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Road Safety as a Culture

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Presented by:

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Safety Contact

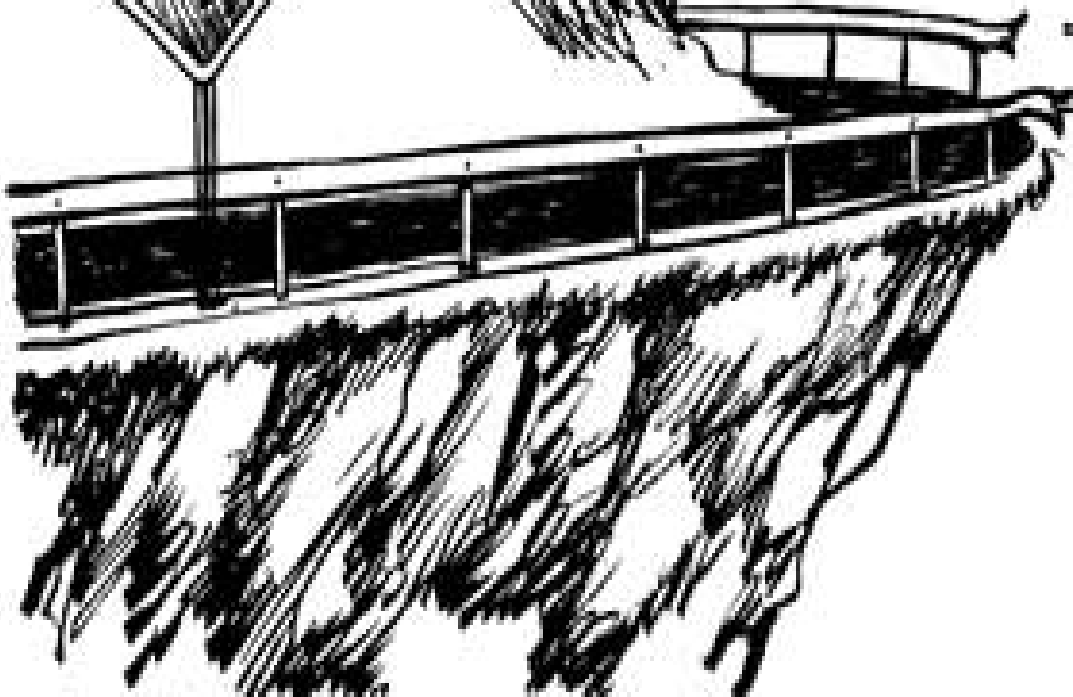




" I HAVE TO HANG UP NOW. I'M CRASHING!"

I DON'T KNOW WHY PEOPLE
THINK CELL PHONES DISTRACT
YOU FROM DRIVING...

I DO JUST FINE... I DO JUST FINE... AS A MATTER OF FACT I THINK...



Agenda

- **Introducing DuPont and Safety**
- **Understanding Safety Culture**
- **Driving Safety Culture**

DuPont Core Values

- **Safety & Health**
- **Environmental Stewardship**
- **Highest Ethical Standards**
- **Respect for People**



“The Goal is Zero”

