

# AUDIENCE POLLING

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Responses are anonymous





 **SAFESTART<sup>®</sup> FORUM**   
**FOR HUMAN FACTORS PRACTITIONERS**

**2024**

**ORLANDO, FL**  
**APRIL 23 & 24**

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**MAKING SAFETY THE CATALYST FOR GREATER  
ORGANIZATIONAL PERFORMANCE**

Jennifer McNelly, CAE | CEO, American Society of Safety Professionals (ASSP)

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Safety isn't a mindset that should be turned on and off.

To be effective, safety needs to be a 24/7 strategy that can take all aspects of organizational performance to the next level.

But that doesn't mean this objective is easy.

# DEFINITION

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**Safety** (noun): the condition of being safe from undergoing or causing hurt, injury, or loss.

**Safety** (verb): to protect against failure, breakage, or accident.



# POLL

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In one word, what does  
SAFETY mean to you?



# POLL

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In one word- what does safety mean to you?

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# OUR HISTORY

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## Our Mission

We are the community that protects people, property and the environment.

## Our Vision

Safety, health and well-being are inherent rights of every worker.



# ABOUT ME

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- Deploys ASSP's strategic plan, addressing the needs of 35,000 safety and health professionals.
- Provides a lens informed by business, government and associations.
- Advances safety by understanding the trends impacting professionals.
- Builds capabilities of safety professionals, creating influential leaders.



**Jennifer McNelly, CAE**

Chief Executive Officer

American Society of Safety Professionals





# AUDIENCE PULSE

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1. What sector do you represent?
2. What is your role?
3. What is the top trend impacting your human factors practice?
4. What are the top challenges facing your company today?
5. What are the top challenges facing you in your role?

Responses are anonymous



# UNDERSTANDING THE PRESENT

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Current statistics are revealing

- 5,486 fatal work injuries in 2022 – 5.7% increase
- 2.8 million injury and illness cases in 2022
- A worker dies every 96 minutes

\*Source Bureau of Labor Statistics, <https://www.bls.gov/iif/>

\*\*Source: ISN <https://www.isnetworld.com/en/newsroom/post/isn-releases-insights-report-on-serious-injuries-and-fatalities>

# FUTURE WORLD OF WORK

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## Key considerations in OSH

- Technological advances
- Shifting global dynamics
- Introduction of new risks/hazards
- Effects on sustainability and ESG overall



Understanding the emerging risks, challenges and opportunities not only safeguards the health and well-being of teams but also contributes to the overall success and sustainability of our organizations

# WHAT ARE YOUR TALENT CHALLENGES?

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## Check All That Apply

- Can't Find a Workforce
- Single vs. Multi-Employer Workforce
- Contingent or Temporary Workforce
- Contractual Workforce
- Multi-Generational Workforce
- Multi-Cultural Workforce
- Drug-Free Workforce
- Other



How are you mitigating  
the challenge?



# CHANGING WORKFORCE

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## Challenges and opportunities for OSH

- Nontraditional environments
- Nontraditional Teams
- Flexible schedules
- Communication
- Collaboration



Embrace flexibility, leverage technology where it is feasible and cultivate a culture of shared responsibility for safety in the ever-increasing range of work environments.



# THE RISE OF TECHNOLOGY

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## Opportunities

- Improved monitoring
- Enhanced training
- Predictive analytics
- Automation of hazardous tasks
- Real-time communication



# THE RISE OF TECHNOLOGY

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## Challenges or Risks

- Job displacement
- Privacy concerns
- Over-reliance on technology
- Training challenges
- Cost



“In the absence of data, we will always make up stories. In fact, the need to make up a story, especially when we are hurt, is part of our most primitive survival wiring. Mean making is in our biology, and our default is often to come up with a story that makes sense, feels familiar, and offers us insight into how best to self-protect.”

— Brene Brown  
[Rising Strong: The Reckoning. The Rumble. The Revolution](#)

Are expectations of your role expanding?

- Yes
- No



# HOW HAVE COMPETENCY EXPECTATIONS CHANGED?

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## Check all that apply

1. Increased regulatory compliance
2. Increased training requirements
3. Increased business requirements
4. Increased human capital requirements



Have resources increased to support expectations?

- Yes
- No





# SAFETY AND WORKER WELL-BEING

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- The interconnectedness with OSH
- Reduce stress
- De-stigmatize mental health conversations
- Work-life harmony
- Peer support
- Inclusive policies



Prioritizing mental health in the workplace involves a multifaceted approach that recognizes the interconnectedness of mental health with overall safety and well-being

# BUILDING AN INCLUSIVE CULTURE

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Understanding the intersection of DEI and OSH

- Improving risk identification and mitigation
- Reduce unconscious bias
- Navigating language and cultural barriers
- Enhancing safety training
- Diversifying safety leadership
- Developing inclusive reporting mechanisms

An inclusive organizational culture promotes diverse perspectives, addresses unique challenges and fosters a culture of equity and belonging.



# ENVIRONMENTAL IMPACT ON SAFETY

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The connection between the environmental and OSH

- Extreme weather
- Heat stress
- Well-being
- ESG

Addressing environmental impact on worker safety requires risk assessments, proactive measures, sustainable practices and a commitment to regulatory compliance.



# NAVIGATING CHANGING REGULATIONS

Think beyond the compliance baseline

- OSHA, EPA, DOT, etc. = must do
- Advocate for consensus standards
- Position yourself as the expert advisor
- Build relationships to extend/expand



Safety Professionals should stay informed and are instrumental advocates for moving their companies beyond regulations to industry best practices.

# ANTICIPATING THE UNKNOWN

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Put safety into every discussion

- Assess risks and trends
- Use data-driven analysis
- Employ scenario planning
- Collaborate across departments
- Plan/prepare for crisis
- Benchmark



Safety professionals help create a resilient, sustainable organization that can navigate uncertainties and emerging risks successfully.



# INVEST IN SKILLS FOR THE FUTURE

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Be adaptable and resilient

- Navigate new challenges
- Address emerging risks
- Improve decision-making
- Maintain business continuity
- Model continuous improvement
- Engage and retain employees





# EMPOWERING TODAY'S OSH PROFESSIONAL

- ASSP helps advance the profession and those who practice it
- Provide member community
- Serve as a trusted advisor/source
- Ensure effective workforce development
- Ensure ethical practice
- Promote living our values



# PREPARE FOR TOMORROW TODAY!

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Safety professionals are influencers

- Identify and mitigate emerging risks
- Contribute to business sustainability
- Instill a mindset of safety excellence
- Adapt and leverage feasible technology
- Highlight the interconnectedness
- Embrace the power of diversity
- Advocate for continuous learning



Tools to Help

# LET'S CONNECT!

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Linked In

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**THANK YOU FOR ATTENDING!**