



# EUsalt Safety 2019 Award **Storytelling for safety**

Aurélia Wattinne-Morice, Salins Group



# Storytelling for safety

- ✓ Safety must be daily improved.
- ✓ The nowadays situation at the Salins group is : each industrial sites has a person in charge of safety, responsible for the sensibilization of the employees and subcontractors working daily on site
- ✓ A lot of procedures have been set in place, but we now thinking to implement the system with specific communication tool named **the storytelling**.
- ✓ Storytelling describes the social and cultural activity of sharing stories, sometimes with improvisation, theatrics or embellishment. Every culture has its own stories or narratives which are shared as a means of entertainment, education, cultural preservation or instilling moral values.

# Storytelling for safety

## Example of storytelling

- ✓ we want to improve the commitment to safety with the storytelling. This method is used for example in road safety in France.



*« You will say to his children that you had to answer to this sms... »*

NOW ALL OF YOU  
FEEL BAD...SO IT IS A  
GOOD STORYTELLING

# Storytelling for safety

A logo for sharing messages, in all languages



# First steps...

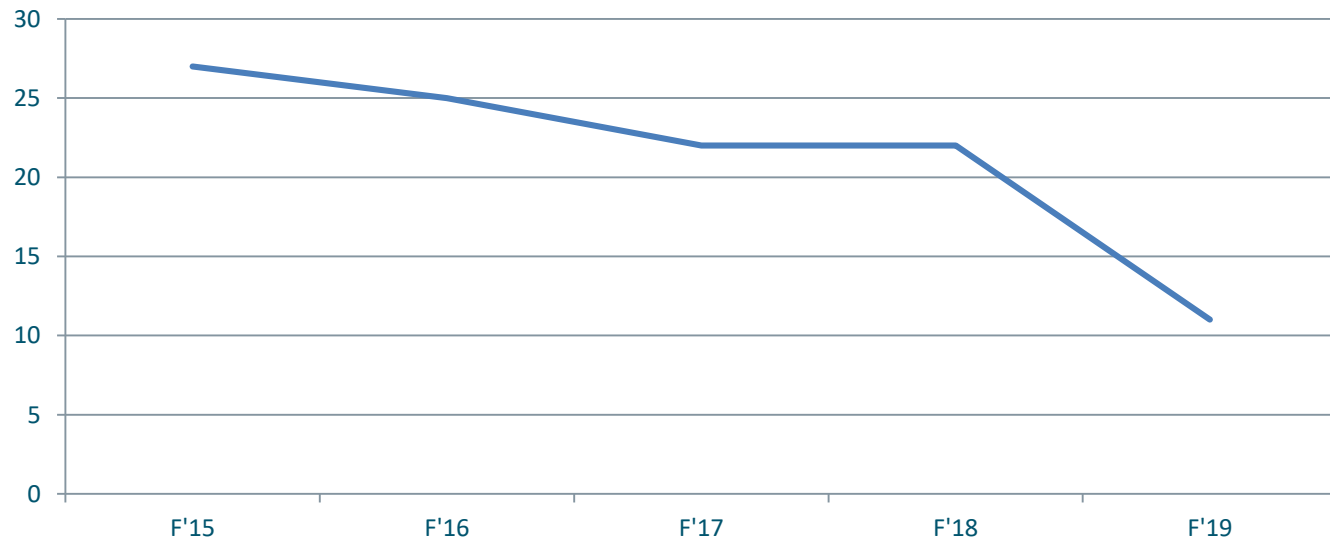
- ✓ First collect and then use all the stories which could improve the perception of safety, with the transmission of a specific message for each
- ✓ One or several storytelling is added at the security presentation ; a work regarding the design of the logo have been deployed (for example here in Spain).