DuPont Today - 13 Business Groups



- Pioneer Hi-Bred
- Crop Protection
- Nutrition & Health



- Protection Technologies
- Building Innovations
- Sustainable Solutions



- Electronics & Communications



- Performance Polymers
- Packaging & Industrial Polymers



- Titanium Technologies
- Chemicals & Fluoroproducts



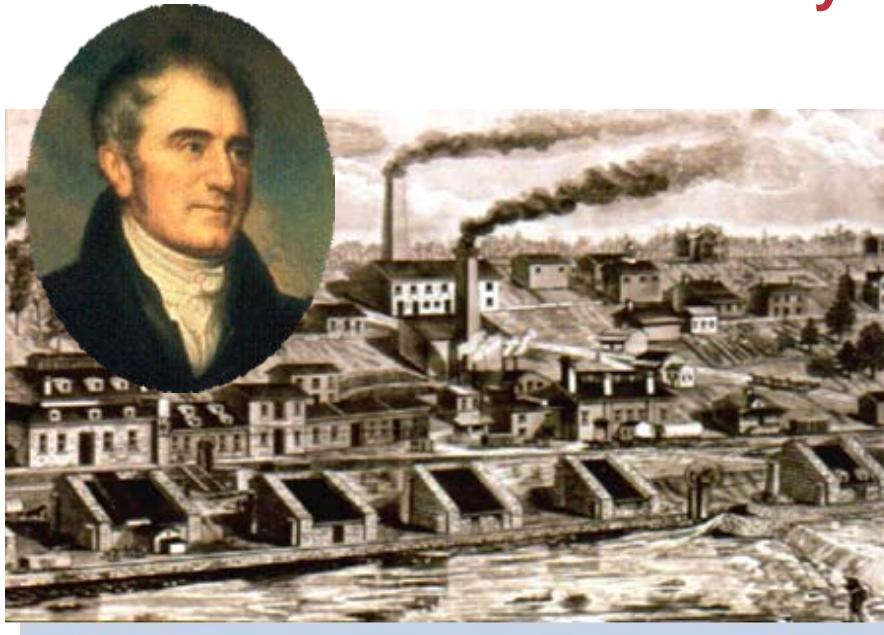
- Applied BioSciences



- Performance Coatings

DuPont Safety Culture – History

Safety has become part of our DNA



Powder mill operation began in 1802.

First safety rules established in 1811.

“Safety is a line management responsibility. ... No employee may enter a new or rebuilt mill until a member of top management has personally operated it.”

– E. I. du Pont

Safety statistics began in 1912.

Belief that all injuries are preventable developed in the 1940s.

“Goal is Zero” established in 1990s.

Off-the-job safety program began in the 1950s.

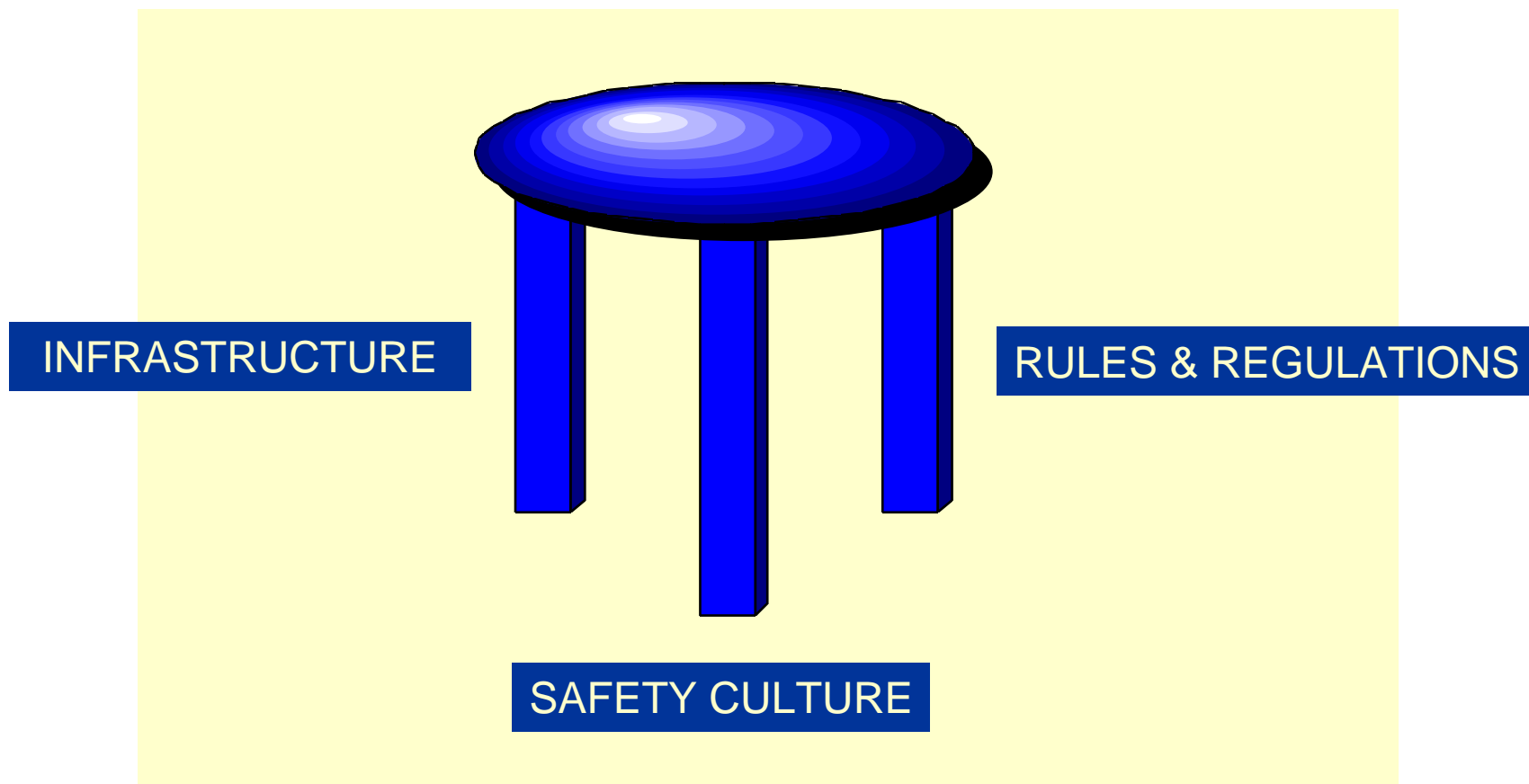
Key Drivers of DuPont Safety Management System



