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VITALS

A Weekly Safety Newsletter For Medical Transport Professionals

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Barriers and Challenges to Employee Involvement



The March 2008 issue of "Safety + Health" published by the National Safety Council listed the following generic issues that limit effective employee involvement in creating a culture of safety. As an exercise, why don't you reproduce this list for your management team and your employees, request that they think about it and use their thoughts as the basis for discussion? Don't you think that getting this sort of input would make your safety planning more effective?

- Lack of demonstrated commitment from top leadership
- Amount of time and effort involved
- Lack of trust
- A climate of fear
- The uncertainty of constant change
- Not involving all key stakeholders
- Resistance from any of the partners
- Failure to communicate what is happening
- Failure to redefine the role of leadership
- Lack of responsibility from top management
- Not allowing enough time for change
- Inadequate training
- Systems and structures not designed to support teams
- Workers who zero in on their co-workers imperfections
- Leaders who won't let go
- Too little or too much structure
- No transition plan
- Treating change like a problem instead of a process
- Overwhelming team members with too much responsibility before they have had adequate training
- Team members assuming too much responsibility before they have had adequate training
- A history not conducive to employee involvement
- Failure to educate everyone in the workplace about self-direction



*Public Relations First Aid-
A Resource Kit For Maintaining
A Positive Public Image- Part 2*

Be Proactive Within Your Community

If your business hasn't been involved in the local community, now is the time to start! It's very important for your organization to start building a strong foundation for positive public opinion as soon as possible. The emergency transport vehicles you operate are first responders to many emergency events and are high profile targets for public opinion. When EMS vehicles go through traffic with sirens blaring and lights blazing, you've already captured the attention of the general public. That attention can be looked at as being positive or negative. Our goal is for that attention to be positive by default. To do this, your organization must be seen as being involved in the community during non-emergency events. Here are some ideas to build a positive image with your local community:

See if local schools and businesses would like a demonstration of your emergency vehicles and equipment. The "cool" factor will get you some positive brownie points!

Get involved in local charities to help emphasize the giving nature of your workforce.

Be present at community events and offer the services of your company as a way to sponsor the event. This will help in the brand recognition of your company.

Update the local press on how newly acquired medical equipment can help save lives and/or decrease response time.

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