



Department of Defense
Voluntary Protection Programs Center of Excellence



*Development, Validation, Implementation and
Enhancement for a Voluntary Protection
Programs Center of Excellence (VPP CX)
Capability for the Department of Defense*

Marketing the VPP to Organizations

Objectives



After this training you will be able to:

- Explain the role of commanders and the VPP Team
- View examples of different marketing products



Marketing Process



- VPP marketing ideas include:
 - Developing news items
 - VPP Facts
 - Success stories
 - Distribution of VPP strategy
 - Establishing a VPP Communication Plan

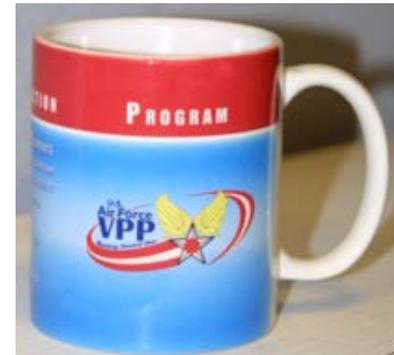


Commander/VPP Team Involvement



“A Champion voluntarily takes extraordinary interest in the adoption, implementation, and success of a cause, policy, program, project, or product. Champions will typically try to force the idea through entrenched internal resistance to change, and will evangelize it throughout the organization.” - BusinessDictionary.com

- Commander needs to be fully engaged, motivated about VPP
- VPP Team needs to be champions of the process of marketing VPP at the base





Bulletin Boards

This is a VPP 'Safe Site' board that gives a good summary of what the site is pursuing through VPP. It includes the 4 basic elements, their mission statement, def. of 'safe site', ORM chart, their previous assessment report, last reported injury & corrective action, and a picture of the employees.





Marketing Examples



Bill of Rights
 I have a right to:

1. Willingly participate in the identification and resolution of safety and health issues
2. Report or stop unsafe acts and conditions without fear of reprisal
3. View the results of accident/incident investigations and safety & health inspections
4. Become actively involved in creating a workplace that is free of injury and illness.

The Five Major Elements of VPP

- Management Leadership
- Employee Involvement
- Worksite Analysis
- Hazard Prevention & Control
- Safety & Health Training

Front



Value
 I will actively care for my safety and the safety of others.

Vision
 Create a healthy work environment that is free from occupational injury and illness by actively caring for my safety and the safety of my fellow employee.

Policy
 All work activities at the ICP will be conducted in a safe, compliant manner, preserving and protecting our workforce, resources, environment, and our communities.

Back

ICP Name Badge



Marketing Examples



IBM's Heritage of Well-being Excellence

...it has a past of which we are all proud...

Before 1930

1911 - C-TR (Computing Tabulating Recording) Company is formed from the merger of the International Time Recording, Computing Scale, and Tabulating Machine Companies
 1914 - C-TR hires its first disabled employee
 1915 - Thomas J. Watson, Sr. is elected C-TR President and General Manager
 1920 - First safety committees are established in C-TR
 1924 - C-TR is renamed IBM
 1925 - IBM becomes a charter member of the US National Safety Council
 1932 - T.J. Watson, Sr. assigns employee & managers shared responsibilities for safety the embodiment of IBM's Voluntary team approach to safety

1940 - Safety is identified as a basic management responsibility in a Back-ground Briefing document by CEO T.J. Watson, Jr.
 1940 - First Corporate Safety Bulletin is issued subject: safe storage of flammable chemicals
 1940 - IBM publishes its first Corporate Safety Manual, setting uniform standards of practice for all divisions worldwide
 1941 - Importance of safety is highlighted by establishment of a full-time safety manager position at Endicott
 1942 - Safety glasses & shoes are in widespread use in manufacturing departments

1940 - United States Occupational Health & Safety Act (OSHA)
 1940's - Industrial hygiene & safety resources are expanded in EMEA (Europe, Middle East & Africa), resulting in increased cross-border training and integration on VDT characteristics of occupational health & safety programs
 1942 - Uniform safety guidelines are issued for Middle East & Africa, Don Project, beta Internet & World Corporate Bulletin (0542-261)
 1942 - A Visual Display Terminal (VDT) Project Office is established to conduct basic research training and integration on VDT characteristics of occupational health & safety programs
 1942 - Japan enacts its Industrial Safety and Health Law
 1944 - Voluntary Health Assessment is provided health screening exams and tests by modifiable health risks

1949 - Canada, Mexico & United States all have innovative well-being management system (VPPS) which includes several IBM locations being (physical and psychosocial health) areas
 1949 - Austin is first of general employee well-being (VPP Star) in recognition of safety programs and performance boundaries beyond regulatory requirements
 1992 - Internal business controls auditors begin 2001 - The health benefits and well-being organizations are integrated to enhance cross-divisional innovation, design, strategy and leadership
 1995 - IBM intranet web-site is launched for employees' ready access to health & safety information
 1995 - EMEA (Europe, Middle East & Africa) occupational health & safety team is aligned to (2001) for occupational health & safety management systems

