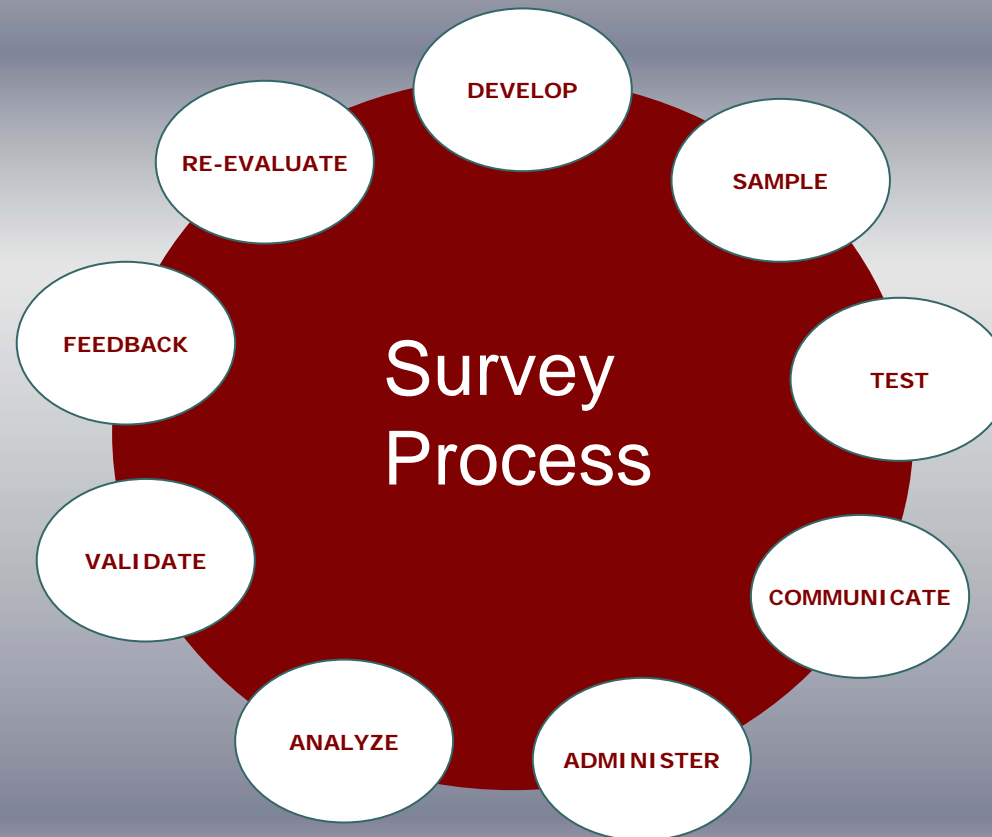


# YES YOU CAN.....

Conduct your own safety perception survey.

