

MAINTAINING INTEREST IN SAFETY

be cultivated, and its cultivation concomitantly increases the ability to deal with people individually.

The safety man should be well versed in the use of visual aids* and familiar with the techniques of advertising, sales, and publicity, particularly those used in his own organization. Ideas picked up from these sources often can be applied in the safety program.

Showmanship tactics, however, should be used with discretion. They should not consist of questionable activities which could reflect unfavorably on the safety man, the company, or the safety program. Showmanship tactics can do more harm than good if they are insincere or if the basic safety program is weak or unsound.

Feel free to submit interesting data, difficult problems, or "gimmicks" of any nature to the National Safety Council. Through this clearinghouse, problems can be solved or given to others for solution. The Council has information on every phase of safety, gleaned from the experience of members in various industries.

A vast amount of program material of use to the safety man is available in Na-

tional Safety Council publications. For example, most of the illustrations in this chapter were selected from winning entries of the monthly feature "Ideas That Worked" in the Council's *National Safety News*. Each month a committee of staff members and volunteer officers judges the entries and every six months selects the best of the past six winners. Every individual submitting a winning entry receives a gift certificate. For information, contact the Industrial Department, National Safety Council.

Role of the supervisor

The supervisor is the key man in any program to create and maintain interest in safety because he is responsible for translating management's policies into action and for promoting safety activities directly among the employees. How well he meets this responsibility will determine to a large extent how favorably the employees receive the safety activities.

The supervisor's attitude toward safety is

*For further details, see Chapter 13, "Audio-Visual Aids."

Fig 7-4. Demonstrations and visual aids enliven safety meetings. Hot coffee, audience participation, and evaluation of talks by fellow supervisors help make meeting a success.



Courtesy United States Rubber Company