

Case Study

Safety Communications
Global Manufacturing Company



SITUATION

A global manufacturing company was experiencing an increase in workplace injuries due in part to rapid expansion, widespread hiring and running at near-full capacity to keep up with demand. They reached out to Herta Communications to assess their current safety communications and recommend improvements.



APPROACH

The Herta team led a comprehensive workshop with the organization's key stakeholders and safety leaders to determine their needs, strengths and areas of opportunity in terms of safety communications. The workshop revealed that, although the company had a strong leadership commitment to safety, communications were inconsistent from site to site. Existing safety materials were highly technical and not easily adapted to the fast-paced work environment.



OUTCOME

Herta Communications developed a templated approach for sharing safety messages within the organization based on communication channels already in place. A nine-month "Back to Basics" safety campaign drove awareness of the company's four most frequent types of incidents, as well as how to avoid injuries. Following the campaign, the client reported a decline in safety incidents and widespread acceptance of the new communication format and materials.