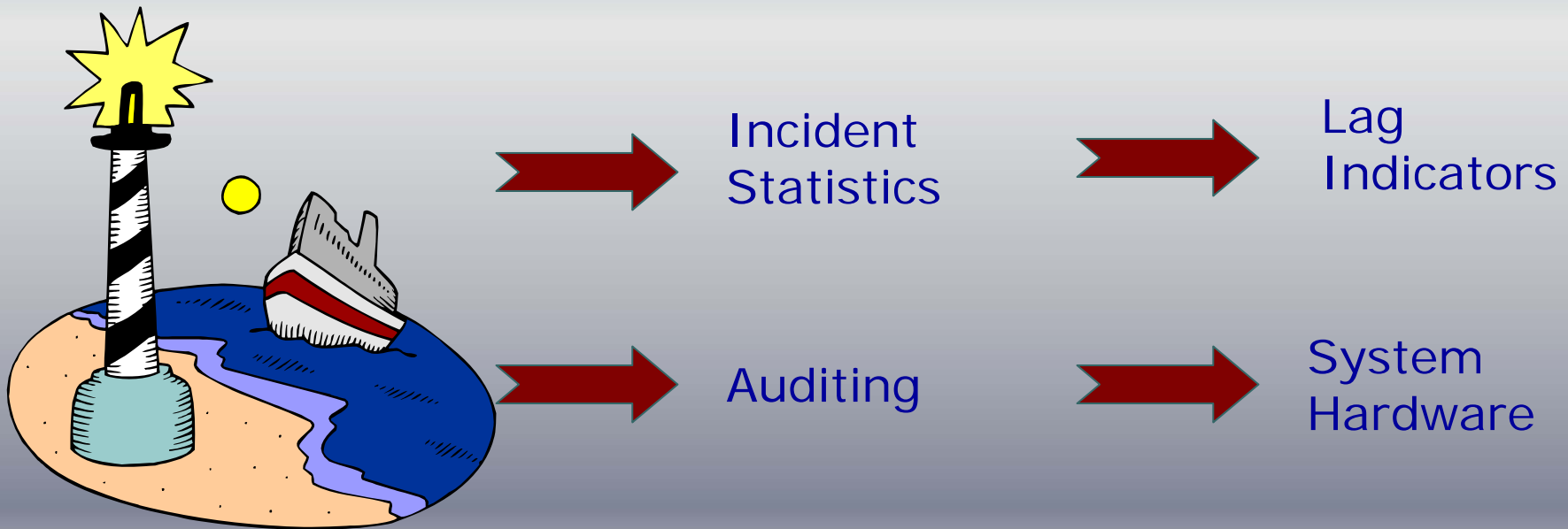


# Objectives

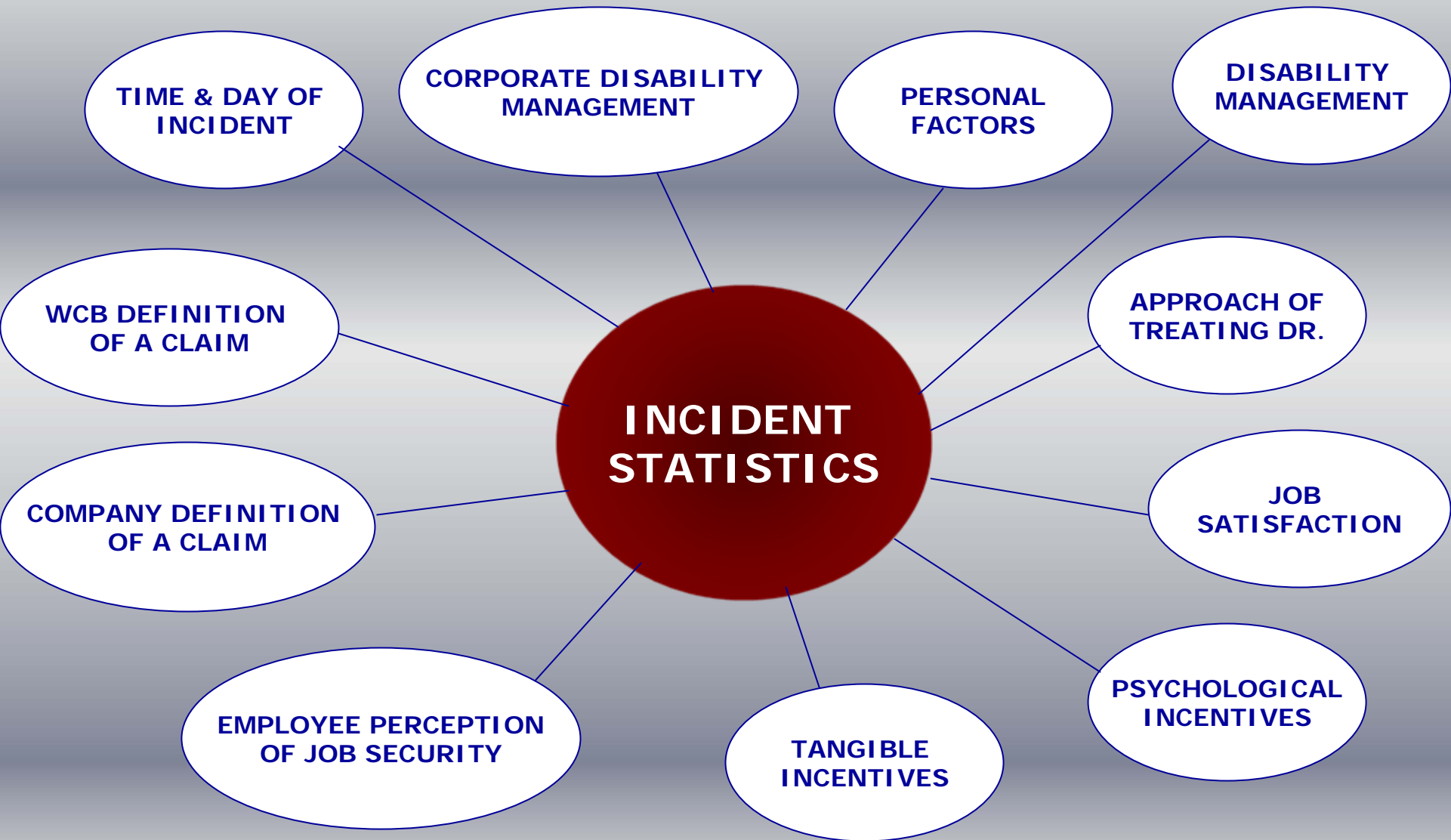
- o Understand the importance of safety perception surveys as an effective safety measurement tool.
- o Understand some of the basics of the safety perception survey measurement technique.

