

# Worth It?

Safety, Environmental & Operations Committee



# Agenda

1. Introduction
2. Background
3. Results/Key Findings
4. Worth It?
5. Implementation Ideas



# Introductions

Cody Snyder - Plant Manager at Concrete Supply Co.

John Melchiorre- Plant Manager at U.S. Concrete

German Fuentes - Dispatcher at Holliday Rock

Chris Wurtz - Director of Sales at Digital Fleet



# Background

On October 9, 2019 the NRMCA released the “Industry-Wide Safety Program” Initiative. The mission was to create a new industry wide focus on safety:

*“Industry-wide safety program is an industry-wide focus dedicated to creating and enhancing a steadfast culture of safe work practices by emphasizing thoughtful and strategic actions throughout operational tasks. Safe operations require an industry’s workforce to think about their actions. This focus, in turn, decreases injuries, illnesses and fatalities while increasing worker retention, positive workplace morale and an unencumbered manufacturing process. Safe work practices and workplaces cultivate a more prosperous industry.”*

## **-Industry-Wide Safety Program Objective.**

With the NRMCA and the Ready Mix Industry as whole taking on the challenge of improving safety, the group focused on expanding the “Industry-Wide Safety Program” initiative.



# Resources and Research

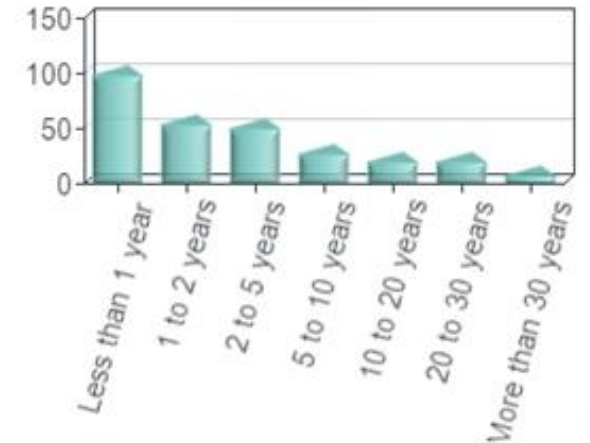
- Interview with Dale Kotzea in Sioux Falls, SD on 12/27/2019
- Interview with Concrete Supply Co. in 01/22/2020
- Interview with Holliday Rock 2/12/20
- 2019 NRMCA Safety Benchmarking Survey Report
- DIL team observations and customer various producer visits



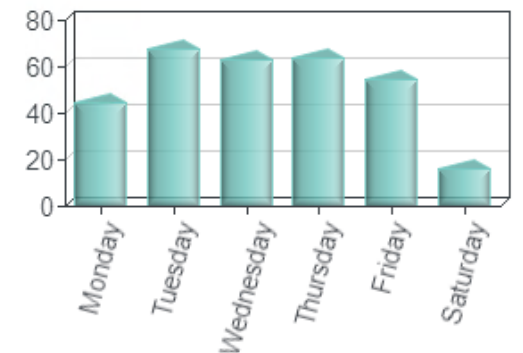
# Across the industry, trends aren't always obvious

- Some trends are logical.
  - Most of these injuries are with workers from 1-3 years in the industry. Drivers with 3-5 years experience are at greater risk to cause accidents because they become confident, creating complacency.
  - Causes of accidents are rising due to a distracted public .
    - Main Culprit: cellphones
- Some trends are not.
  - Safety team at Holliday Rock found accidents are most likely to occur at the beginning of the week. By the end of the week drivers are fatigued, but are aware of their fatigue and are more likely to be cautious.
  - Safety rates between small, medium, and large producers vary and size does not necessarily make a producer more or less safe.

Years of Experience



Incidents - Incidents by Day of Week



# Key Findings

- Plant Managers heavily influence the overall safety of the plant.
- Plant Managers make decisions that affect **others** safety, while drivers affect their **own** safety.
- Most incidents/accidents are heavily correlated to poor decisions.
- Safety incidents/accidents have been on a slow decline but have leveled out.
- **60%** of people's injuries happen in the yard. **55%** of vehicular accidents happen on the job site. Meaning, many of the injuries are under producers control.
- **Bottom Line:** *Safety is not an isolated business problem, it is an industry wide issue that needs attention and new methods for improving. Perceptions of unsafe working conditions hurt the entire industry and not just an individual business.*





Worth it?