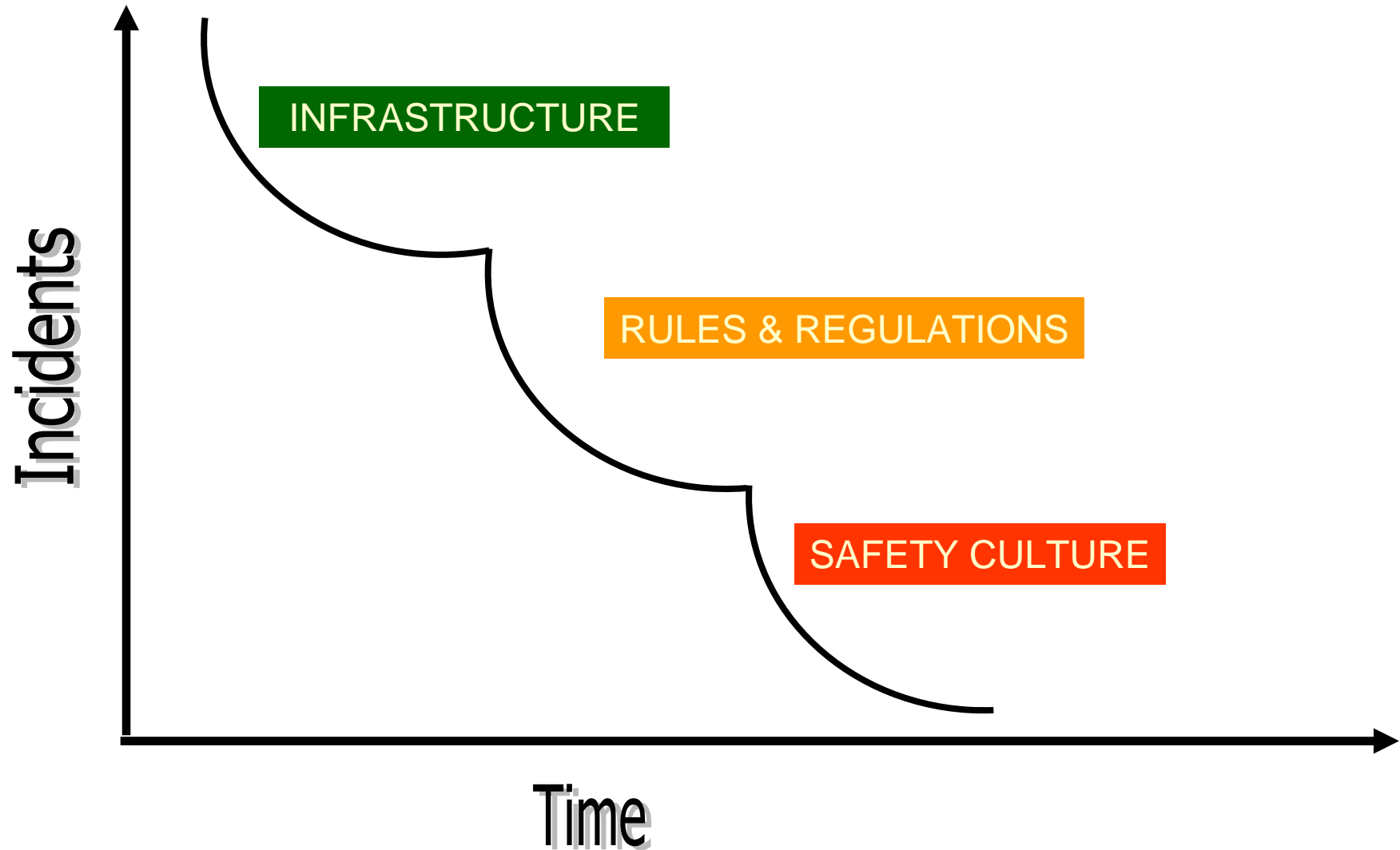
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The Safety Tripod