# Our Guiding Light

Traditionally our safety efforts have been guided primarily by these two measurement tools:



# Factors That May Influence Incident Statistics



# AUDIT LIFE CYCLE



Discovery Stage



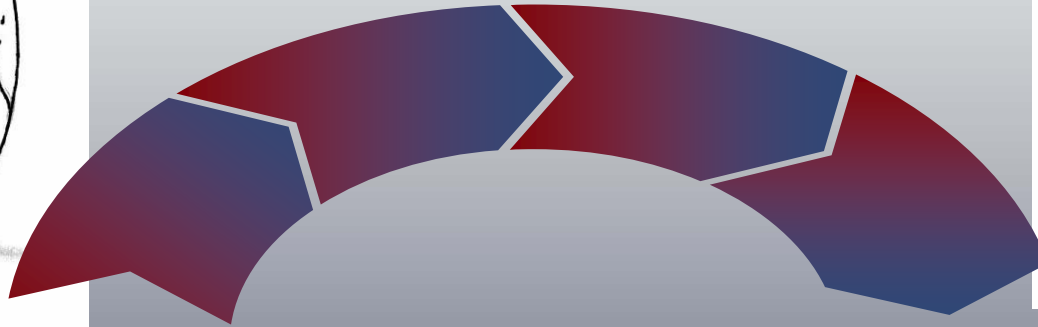
Maturation Stage