# Is it worth it?

- Being safe and cautious is a mindset that is influenced by the entire organization. So how can the NRMCA help facilitate this mindset throughout the organization.
- The group chose to focus on the psychological aspect of poor decision making. During our discussions, we kept finding ourselves asking the same question: “Is it **worth it?**”
  - Is it **worth it** for a plant manager to endanger a coworker for a plant repair to “get a load out?”
  - Is it **worth it** putting yourself in danger because the contractor is unaware of his own jobsite hazard?
  - Is it **worth it** to skip safety meetings to save payroll and have your drivers be unsafe and make poor decisions?
- “Is it **worth it?**” can be simplified for a more effective tagline: “**Worth it?**”



# Worth it?

- Similar to the Industry Wide Safety Program, “Worth it?” is a national campaign focused on internalizing decision process on the job.
- “Worth it?” is designed to internalize safety considerations to the people making the decisions.
  - Examples to present the tagline “Worth It”
  - Is it “worth it” to skip the lock out tag out procedure when replacing conveyor belt idlers?
  - If so...
    - Is it **worth it** to risk losing a finger, or worse a hand?
    - Is it **worth it** not being able to hold your child's hand?
    - Is it **worth it** not being able to hold that golf club correctly?
- We all work for a reason, let’s ensure we make it home the way we left.



# Implementation Ideas



# Campaign/Videos focused on what matters to employees

- Focus on the personal suffering from making a bad decision
- For a plant manager, show images/videos of the results of a poor decision.
  - Families visiting employee in the hospital, which the plant manager pushed to make a poor decision.
- For a driver, show images/videos of the consequences of a bad decision
  - Unable to play with your kids because of a missing appendage.
  - Not able to go on vacation because of an injury.
  - Chronic pain caused by injury sustained on job.



# Industry wide Safety Templates

- Utilizing NRMCA Safety Initiative Posts
  - Personnel responsible for educating employees on safety should distribute and explain to employees where each hazardous event may occur.
    - EX: February's *Mixer Truck Rollover Prevention* can be emphasized towards operators and plant managers about speeding and rushing to save time and
      - Present damage to mixer and operator. *Is It Worth It?*
      - Explain why it is unsafe to rush drivers and present repair costs to damaged mixers. *Is It Worth It.*
  - How can we mitigate and influence fellow co-workers about job hazard awareness?
    - *G.O.A.L*
      - Get Ot And Look
      - Is it worth it?
      - Take The Long Way Around



*Take The Long Way Around*



# New Driver Focus

- Handling Chutes – Strains & Sprains, Crushing Injuries at Pinch Points
  - *Focus on pinch points and explain the potential consequences*
- Truck Ladders – Slips, Falls and Missteps climbing up & down the ladder. Striking their leg/knee on the ladder in such a way that there's an injury.
  - *Stress and watch for "true" 3 points of contact*
  - *Scrape muddy boots before climbing ladder*
  - *Encourage the trainee to be methodical in the ascending and descending the ladder and cab steps*
- Slips, Trips & Falls – In wet areas and/or over debris and uneven surfaces.
  - *Tough one given the nature and environment of our work.*
  - *Is there another option for the travel path or placement of where the trainee needs to be?*
  - *Do they have a headlamp for night work and good footwear.*



# Industry Wide Examples and Incident Sharing

- Facilitate white papers, information sharing, videos on incidents industry wide.
- Not just accidents but also near misses. Interviews with drivers, managers etc to understand their decision making process and what they did.
- Information needs to be legally sensitive but the goal is to share as much as possible for the entire industry to improve.



# NRMCA Provided Resources

- Possible Resources provided by the NRMCA
  - Dedicate safety board
  - Public NRMCA Safety Resources
    - Safety program templates
    - Expand on current NRMCA provide resources
  - NRMCA could provide periodic documents to help assist plant safety managers
    - Shared Safety Practices
    - Safety Regulations Bulletin Board
    - Safety Meeting discussion topics
    - Recommend bi weekly to monthly, keep a regular cadence.
- Website focusing on Ready-Mix incidents that can include...
  - Detailed driver reported incidents
    - Time & Day
    - Cause of Accidents
    - Experience





# Giving the Employee Perspective

- NRMCA could provide industry wide details of the cost of accidents, equipments, etc to help employees/owners perspective on the cost of their decisions.
- Have a sense of “ownership” with the equipment.
  - \$200k mixer + Injury vs \$1k load
    - Profit behind each yard
    - Is it **worth it** to sacrificing your body, truck, and other people to get a \$1k load delivered.
- Reference Fleet Benchmarking Survey numbers to plant managers.
  - For Example: rushing drivers to service customers may lead to....
    - Rolled Mixers
    - Injuries
      - Fines
      - Indirect Costs

*Is It Worth It?*



# NRMCA Technology Recommendations

- Using Technology to communicate Jobsite Hazards
  - Facetime for onsite visuals
  - Dash Cams
  - Tablet Safety Reviews @ Startups
- Specialty Equipment
  - Scenario Training
  - Virtual Reality- Adding 3D immersive training



Cat VR Training Module



# Questions?