Progressive improvement requires focus on people



Causes of Incidents...

In our experience...

The majority of incidents, injuries and accidents are caused by unsafe acts and behaviors, not conditions and facilities.



**Unsafe
Conditions**



Unsafe Acts



Some Behaviours...

Honking

Ignoring right of way / pedestrians

Not following traffic rules / zebra crossing

Rash driving / over speed limit

Not wearing seat belts / helmets

Distractions / using mobile phone while driving

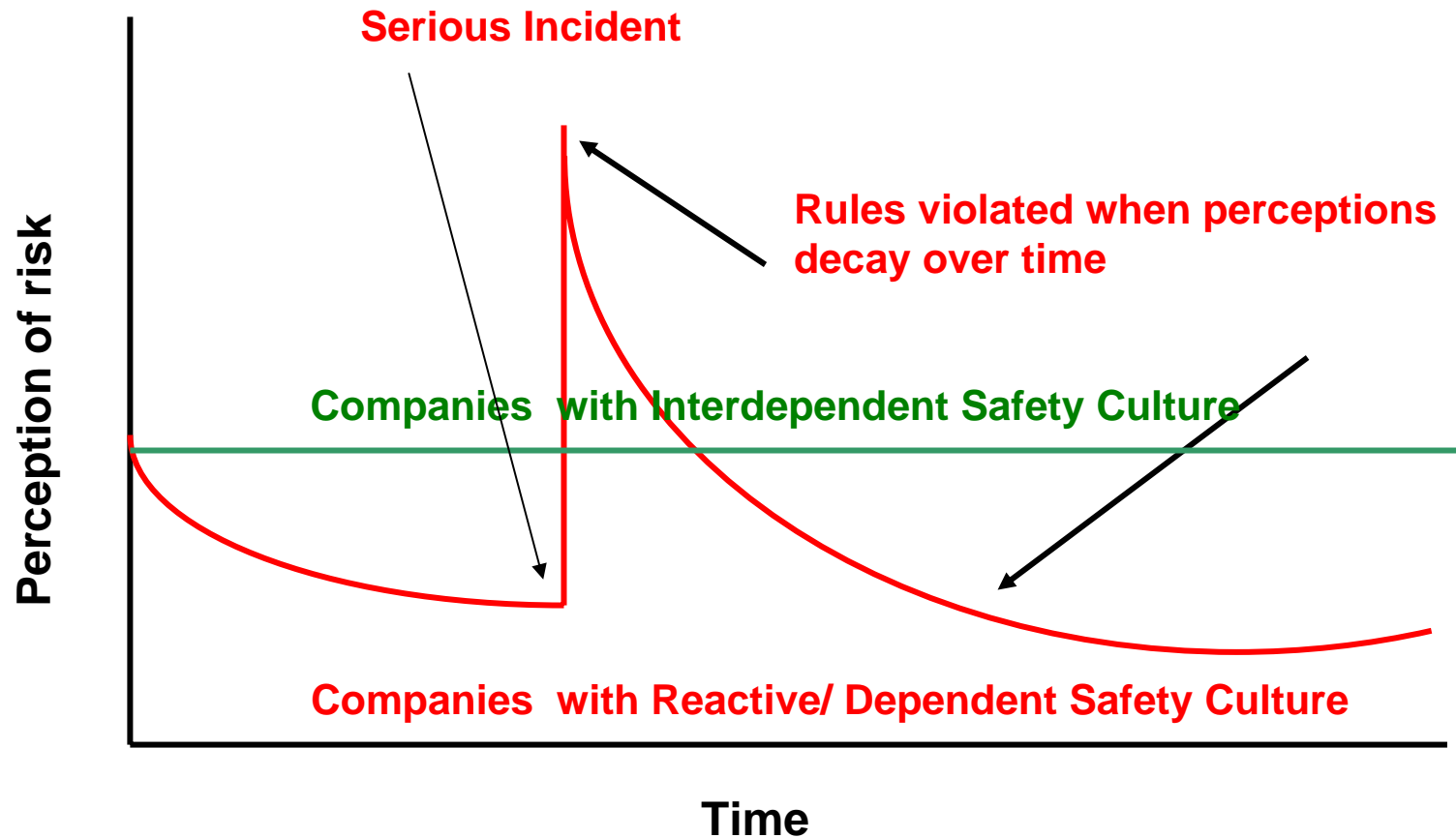
Drunken driving

Aggression / road rage

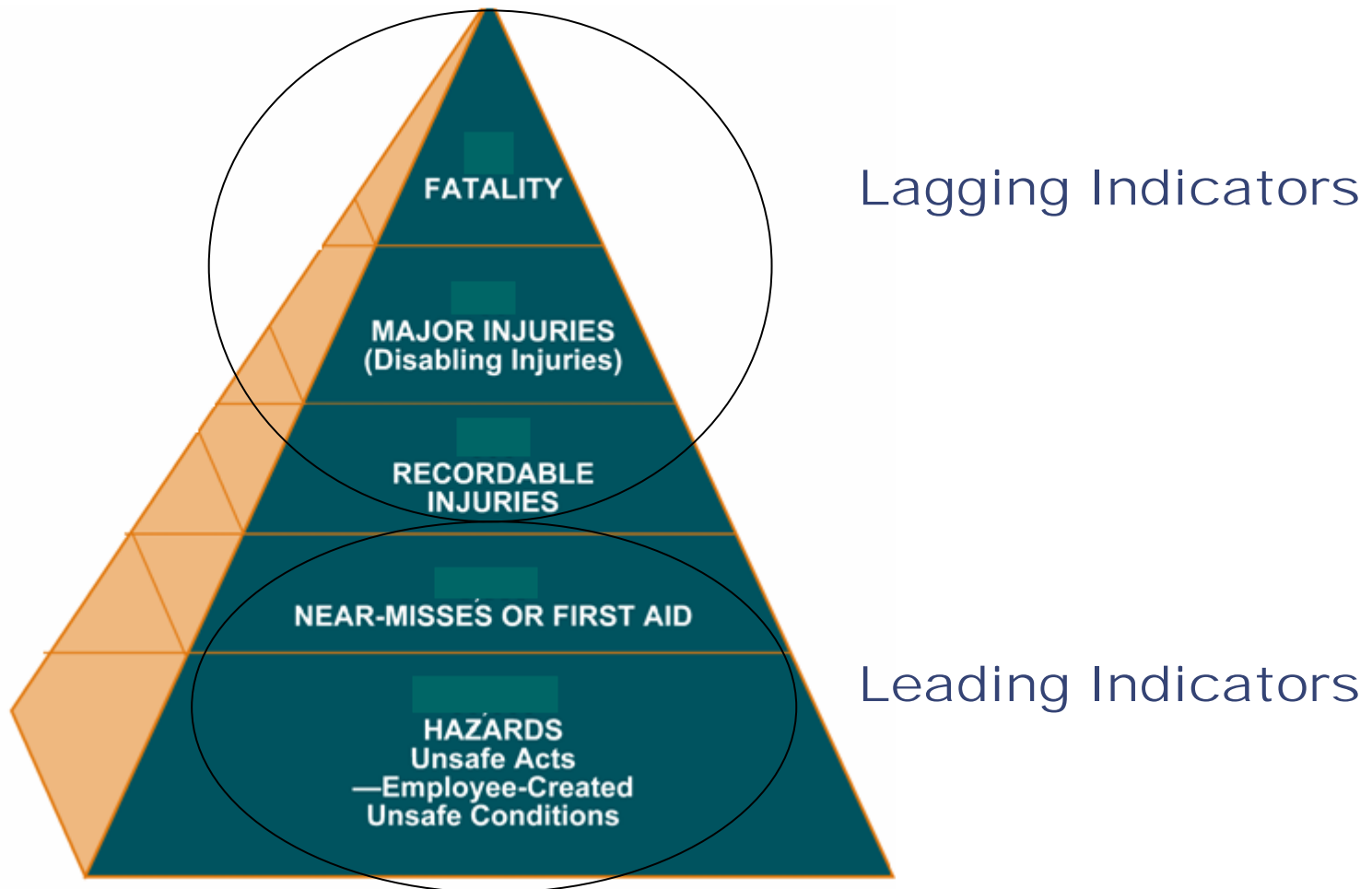
Does this speak of our Road Safety Culture?