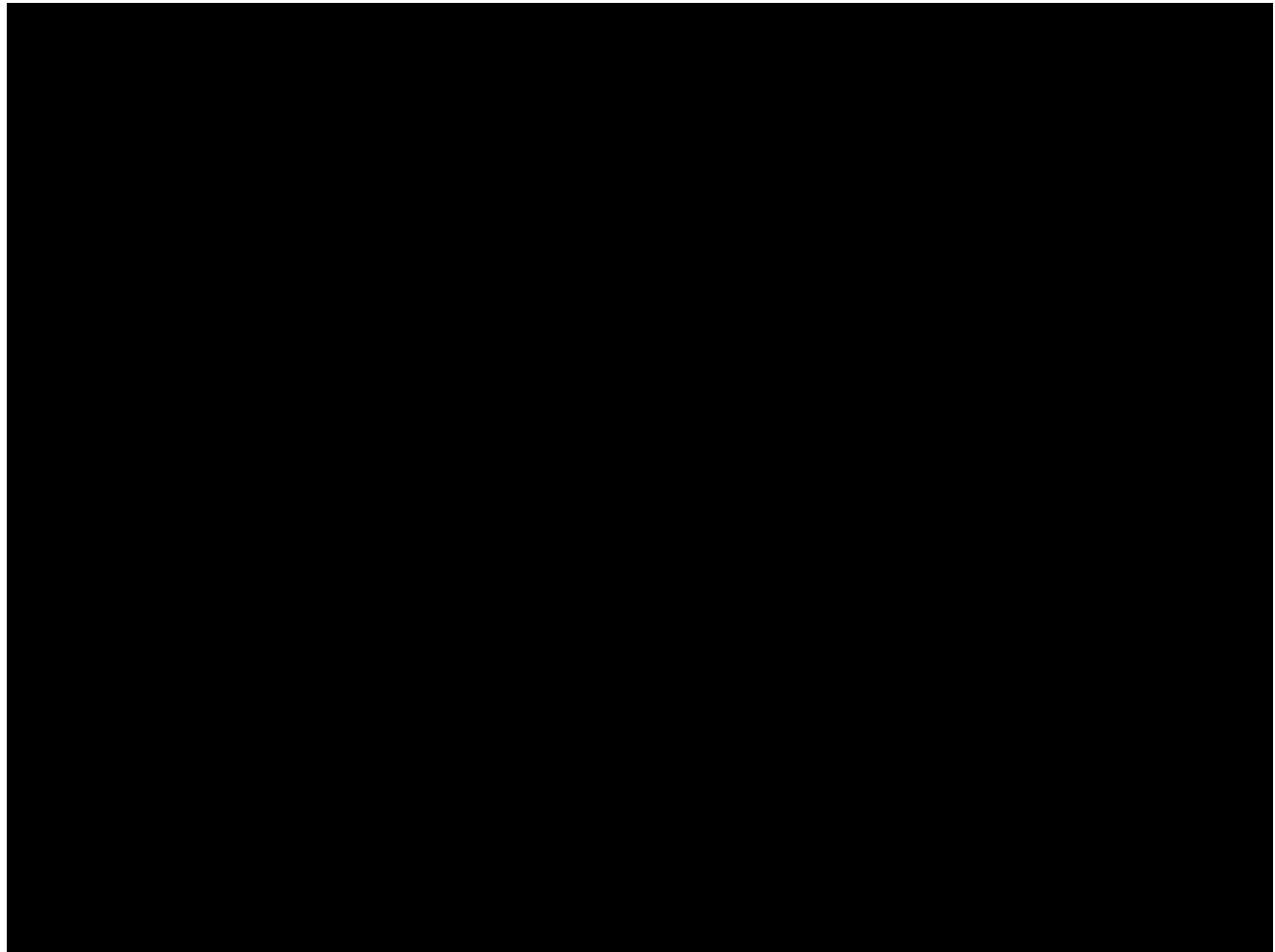
# Results

## Statistics related to specific handling accident

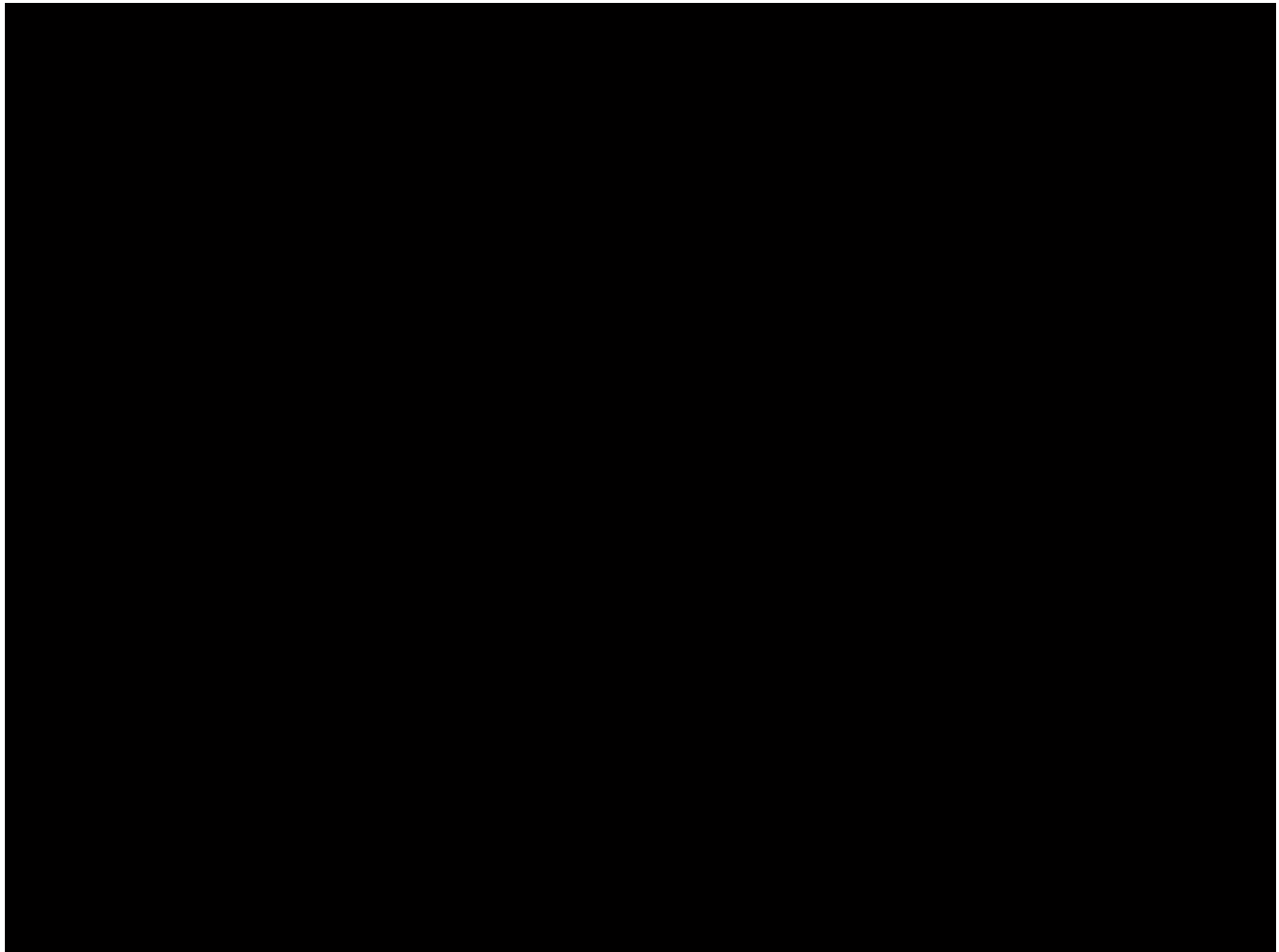
Numbers of accidents linked to handling (all sites)



Example with **no consignment** :




## With Consignation





# Storytelling for safety

## Using storytelling for the newcomers...



**Sara, 19 ans**

Elle s'est pris le pied dans la courroie d'une machine.

C'était sa première semaine de travail.

