

Building a safety community: Strategies to engage personas

Employee engagement is important at all organizations and has been linked to less turnover and absenteeism and fewer injuries. Employers have found that employees who feel valued often contribute to increases in profitability, sales, and customer satisfaction.

As we work to [build our safety community](#), finding ways to engage the personas can strengthen safety and health programs and boost worker involvement, leading to a stronger safety culture and improved job satisfaction.



Scan here for more information on building your safety community.



Here are some ideas for engaging the members of your safety community:

Change-maker

- Opportunities to learn, especially about something new and innovative
- Invite them to help solve a workplace issue
- Assign them to help create long-term safety goals or safety plans

Go-getter

- Assign them to help define the vision for health and safety
- Invite them to participate in a near miss program
- Serve as safety committee chairperson

Enforcer

- Assign them to help update policies and procedures
- Invite them to assist with quarterly hazard inspections
- Ask them to help with a safety observation program

Realist

- Assign them to help review processes, procedures, and policies
- Invite them to serve on safety and wellness committees
- Encourage them to convene a learning team or develop a hazard map of an area of your business

Rookie

- Provide opportunities to learn by attending conferences and attending external webinars
- Assign them to help with post incident analysis to provide recommendations
- Ask them to look at the safety and health program for unique insights

Ally

- Ask them to help with safety committee membership ideas, including building the team with things like branded items and safety activities
- Ask them to help with marketing new safety and health initiatives
- Assign them to create the safety activities and training calendar