1930's 1940's 1950's 1960's 1970's 1980's 1990's 2000's

1932 - IBM leads international safety efforts and co-founded Inter-American Safety Council (Consejo Interamericano de Seguridad) in Latin America
 1944 - IBM is one of first companies to implement a hospitalization benefit plan
 1954 - IBM is one of first companies to offer a family major medical plan
 1964 - IBM demonstrates external leadership when an IBMer is elected to preside over the NY Chapter of the National Safety Council
 1959 - IBM President's Letter defines each manager's personal and individual responsibilities for safety

1946 - IBM is one of first companies to provide health & accident benefit plans (Consejo Interamericano de Seguridad) in Latin America
 1946 - IBM is one of first companies to offer a family major medical plan
 1964 - IBM enhances its family major medical plan with the addition of a family surgical plan
 1967 - Each manager responsibilities for safety are defined in a corporate policy (Corporate Policy 173, one of many IBM company policies)

1946 - First Corporate Medical Director, nominated (John Dunn MD)
 1964 - "IBM does everything reasonable - it provides working conditions that are safe, pleasant and efficient and it supplies the finest work environment that we can buy or create."
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IBM East Fishkill



Continued focus on workplace safety...

The Occupational Safety and Health Administration (OSHA) designates the VPP STAR award to employers who demonstrate superior safety and health performance. Employee contributions to IBM's overall safety and health performance are a major reason why we can obtain this prestigious certification.

"Pursuit of this voluntary initiative with OSHA is significant in recognizing East Fishkill as a key safety and health leader within IBM. Please take a few minutes to learn more about VPP and how you can help IBM East Fishkill achieve our safety goals."

- Hank DiMarco

Employee Safety Teams and Me

Working together towards a World-Class Laboratory

The purpose of the Employees Safety Teams is to:

- Contribute to the elimination of workplace injuries
- Increase employee and management involvement in safety and health concerns
- Promote identification of and provide solutions for safety concerns
- Provide a process to implement laboratory safety and health programs and activities
- Promote employee involvement in the safety process.

Unit's Home-page Address:

ATC: <http://www.esd.gov/efp/health/vpp/star/index.htm>
 SAC: <http://www.esd.gov/efp/health/vpp/star/index.htm>
 MFC: <http://www.esd.gov/efp/health/vpp/star/index.htm>
 CFA: <http://www.esd.gov/efp/health/vpp/star/index.htm>
 S&T: <http://www.esd.gov/efp/health/vpp/star/index.htm>

Infrastructure:
<http://www.esd.gov/efp/health/vpp/star/index.htm>

Nuclear Programs:
<http://www.esd.gov/efp/health/vpp/star/index.htm>

Business Management:
<http://www.esd.gov/efp/health/vpp/star/index.htm>

National & Nonresidential Security:
<http://www.esd.gov/efp/health/vpp/star/index.htm>

Facilities & Site Services:
<http://www.esd.gov/efp/health/vpp/star/index.htm>



Brochures

Marketing Examples



COBRA Behavior Observation

Changing Our Behavior Reduces Accidents

Location of Observation (circle one):

- TSA/TSB
- IORC
- WCB
- IRC
- ROB
- EROB
- IAB
- CFA
- RWMC
- TAN
- TRA
- PBF
- LWFC
- NMD
- TSS

Observer _____ Date _____

At Risk / Enabled

Note: Identify Barriers for All At-Risk Behaviors

- Project (circle one):
- IFF (TSA/TSB, IORC)
 - IFF (WCB, IRC, ROB)
 - IFF (EROB, IAB)
 - CFA, RWMC
 - TAN, TRA, PBF
 - Misc. Sites
 - INTEC (LWFC)
 - INTEC (NMD)
 - INTEC (TSS)



U = Unable to perform task without being at risk

D = Difficult to task without being at risk due to barrier(s)

PC = Personal Choice - No barriers, the individual made a personal choice that was "at-risk"

G1550-04

Cobra Postcard (front)

LM Plastic Wallet Calendar (front and back)



After Star Marketing



- Star Among Stars Promotion
- The VPP Wheel
- Employees involved in Annual Self Evaluation
- Publishing Annual Goals
- Awarding Achievement of Annual Goals



Summary



In this training you learned about:

- The role of commanders and the VPP Team
- Examples of different marketing products
- After Star Marketing



Knowledge Check



1. This training identifies two key “champions” for VPP in your command. They are:
 - a. Safety Manager and Union President
 - b. Supervisors and Workers
 - c. Commander and VPP Team
 - d. Safety Manager and OSHA
2. Which of the following is not one of the VPP marketing tools suggested in this training?
 - a. The VPP Wheel
 - b. Zero Mishaps Award
 - c. Star Among Stars Award
 - d. Safety/VPP Badge Cards