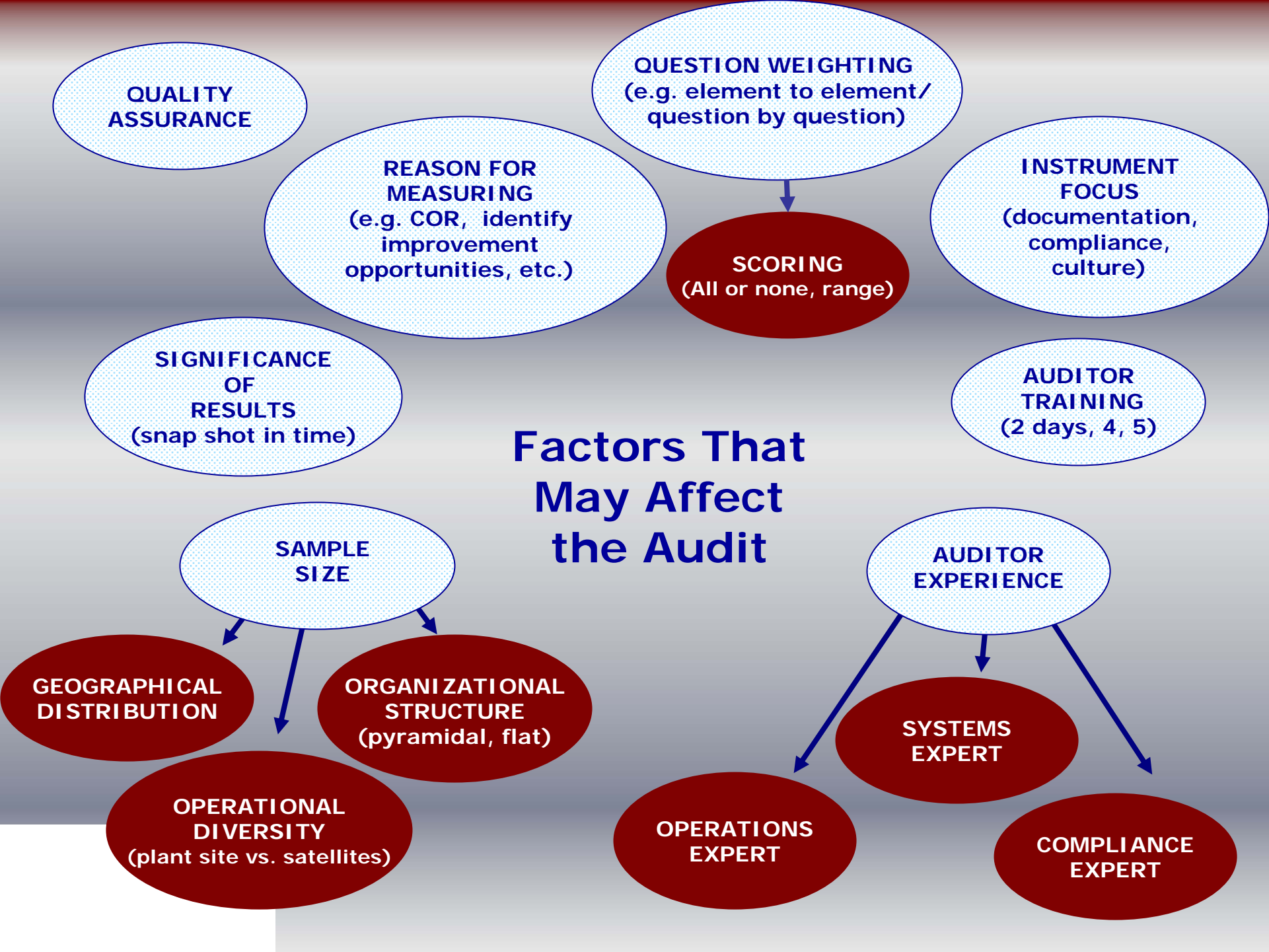


Commencement Stage/Birth



Predictive Stage





# Measuring Safety Factors



# Soft Factors That Influence Behavior

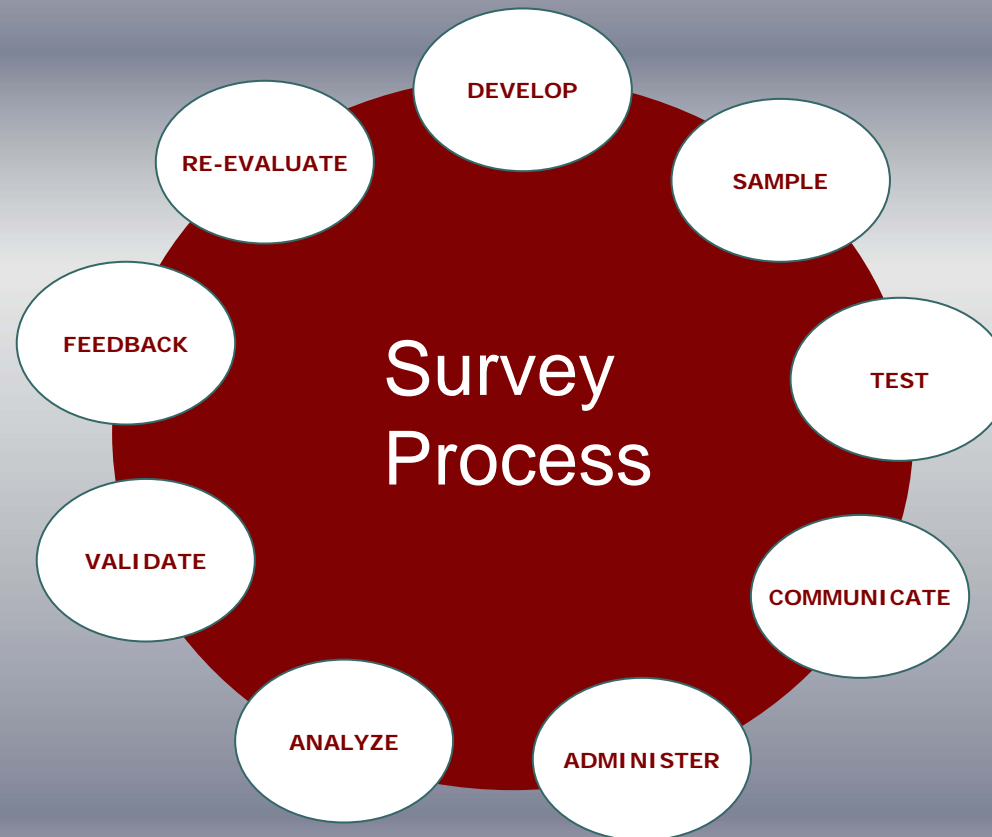




Perception Is Reality

# YES YOU CAN.....

Conduct your own safety perception survey.



