

Case Study

Industry

Infrastructure and construction

Project

Heavy vehicle driving safety

Objective

Support the training and education efforts of the EHS team

Beneficiaries

- Direct work-force
- Contract work-force

Geography

Global operations



BUSINESS CASE

A company from the infrastructure and construction industry providing concreting services, needed an animation movie that would help acquaint its heavy vehicle drivers to the primary aspects of safety. The mission of the EHS team was to ensure that the safest practices were followed by the drivers (contractual workers) in order to reduce incidents. Their normal practice was to gather a group of these drivers and then give them a presentation / training regarding the safety aspects during their operations.

They approached ASK-EHS with their intention. After a strict evaluation process, they identified ASK-EHS to be a credible source for addressing their issues. It was jointly identified that a customized movie would be an ideal solution to communicate the gravity and the criticality of safety practices when driving heavy vehicles.

KEY CHALLENGES

- ✓ The movie was to be played across the length and breadth of India as they had multiple locations. Hence while adopting some of the global best practices, the movie needed to communicate in local (native) language for some of the work-forces to absorb the same.
- ✓ The prevalent practice was a 2 hour induction using photos (images) and a PowerPoint presentation.

- ✓ The induction required qualified trainers who could pass the message to the audience(s).
- ✓ Contract workers came in with existing (Indian) driving cultures. This made it difficult for them to “unlearn” few things.
- ✓ The existing induction program was getting redundant and boring. This made the audience ignorant and hence, negligent.
- ✓ There was high amount of risk tolerance, greater rate of injuries and high severity considering the hazardous nature of work.

WHAT WE DID

ASK-EHS’ knowledge (domain) leaders identified the key areas that required immediate attention when dealing with induction programs. Based on the prevalent presentation (provided by the client for the purpose), there were clear areas that could be customized easily and communicated in the form of animation.

For example:

- ✓ An incident that had actually occurred on location and injured the workers
- ✓ Basic safety guidelines in safe driving were transformed into animation movie to stress upon the importance of safe work practices
- ✓ The importance of the permit process for undertaking loading / unloading and other hazardous operations
- ✓ General safety guidelines for drivers and their accomplices
- ✓ Critical tasks related information like working alone, driving in the rain (or in the presence of water), standard operating procedures etc.

Having identified these areas, ASK-EHS set about weaving the subject into a cleverly developed script that would evoke effective responses from its audience. For the purpose, humour, shock, sadness and a sense of family wellbeing was included in the movie to make it interesting and productive.

An incident was recreated graphically to stress on the need for safety right at the beginning of the movie. The defensive driving and its benefits were then strewn across in the movie in a palatable manner that resulted in optimum impact.

RESULTING BENEFITS

- ✓ The induction program was reduced to a mere 45 minutes from the prevalent longer duration. This provided adequate time, resource and cost benefits to the company
- ✓ The movie was produced using local (native) language making it easier to communicate to the audiences
- ✓ The audio-visual movie (especially of the incidents) created a shock value that resonated among the workforces long after the induction

- ✓ The audience was able to understand the gravity of the events easily and hence, it remained in their minds for a longer time. This allowed them to change their overall behavior
- ✓ Critical as well as complicated tasks were seamlessly telecasted to the audience

NOTE

The client was satisfied with the final output and has been using the tool at its various locations across India with good effect. They have received encouraging responses from the ground level work-forces about the movie. While it is difficult to quantify the contribution of the movie in reducing the injury rates, the client has said that they have seen productive results in that area. They have also **added Thai language as a voice over** for the movie for their **Thailand operations**.

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