**Soyez vigilants. Débutez en sécurité!**

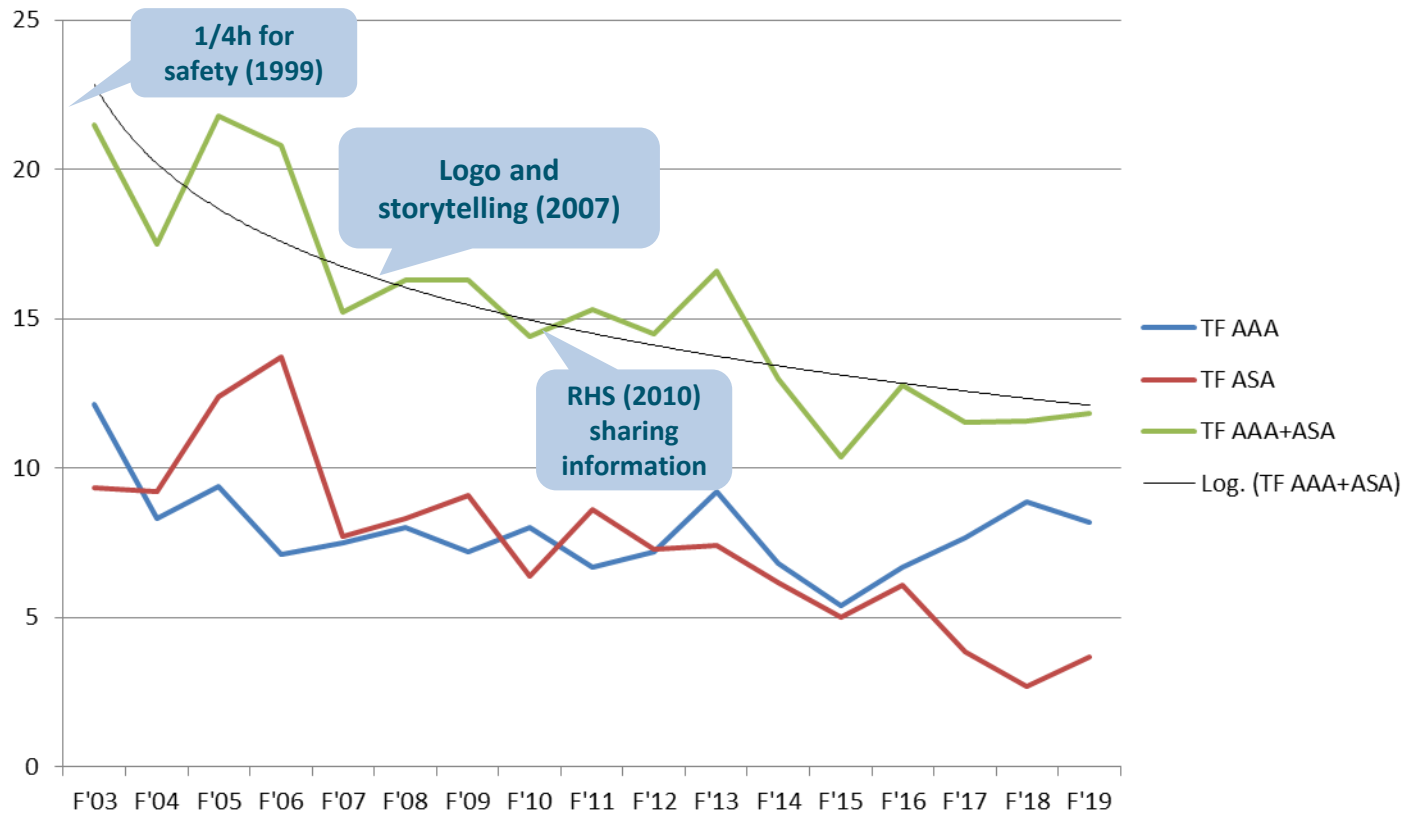
Assuralia

For the newcomers safety meeting, the story of Sara is used to sensilize our employees.

# Storytelling for safety

## Results

- ✓ The results are visible with the statistic and behavior (commitment to safety).



# Storytelling for safety

## For the future : a new image to support the storytelling

- ✓ Change the logo, create new stories,,,
- ✓ Collect more information, more real case in order to sensiblize the newcomers.
- ✓ Deploy the method on sites, with communication tools (meeting, film; poster ...)
- ✓ Invent a new life for safety....