# Survey Experts

- o Researchers/Statisticians
- o Psychologists
- o Safety Professionals



**DEVELOP**

Two significant differences:

- Not off the shelf
- Comments



## DEVELOP

- o Each survey should be unique
- o Some statements are provided in the book and more in the database
- o Survey statements
  - A poorly developed survey contains the seeds of its own destruction
- o Reporting parameters

# ABC Utilities Inc.

## Perception Survey 2007

### LOCATION

- Cucamonga
- Timbuktu
- Tuktoyaktuk

### DIVISION

- Administration
- Manufacturing
- Operations

### POSITION

- Non-supervisory
- Supervisory
- Management

Please check one box in each area:

**1 In this company, employee health and safety does not a backseat to productivity or service.**

Comments \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- 0 Not applicable
- 1 Strongly Disagree
- 2 Disagree
- 3 Agree
- 4 Strongly Agree

**2 When it comes to safety, our corporate leaders practice what they preach.**

Comments \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- 0 Not applicable
- 1 Strongly Disagree
- 2 Disagree
- 3 Agree
- 4 Strongly Agree

**Remember: Please provide comments.**

# Survey Reporting Parameters

Division	Location	Position	Respondents	Average	% Positive
Administration	Tuktoyaktuk	Non-supervisory	88	3.2	73%
Administration	Tuktoyaktuk	Supervisory	8	3.3	76%
Administration	Tuktoyaktuk	Management	4	3.9	96%
Manufacturing	Tuktoyaktuk	Non-supervisory	184	2.8	59%
Manufacturing	Tuktoyaktuk	Supervisory	10	3.0	67%
Manufacturing	Tuktoyaktuk	Management	6	3.7	89%
Operations	Tuktoyaktuk	Non-supervisory	25	4.0	100%
Operations	Tuktoyaktuk	Supervisor	3	3.0	100%
Operations	Tuktoyaktuk	Management	2	4.0	100%
Operations	Cucamonga	Non-supervisory	64	3.7	89%
Operations	Cucamonga	Supervisory	4	3.7	89%
Operations	Cucamonga	Management	2	3.5	100%
Operations	Timbuktu	Non-supervisory	90	2.5	50%
Operations	Timbuktu	Supervisory	6	2.7	56%
Operations	Timbuktu	Management	4	3.6	86%

# Selecting the Scale

1 = Strongly Disagree, 2 = Disagree, 3 = Agree and 4 = Strongly Agree

- o On a smaller scale respondents may be forced to take greater leaps from one level of satisfaction to another
- o Too many category options = more time to complete
- o Too many category options = category order effect – respondents selecting what is easiest
- o Differences in percent positive

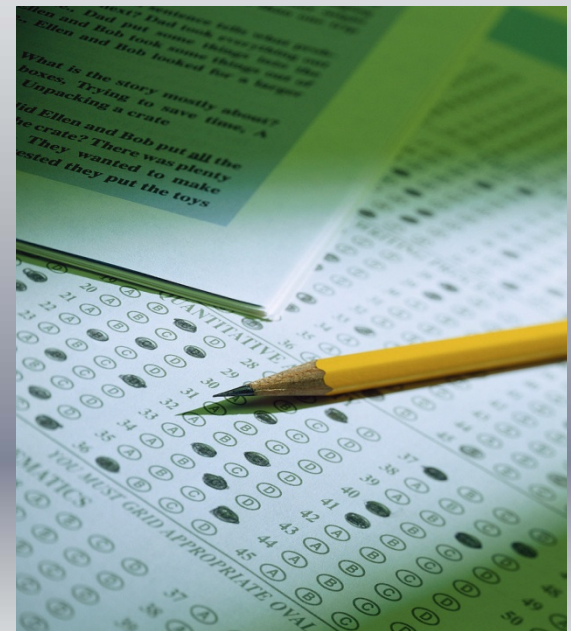
# Survey Statements

To obtain the information you are after:

- o Limit each statement to one idea or concept
- o Provide clarification if there is any chance a term will be unclear to some respondents
- o Avoid using terms such as “always” and “never”
- o Beware of crafting statements that encourage respondents to bias their response
- o Ensure all respondents, supervisors, managers and workers have the knowledge or information they need to respond to the statements presented

# Surveying Two or More Groups

- o Statements that are not applicable to all respondents (e.g. office employees)
- o Additional statements that apply only to one group (e.g. contractors)





**DEVELOP**

## Additional Considerations

- o Length
- o Validated statements



## SAMPLE

How many employees do you include in the survey?

