

SAFE **4** *the Right*
Reasons
TM

***A SAFETY CULTURE PROGRAM
... THAT WORKS!***

***ELIMINATE INJURIES & ACCIDENTS
EASY TO IMPLEMENT
SUSTAINABLE***



What is **SAFE 4 the Right Reasons** ?

Simply put, it is the necessary ingredient to motivate employees and drive safe behaviors. Safety programs that consist of rules, policies and procedures fall short. Employees must have a personal motivation to be safe.



For over a decade **Safe 4 the Right Reasons** has been one of the most effective safety messages in the market. It gets your employees to value their own safety and gives them perspective on how important their safety is to, not just themselves but the ones that love them as well. Your employees will value their safety on the job and off the job as well!

Safe 4 the Right Reasons gives employees the ability to watch out for one another in a positive and respectful way.

This message serves as the foundation of positive safety culture and is a perfect complement to add octane to an existing safety or BBS program.



Culture Packages

Tier I - Live Presentation

- One hour Safe 4 the Right Reasons live presentation

Tier II - Safe 4 Celebration

- One hour Safe 4 the Right Reasons live presentation
- 2 Pledge banners for employees to sign
- Commemorative Safe 4 gift for each employee to sustain message
- A Safe 4 DVD for new hires, orientation and training



Safe 4 DVD's available in English, Spanish, French and French Canadian



Tier III - The Safe 4 Culture Changer Program - DVD

- One (1) Safe 4 DVD
- 8 hr. Safe 4 Culture changer training workshop for committee
- 12 month sustainability plan
- 2 Pledge banners for employees to sign
- Commemorative Safe 4 gift for each employee to sustain message



Dale Lesinski

QSSP, SEE

Vice President of DiVal Safety

Creator of 



NSC Board Member

TIER 4- The Safe 4 Culture Changer Program - LIVE

Utilizing Human Nature and Emotion
to Drive Safe Behavior

- Leadership meeting
- Live presentations of **Safe 4 the Right Reasons**
- 8 Hour Safe 4 Culture Changer Workshop for Steering Committee
- Telephone and email access for support
- Consulting and planning (6 month check up consultation)
- Complete support in creation of custom campaign
- Setting goals for the campaign and defining success
- Establishing KPI's critical to campaign success
- The roles & responsibilities of leadership and management
- An organized plan for 12 – 24 months and beyond
- Allowing your employees to have input and take ownership
- Supervisors become part of solution to safety culture

“We were OSHA compliant, we trained our employees and invested in additional safety activities (speakers, giveaways, etc.) but our employees still were getting hurt. Despite having the desire and resources we fell short on results. We were missing something – we needed to know what to do and how to do it.

The Safe 4 Culture Program was easy to implement and delivered what we needed to improve our culture and eliminate workplace accidents, best of all it is sustainable.”

Contact your DiVal Sales Professional for details 800.343.1354





A SAFETY CULTURE PROGRAM ... THAT WORKS!

A FEW OF OUR CLIENTS -

- ANHEUSER BUSCH
- ARKEMA
- BAE SYSTEMS
- CITGO
- CON-ED
- CORNING GLASS
- EXXON MOBIL
- FRITO LAY/PEPSICO
- GENERAL ELECTRIC
- GENERAL MILLS
- GEORGIA PACIFIC
- GULFSTREAM
- HONDA
- JOHN DEERE
- KELLOGG'S
- LUCAS OIL
- NASA
- NATIONAL GRID
- MARATHON PETROLEUM
- MORTON SALT
- NEW ERA
- OFFICE DEPOT
- ORBITAL ATK
- PRAXAIR
- QUAKER OIL
- SCOTTS MIRACLE GROW
- ST.GOBAIN
- TENNESEE DOT
- TORO
- TOYOTA
- VALERO
- WEGMAN'S
- XEROX

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