THE GENERAL MOTORS SAFETY PROGRAM

Presiding: George A. Jacoby — Director, Personnel Relations, General Motors Corporation, Detroit, Mich.

Participants in the program were:

A Vice President — "Safety Communication and Management;" Anthony G. DeLorenzo, Vice President, Public Relations, General Motors Corp.

A Plant Manager — "What I Expect From My Safety Team," Louis J. Grimaldi — Manager, Ternstedt Division, Trenton, New Jersey

A Plant Superintendent — "Building A Safe Manufacturing Team," Albert H. Jones — Superintendent Plant #2, Frigidaire Division, Dayton, Ohio

A Plant Foreman — "How I Sell Safety To My Employees," B. R. Lunsford — Foreman, Delco Remy Division, Anderson, Indiana

A Safety Director — "Administration Of The Safety Program," F. A. LaMielle — Safety Director, AC Spark Plug Division, Flint, Michigan

Miss America — 1966 — "Safety Is A Personal Thing — For Everyone," Miss Deborah (Debbie) Bryant.

SAFETY COMMUNICATION AND MANAGEMENT

By ANTHONY G. DeLORENZO
Vice President, Public Relations, General Motors Corp.

As a specialist in public relations (which is primarily communications) I am especially interested in the communications aspects of safety — in getting safety ideas across to people. Without effective communications, any safety program is of little value.

One of the problems in getting people to listen to a safety suggestion and to accept it seems to me to be getting them first to identify with the source of the suggestion. If a safety program comes from an anonymous management source, and is administered by an unidentifiable "they," its impact will probably be equally fuzzy. It's hard for an abstract, mythical "they" in the front office or upstairs to get the attention of the man on the assembly line or in the shop. We have to get his attention if we expect to get his cooperation.

The first of the seven principles in the General Motors Safety Program deals with this problem of getting members of management clearly and identifiably into the act. It calls for "Active Top Management Support." It emphasizes that a good safety record is clear evidence of good management. It calls upon general managers and other top GM divisional and plant executives to make safety their responsibility by:

1. Maintaining a comprehensive safety program at all times.
2. Meeting with key supervisory personnel at least once a month to review safety performance.
3. And taking any action necessary to improve safety conditions.

One of the most important ingredients in this first principle of providing concrete management support is effective communication throughout the organization.

Let me briefly cover the other six principles in the General Motors safety code. These will be discussed directly or indirectly by men closely involved with making them successful.

After top management support comes "Maintain adequate safety personnel." That is, if you want a quality program, pick