

## Take Your Safety Message to the Front Line

CEOs and Executives – use the designated time for Safety Stand Down to visit frontline workers and talk informally with them about safety issues. Let them know about your company's commitment to their safety, and actively respond to their concerns.

Get everyone involved! Invite all frontline workers to the event. And don't forget to ask contractors and consultants who are working on site!

## Association and Government Sponsors

- Canadian Association of Geophysical Contractors (CAGC) (403) 265-0045
- Canadian Association of Oilwell Drilling Contractors (CAODC) (403) 264-4311
- Canadian Association of Petroleum Producers (CAPP) (403) 267-1100
- Canadian Energy Pipeline Association (CEPA) (403) 221-8777
- Petroleum Services Association of Canada (PSAC) (403) 264-4195
- Small Explorers and Producers Association of Canada (SEPAC) (403) 269-3454
- Workers' Compensation Board - Alberta (WCB) (780) 498-3999
- WorksafeBC (604) 276-3100
- Saskatchewan Workers' Compensation Board (WCB) (306) 787-4370 or 1 (800) 667-7590
- Enform (877) 827-2331

## For More Information

Enform Canada serves as the clearing house for information and materials for Safety Stand Down Week. If you need assistance planning your event, please visit our website or contact us as follows:

**Website:** [www.safetystanddown.ca](http://www.safetystanddown.ca)

### Contact:

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Program Manager – Safety Services

Email: [rmcknight@enform.ca](mailto:rmcknight@enform.ca)

**General enquiries:** [info@safetystanddown.ca](mailto:info@safetystanddown.ca)

## Visit our website!

**We're here to help make your event a success!**



# Why wait until it's too late?

Stop unsafe actions BEFORE someone's luck runs out.



A meeting of frontline workers and senior executives

## January 12-18, 2009

For more information, contact the associations shown here or visit our website at [www.safetystanddown.ca](http://www.safetystanddown.ca)

## About Safety Stand Down

### What is it?

Safety Stand Down Week is a designated time each year for senior executives to visit frontline workers at their worksites and to talk to them directly and informally about safety issues. It is also an excellent opportunity to carry the same message to their contractors and sub contractors.

Participation for this event has grown tremendously – from 66 registered companies in 2002, to 414 in 2008. This growth indicates that senior management views the event as an effective way to communicate their safety messages to frontline workers – who constitute the largest group in the work force and the one where the most incidents and injuries occur.

This year's theme is focus in safety intervention with theme being **"Why wait until it is too late"**.

### When is it?

Safety Stand Down Week events usually take place during a focus week in January of each year. However, this time frame is only a suggestion. You should choose a time frame that works best for your organization. The important thing is to make time for safety – no matter when that might be.

### Why should you participate?

Frontline workers are generally the largest group in the workforce. Most recordable incidents and injuries occur within this group – particularly among new workers. Too often, the safety messages that trickle down to this group become diluted. However, when senior management takes the time to discuss safety issues "in person" during Safety Stand Down Week, this group is more likely to pay attention.

### Who can participate?

Past participants have included oil and gas producers, explorers, and service contractors. However, the concept can apply to workers in any industry and in any country.

### Where should you visit?

The worksite location for your Safety Stand Down event is entirely up to you. Some executives choose plants or permanent sites, while others visit temporary sites such as drilling and service rig operations. The best advice is to go where you'll have the greatest impact.

### Do you have to shut down your operations?

It's not necessary to shut down operations. But, if you do shut down the operation you intend to visit for an hour or a day, your safety commitment to the frontline workers is reinforced.

### How to Participate – RSVP!

**REGISTRATION** - Register for Safety Stand Down Week online at [www.safetystanddown.ca](http://www.safetystanddown.ca).

**SET UP** – Get everything set up and ready for your event. Develop a plan for your field visits. Request tools from the Toolbox.

**VISIT** – Visit your frontline workers as planned. Document your visits and share them through the Safety Stand Down Week website. Results are reported to delegates of the Petroleum Industry's Annual Safety Conference (PSC).

## Find Useful Tools in the TOOLBOX

To support your Safety Stand Down event, we provide the following Toolbox of useful items or tools:

- Brochures
- Safety Stand Down Flash Drives
- Certificates
- Hard Hat Attitude Song
- Poison Prevention
- Posters
- Regulator Contacts
- SSD Graphic
- SSD Summaries
- Stickers
- Toolbox Meeting Guide
- Toolbox Talk Outline
  - Cell phone Driving
  - Commercial Vehicle Drivers Hours of Service
  - Driving
  - Fatigue Management
  - Guiding Principles
  - Safety Stand Down

All of these tools are available free of charge. For a complete list of Toolbox items, you can visit our website listed below and click on **TOOLBOX**. You can also request these items on our website or by calling us.

**Website:** [www.safetystanddown.ca](http://www.safetystanddown.ca)

**Give us your feedback!**  
**Don't forget to complete the online survey after you conduct your Safety Stand Down week.**