

ent colors. There are a lot of channels through which people can be motivated. Let's list some to provide you some fuel for thought:

- individual and family security,
- individual and family health,
- personal recognition,
- economic reward,
- increased status,
- individual creativity.

These channels can apply to the person to be motivated, or to the person motivating toward the goal of safety awareness.

Over 80 per cent of the visitations that take place at our company hospitals because of injuries are due to minor cuts, lacerations, abrasions, contusions, and bruises. Of all the types of injuries to eliminate, this category is the most difficult. If we could give you a solution—a cure-all—humanity would probably put up a statue of us. We won't hold our breath for that statue, for we know that the cure lies with you—not with us.

The first step towards the solution of the problem of cuts, lacerations, abrasions, and contusions is the recognition that the problem exists. Your knowing that a problem exists and keeping yourself and your employees aware of this problem will provide the solution to it. This solution is not an over-night deal—but can be obtained by adding the magic element of perseverance.

Flag waving is a bunch of hog-wash! A great many people called the great strides of advancement in the technological fields hog-wash. One of these strides was the establishment of a preventive maintenance program for all machines. This has long since proven highly successful.

The first and most important tool necessary to a successful human preventative maintenance program is a good supervisor. A good supervisor, like any good man, does not live in that dismal swamp land called "indifference"; nor does he look at friends, employees, or problems with all the enthusiasm of a corpse.

Boil it all down and it condenses to a priceless, magical element (that we all possess, but which, through lack of use, has for most of us become rusty), common sense. If we were to tear down this tool of common sense, we would find that it's made up of these important parts:

1. Ability to think logically and systematically.
2. Control of emotions.
3. Just and high ideals.
4. A control of egotism.
5. Belief and practice of the golden rule.
6. Courage.

It's possible to shine these parts—lubricate them with usage—and apply them to the important job of protecting your employees from physical injury and pain.

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