

**SAFETY**

**MATTERS**

*Make it Personal*



*Make it Personal*

## OVERVIEW

- ☑ Training
- ☑ Engagement
- ☑ Ownership
- ☑ Sustainability

# Make it Personal

## TRAINING

Prior to completing computer-based training (CBTs), face-to-face training takes place with significant time for Q&A.



*Before we can “walk the talk”, we have to actually **have the talk**.*

# Make it Personal

## ENGAGEMENT

Encouraging Supervisor-to-Employee engagement through surveys and positive reinforcements like rewards for good safety practices.



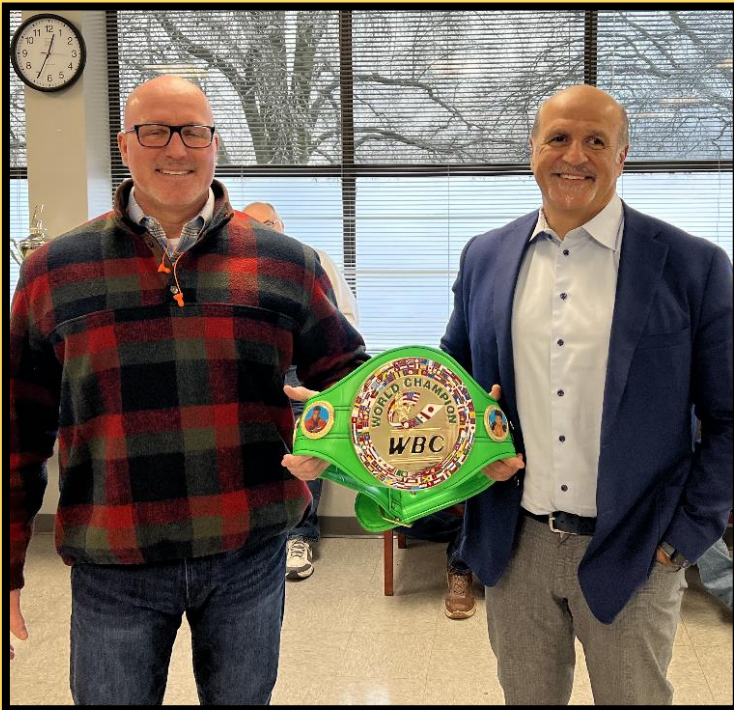
*“Tomorrow is the reward for working safely today.”*



# Make it Personal

## ENGAGEMENT

Management supporting safety engagement in fun ways.



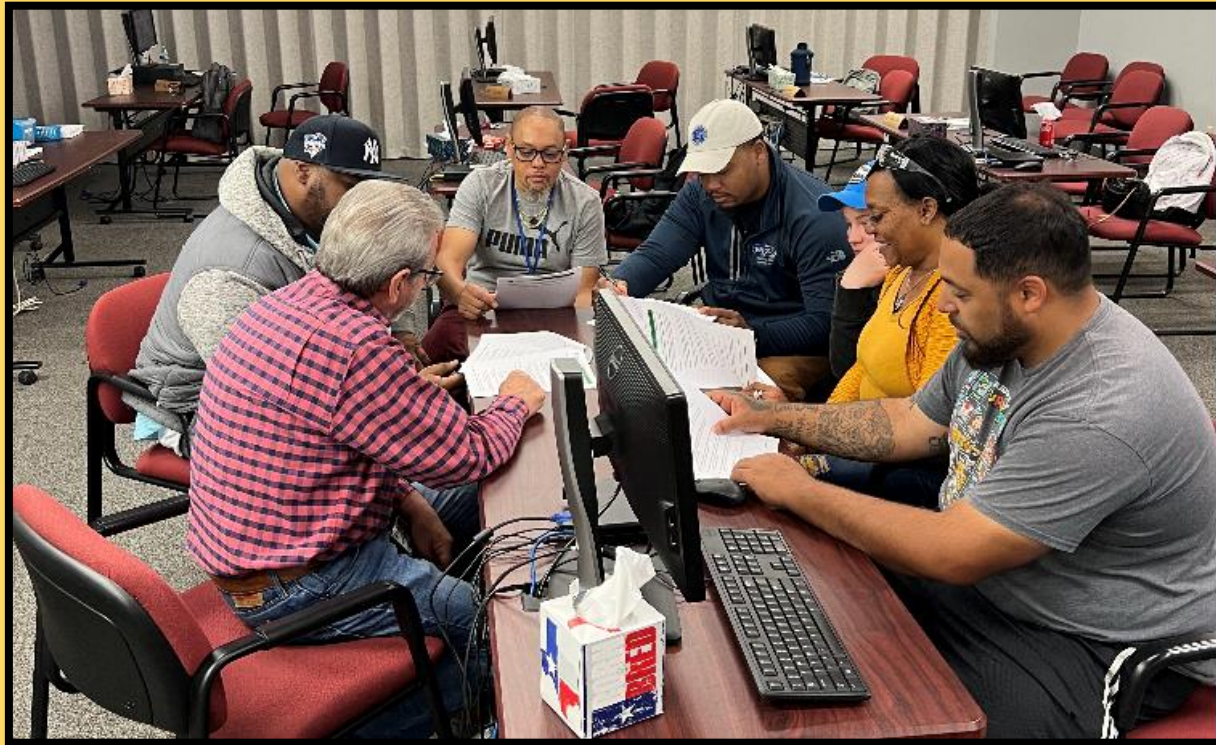
Heavyweight Safety  
Champion of the Mill.

Gift cards for wearing  
proper PPE for the  
task.



# Make it Personal

## OWNERSHIP



Engage in a *Management and Union Safety Committee* to “*find and fix*” safety hazards that in turn, will create ownership.





# Make it Personal

## SUSTAINABILITY

CONSTANT COMMUNICATION (posters & videos)  
to gain safety attention on a  
personal level.



# Make it Personal

## SUSTAINABILITY

### EMPLOYEE RECOGNITION

A personal  
“salute” to employees for  
their accomplishments  
and recognitions.



### Making Safety Personal



— Staff Photo by Larry J. Coyne

Mrs. Bobbie Pine, the first woman master electrician in Memphis, disassembles a machine's power transmission.



Bobbie Pine  
(center),  
Converting E&I  
& family



*Celebrating Bobbie Pine, E&I*  
**we salute you**

*Bobbie is the first female electrician to receive a Journeyman's license (1976) and Master license (1979) in the Greater Memphis area. She began her tissue career with KC in the mid-90's and is still going strong today!*

**Incident Free  
in 2023 !**





**SAFETY**  

---

**MATTERS**  
*Make it Personal*