- Ensure anonymity – meeting minimum requirements
- Validity of results
- Random sampling
- Cost vs. full participation



## TEST

- o To ensure that respondents will be able to understand all of the survey statements or questions
- o To ensure that each of the statements will yield the information you are looking for
- o To ensure that the reporting parameters on the front page are correct
- o To ensure that statements are not too sensitive or likely to make respondents feel that their privacy is being invaded



## COMMUNICATE

### Inform employees about the survey

- Survey purpose
- Authority
- Confidentiality
- Results/communication plan



## ADMINISTER

- o Mail
- o Telephone
- o Interview
- o Meeting
- o Internet or Intranet



## ADMINISTER

- o Collect the information quickly
- o Be aware of issues or events that may affect response
- o Literacy

**ANALYZE**












# Compass

Health and Safety  
Ltd.



*charting new directions in health & safety excellence*

-  Master Questions
-  Questions on a Survey
-  Distributable Survey
-  Comments Report
-  Scoring Report
-  Question Averages Graph
-  Main Menu

## Perception Survey

# Scoring Summary for April 2008 Perception Survey

**1 In ABC Utilities Ltd., employee health and safety does not take a back seat to service.**

**Responses Avg. % Positive**

## **Calgary**

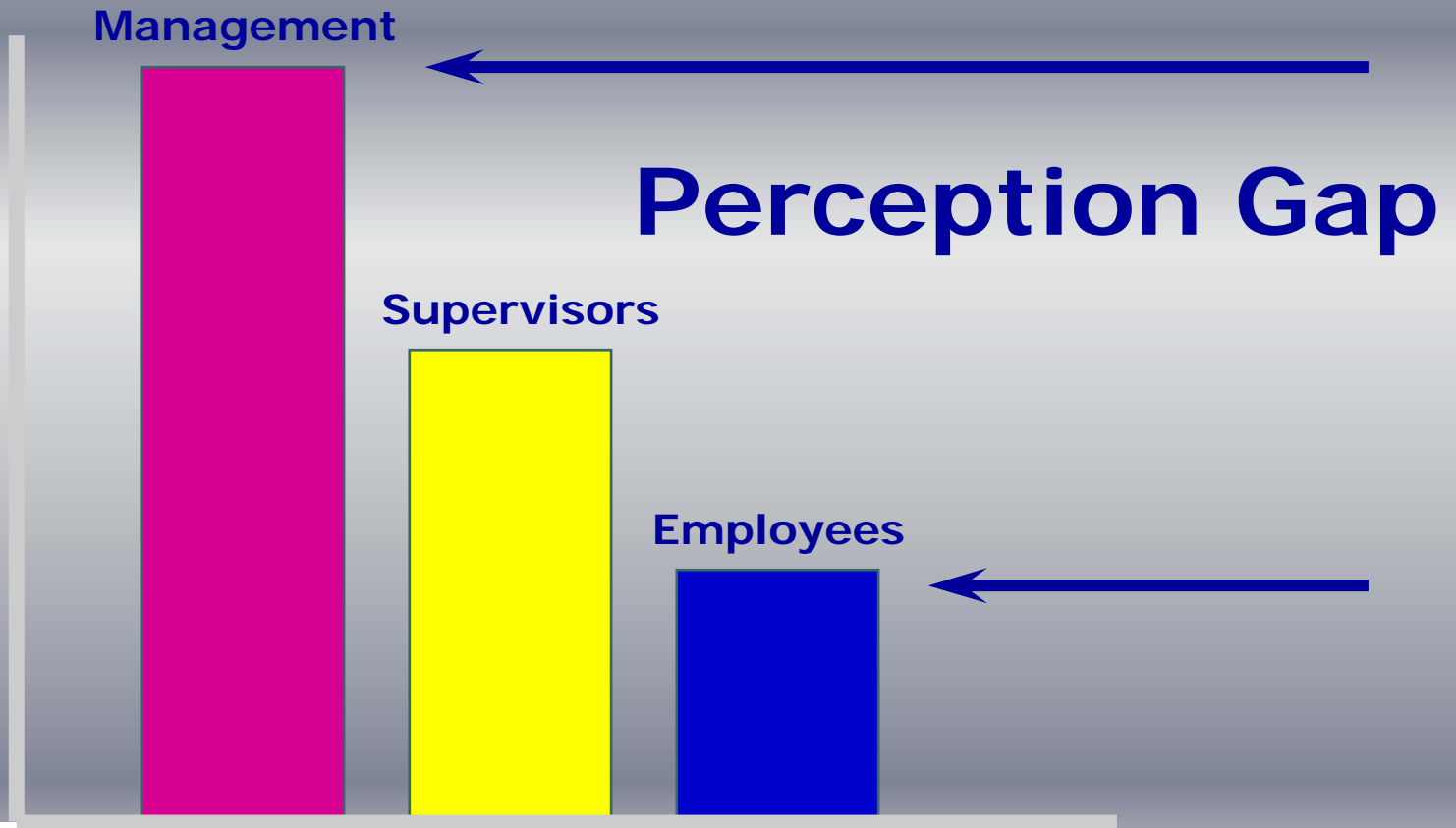
Administration	Non-Supervisory	20	1.4	13%
	Supervisory	6	3.7	90%
Construction	Non-Supervisory	26	2.3	43%
	Supervisory	4	3.5	83%
Operations	Non-Supervisory	19	3.7	90%
	Supervisory	4	3.5	83%

