

THE BUTCHER, THE BAKER, THE SAFE GROCERY STORE MAKER.

Asset protection professionals get results by changing the behavior of frontline employees to keep stores safe and protect the bottom line.



It's no surprise that some of the top issues grocery retailers face today are the staggering amount of accidents. In fact, every seven seconds, a worker is injured on the job¹ and while you may be thinking your space is safe, the fact is, danger lurks in almost every corner.

Slips, trips and falls are always the biggest concern, but what about lacerations and lifting injuries? These incidents could lead to costing you close to \$50,000², not to mention the potentially life-altering injury to your employee.

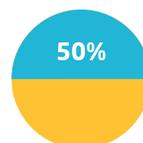
THE BAKERY

Looking around the bakery, it may feel like a safe place. No doubt the comforting scents of fresh bread and goodies always puts one at ease, but the bakery is fraught with potential risks to your employees. Heat, cold, wet, high temperatures, sharp knives, fast movements and demanding production schedules all add up to a unique and danger-riddled zone in your business.

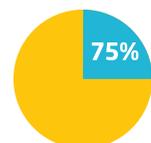
How often are your employees trained? How often do you report an accident or injury? Training is an essential onboarding tool, but here are some unfortunate stats to consider. After one hour, people retain less than half of what they were just taught³ and after six days people forget 75% of their training⁴.



Directly after training



After one hour

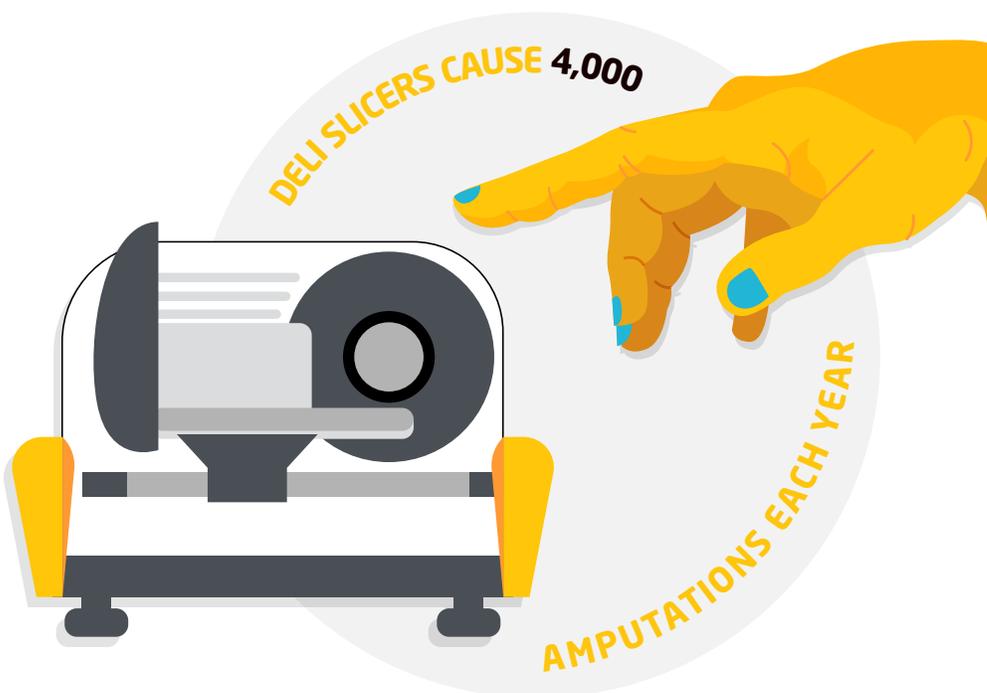


After six days

THE DELI

Deli slicers are one of the sharpest and most dangerous tools in your store. Not to get too gory, but deli slicers can either cause minor lacerations, or they can amputate a digit. In fact, meat slicers have caused over 4,000 amputations a year⁵. What's worse, those that work with deli slicers have a 60% chance of having a severe injury compared with others in their field⁶. A major cut also has the potential to cause the employee to bleed out if not taken care of immediately.

Why are accidents still happening if you do everything you can to train your employees? Corporations spend over \$70 billion a year on training⁷ yet now employees in retail surpass American factories for the numbers of injuries⁷. Do you feel confident that your current training is enough?



