't be easy, but we have to determine how to get through to the audience. The alternative is for them to remain subject to the loudest voices. How can safety become this voice?