Safety promotion

Outlines how work health and safety is promoted under the OneRMS safety management system (OneRMS SMS) to communicate safety as our primary value.

Contents

Introduction

Safety promotion activities highlight the importance of safety in Roads and Maritime Services (Roads and Maritime) and reinforce WHS as our primary value. Safety promotion contributes to a positive safety culture which we measure through attitudes, knowledge and beliefs our workers share about WHS.

Safety promotion ensures WHS information is shared and communicated so workers and others are informed and motivated to perform their safety responsibilities. We promote WHS to enhance hazard and risk awareness.

Purpose

This framework outlines how WHS is promoted under the OneRMS SMS. This framework:

- Details the aims of safety promotion
- Provides guidelines for effective WHS communication
- Describes principles and delivery
- Describes typical safety promotion activities under the OneRMS SMS.

Scope and context

This document applies to WHS communications developed under the OneRMS SMS.

This framework works in conjunction with:

- *Consultation, cooperation and coordination framework*, which ensures the sharing of knowledge, information, experience and lessons learnt with workers and others whose health and safety we directly affect
- *WHS risk management* and *Safety assurance* frameworks which seek to ensure hazards and risks are systematically identified and managed so far as is reasonably practicable, and safety information is used to prevent these hazards and risks becoming occurrences
- *Occurrence management and investigations framework*, which ensures timely, consistent and objective information is communicated and available following reports of hazards and occurrences or after a safety investigation
- *Safety leadership and culture framework*, which supports the development of a learning culture with increased risk awareness by engaging in sharing information about hazards and occurrences to increase risk awareness.

System requirements

Requirements under this framework can be found in Appendix A. For all system requirements see the *OneRMS SMS manual*.

Safety promotion

1. Safety promotion

Safety promotion under the OneRMS SMS aims to:

- Place safety at the forefront of people's minds to promote and create a healthy and safe working environment
- Reinforce the message that health and safety is everyone's responsibility
- Give all workers permission to challenge and report anything they think is unsafe
- Ensure workers have access to the right information at the right time
- Communicate lessons learnt and information to help improve WHS performance
- Continually improve our health and safety, through reporting of occurrences, hazards and near misses
- Help workers understand and comply with our *WHS policy statement* and procedures.

1.1 Effective WHS communication

Effective WHS communication plays a vital role in changing behaviour and promoting a mature safety culture. At a minimum, WHS communication should:

- Convey safety critical information in a timely manner
- Explain why safety procedures are introduced or changed
- Enhance safe work practices
- Explain how and why safety actions are taken
- Demonstrate our commitment to safety and our values
- Clearly detail expectations regarding safe behaviours
- Raise awareness of the OneRMS SMS
- Recognise and reward safety achievements
- Respond to WHS concerns of workers and others through appropriate processes.

1.2 Principles and delivery

Table 1 outlines the preferred way that WHS communication is developed and delivered. See procedure *Safety messaging*.[1]

Table 1: Principles and delivery

Principles	Delivery
Align to WHS business strategy	• Communicate safety as a priority across Roads and Maritime.
Keep it simple and credible	• Ensure a genuine commitment to safety is communicated throughout Roads and Maritime • Design communication using fact-based information and deliver openly, regularly and simply.
Ensure consistency and timeliness	• Ensure consistent, timely communications for maximum effect and impact.
Make it relevant for the audience	• Tailor communication to different audiences • Always include context and rationale • Focus on communication that adds value.
Promote local workplace face-to-face communication	• Encourage two-way face-to-face dialogue or provide a mechanism to provide feedback.
Look for feedback and involvement and acknowledge same	• Focus on providing regular opportunities for sharing of ideas and feedback (two-way).
Align with Roads and Maritime protocol and standards	• Consult with Communication and Stakeholder Engagement Branch to ensure adherence to brand and editorial guidelines.

[1] To be developed in 2017

1.3 Typical safety promotion activities

Safety promotion is vital in motivating workers so they understand and act upon safety messages. WHS is promoted proactively throughout all of the OneRMS SMS activities.

Activities include:

- Roads and Maritime inductions for new staff
- Workplace WHS induction for fire, first aid and evacuation procedures
- Distributing safety alerts and messages
- A comprehensive website so workers can easily access WHS policies and procedures
- Leadership involvement eg safety walks, safety moments
- Discussing safety at toolbox talks and safety briefings
- Developing and delivering training programs to build worker safety capability
- Encouraging worker involvement through:
    - Participation in health and wellbeing initiatives eg Health fairs, Fitness Passport
    - Reporting of hazards and occurrences
    - Participation in the consultation of WHS procedures and documents.

Other ways to keep WHS at the forefront:

- Publishing news articles on current WHS topics
- Displaying the *WHS policy statement* at all workplaces
- Displaying wardens and first aider posters
- Introducing a Safety Moment at team meetings
- Promoting our safety values through sharing good news stories
- Sharing information from successes and lessons learnt following occurrence and investigation outcomes
- Adding WHS as an agenda item to regular team and committee meetings
- Participating in safety forums and industry workshops
- Supporting safety and health awareness days and months.

Roles and responsibilities

ROLE	RESPONSIBILITIES
All divisions	• Communicate safety information • Where relevant, apply learnings to local practices.
WHS Branch	• Promote awareness and understanding of the OneRMS SMS • Communicate the importance of an effectively implemented, structured and accountable OneRMS SMS • Ensure communication regarding specific risk issues, including solutions and lessons learned, are delivered to target audiences in a timely manner • Gauge understanding of the knowledge, attitudes, values, practices and perceptions of target audiences concerning WHS • Contribute to the development and delivery of effective information, instruction and learning opportunities.
Workers	• Be proactively involved and actively participate in decision making on workplace issues which affect their health and safety.

Appendices

A. OneRMS SMS requirements

Safety promotion		
SPR1	**Identify need for, develop and distribute WHS communications**	Roads and Maritime: • Identifies the need for, develops and distributes WHS information and communications • Shares and provides evidence of successes and lessons learned from occurrences and investigation outcomes • Raises awareness of WHS matters and identified or potential hazards and risks.

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Feedback

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