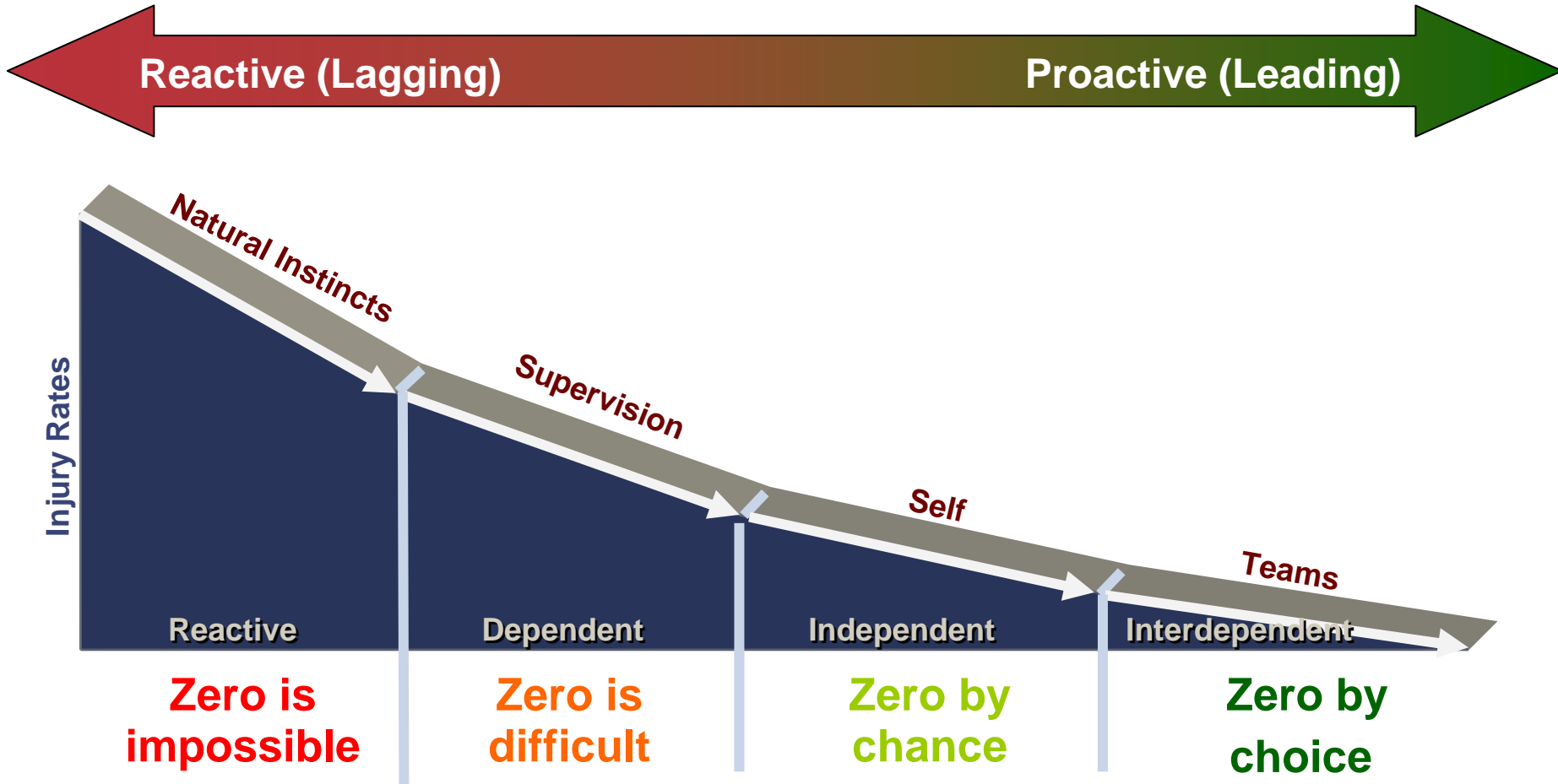
The Safety Paradox...



