

# Safety Communications Infographic



## Using Digital Signage for Better SAFETY COMMUNICATION

Effective safety communication depends on a visible, inclusive safety culture that's continuously improving. Digital signs can supplement your permanent signage for better safety messaging, higher employee engagement, improved productivity and fewer injuries.



**Every 7 seconds**  
a worker is injured on the job

**104,000,000**  
production days  
are lost in a year due  
to work-related injuries



**Over \$668 billion**  
total cost of preventable injuries

**16x higher** average cost of minor incident  
versus cost of the preventative measure

**48x higher** average cost of serious or fatal  
incident versus cost of the preventative measure

### What workers say...



Approximately **one-third** of workers in high hazard industries do not believe safety is valued

**50%** say safety meetings are held less often than they should be

**39%** think management does the minimum required by law to keep employees safe

**36%** say safety takes a backseat to completing job tasks

**30%** say they are too afraid to report safety issues

An effective safety and health program can save  
**\$4-\$6 for every \$1 invested**



Organizations with higher engagement scores had  
**70% fewer safety incidents**  
compared to those with low engagement.

**5x less likely** to have a safety incident.

**7x less likely** to have a lost-time safety incident.



### Proven Safety ROI

- Positive public image
- Compliance with regulations, laws & standards
- Cost savings & increased shareholder value
- Increased operational efficiency
- Improved employee satisfaction



### Quick Tips for Employers

- ▶ **Prioritize safety:** Have protocols in place. No shortcuts!
- ▶ **Reduce stress:** Ensure employees aren't overtaxed
- ▶ **Train everyone:** Educate on all risks & procedures
- ▶ **Request input:** Give employees a voice in the safety program
- ▶ **Use leading indicators:** Track systems, operations & behavior



### Quick Tips for Employees

- ▶ **Stay alert:** Be aware of your surroundings at all times
- ▶ **Dress for safety:** Always wear, clean & maintain your PPE
- ▶ **Use the right tools:** Know your tools & machines thoroughly
- ▶ **Love your body:** Take breaks & maintain correct posture
- ▶ **Be diligent:** Report violations & unsafe conditions