# Figure 2. Comments for April 2008 Perception Survey

1 In ABC Utilities Ltd., employee health and safety does not take a back seat to service.

Location	Division	Position	Comments
Calgary	Administration	Non-Supervisory	The company is focused only on profit. Employees are expendable. I can't get a new chair even though I'm in constant pain. We're pushed to the limit.
		Supervisory	The company is very committed. Safety and service are great.
	Construction	Non-Supervisory	Mostly it's about the money. Too many hours of work. Short staffed. No home life.
		Supervisory	This company is still motivated mostly by profit.
	Operations	Non-Supervisory	Yes, safety first. Employee safety is a primary consideration. Very committed to safety. No service if it's not done safely. Great management in Operations. Safety is important.
		Supervisory	I live and breathe safety.

# Safety Perceptions



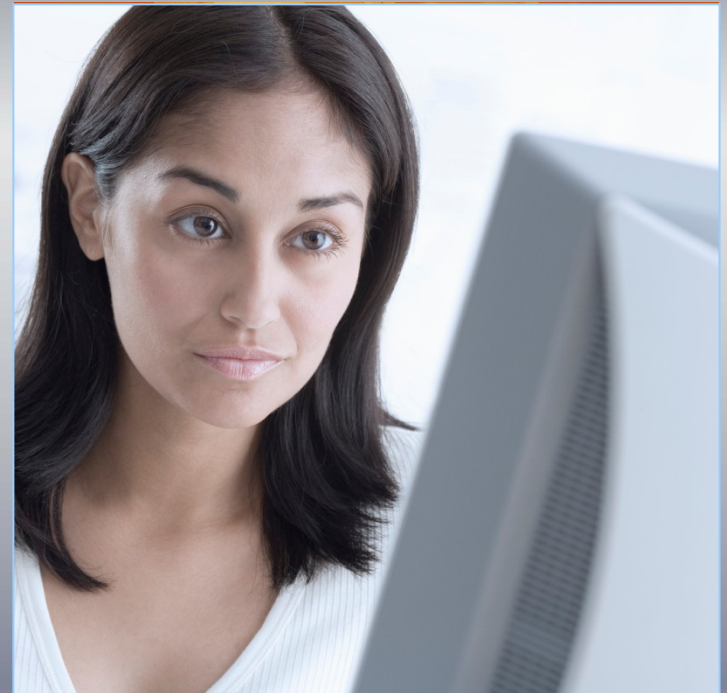


## ANALYZE

- o Suppressing comments
- o Comparing results with other companies
- o Paralysis by analysis

# VALIDATE

- o Focus groups
- o Post on a website





**RE-EVALUATE**

o Annually?

# FEEDBACK



When you conduct an assessment or survey, expectations may be raised. Reneging on the expectations is sort of like pulling the pin on a hand grenade.

**Dennis Ryan, CRSP, OHST**  
**Compass Health and Safety Ltd.**

**Phone: 780-478-3623**

**E-mail: [compasssafety@shaw.ca](mailto:compasssafety@shaw.ca)**

**Website: [compasshealthandsafety.com](http://compasshealthandsafety.com)**