STRAINS AND SPRAINS, BUMPS AND SLIPS

The most common injuries you are probably seeing in your employees relate to overexertion, struck bys, and slips, trips and falls. In fact, lifting injuries or repetitive strain counts for 33% of all injuries⁸. Repetitive motions are deadly. If you have employees lifting and reaching improperly day after day, year after year, you are unwittingly creating major health problems for that employee. These injuries don't present themselves until months or even years later but when they do, they can be life-altering and potentially end that employees career.

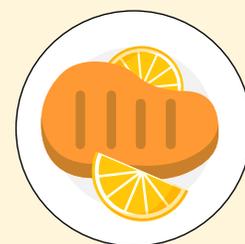
Imagine, instead, a series of communications that remind your teams how to lift, reach or use PPE and other equipment properly to avoid that situation in the first place.

YOUR PERIMETER

The areas in your business that deal with food prep, production and handling is filled with an incredibly long list of proper protocol to keep your employees and customers safe while also mitigating loss.

The once-and-done training solutions can not possibly keep each and every element of those steps top-of-mind for employees. To battle the infamous forgetting curve⁹ that we all succumb to, consider the simple solution. Set up strategic communication methods with multiple touchpoints at regular intervals.

Consider how effective commercials are in your day-to-day life. At some point, you are going to find yourself grabbing that Wendy's burger and you might not even know why. The key to any successful safety and loss prevention program is similar. It must make the daily actions required of your employees inherently be safe and productive. They won't even realize it after a while, but they will be making the right safety and loss prevention choices without even thinking twice.



ENGAGE!

When people forget their training, the answer is to retrain them, right?

This is where the final magic trick is. You can set up the right amount of communications but what if it is still ineffective? What's going on?

The real trick to it all is making sure it resonates and captures your employee's attention. Make it stand out. Make it personal. Talk to them about real-life outcomes. Let them share their own stories. Empower your frontline employees to champion safety.

A recent collaboration with The American Frozen Food Institute and Intertek Catalyst brought the two teams together to transform messaging around a very dry, but very serious issue in food production. And that is the deadly Listeria bacteria. Deep at the heart of the issue is that while many food handling and processing plants are doing their best, Listeria breakouts still happen.

So how does an employer create engaging, powerful communications that not only look incredible but also hits home the gravity of the situation? That's how the Listeria Stops Here kit came to be. And if a topic like can receive this level of engagement and strategy, why not yours?

WHAT SUCCESS CAN LOOK LIKE

When you partner with an agency that has a track record of working with big grocery retailers like yourself, you are partnering with a subject matter expert that gets your concerns and ongoing battles. There is no one-size fits all safety and loss prevention communications program. In fact, tailoring it to the unique risks of your teams in the deli, fresh or bakery will make a huge impact. It will make your employees feel heard and give them the exact tools and guidance they need to be safe and productive.

Insurance claims will always be necessary but there are ways to reduce your OSHA recordables and make each area of your perimeter safer and more productive.

Fighting the forgetting curve, reducing injuries, and protecting assets begins with a well-planned communications strategy.

Are you ready to change the behavior of your workforce and build a powerful culture that puts safety and loss prevention first?

Contact Catalyst today

intertek.com/catalyst

1 866-749-3697 • contactus@intertek.com



SOURCES

- 1 nsc.org/work-safety/tools-resources/infographics/workplace-injuries
- 2 argolimited.com/app-reduces-slip-fall-accidents-restaurant-grocery-store/?locale=en
- 3 instructure.com/bridge/blog/10-stats-about-learning-retention-youll-want-forget#:~:text=After%20one%20hour%2C%20people%20retain,the%20information%20in%20their%20training
- 4 instructure.com/bridge/blog/10-stats-about-learning-retention-youll-want-forget#:~:text=After%20one%20hour%2C%20people%20retain,the%20information%20in%20their%20training
- 5 machineaccident.com/blood-loss-from-a-meat-slicer-injury/
- 6 trainingmag.com/trgmag-article/2016-training-industry-report
- 7 <https://www.latimes.com/business/story/2019-12-06/retail-worker-injuries-sickness>
- 8 <https://www.nsc.org/work-safety/tools-resources/infographics/workplace-injuries>
- 9 csustan.edu/sites/default/files/groups/Writing%20Program/forgetting_curve.pdf