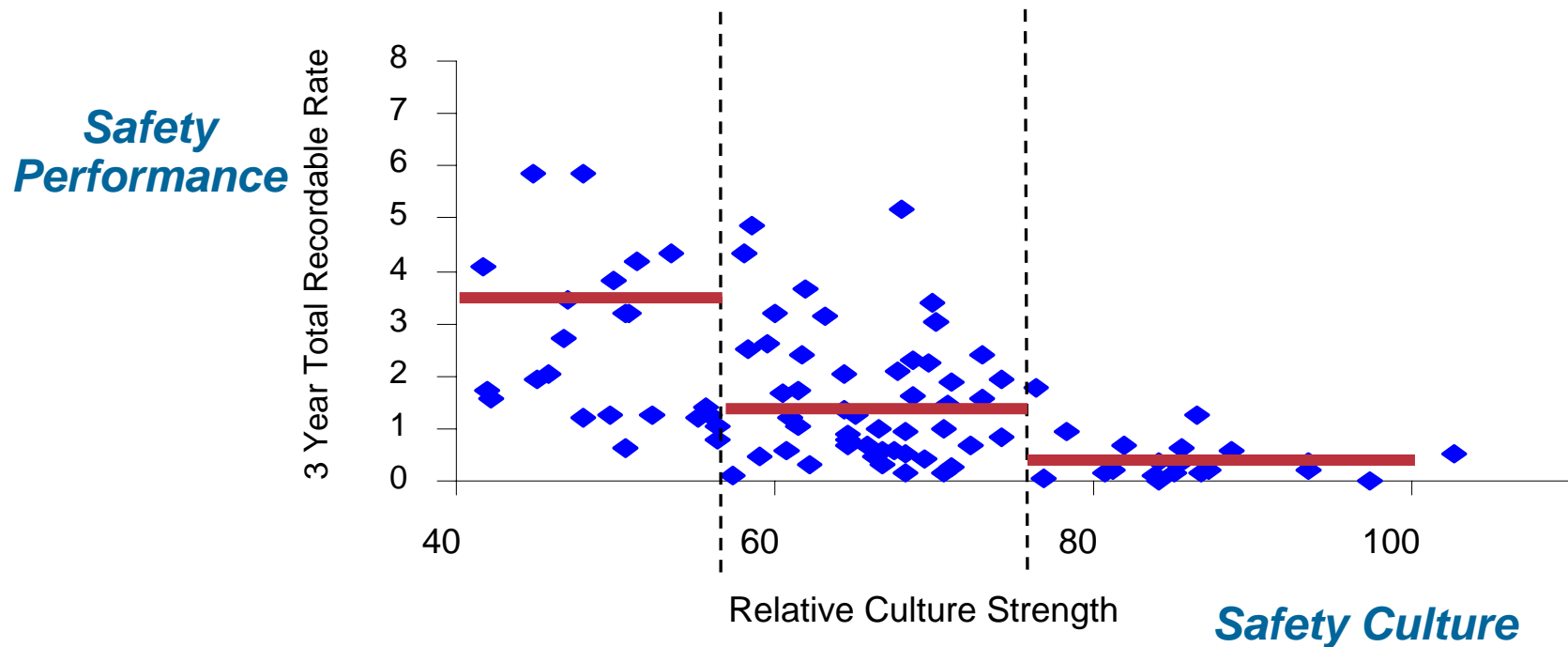
Incidents are a Matter of Probabilities, ... Really!



Safety Culture Transformation Process...



Stronger safety culture results in better safety performance..



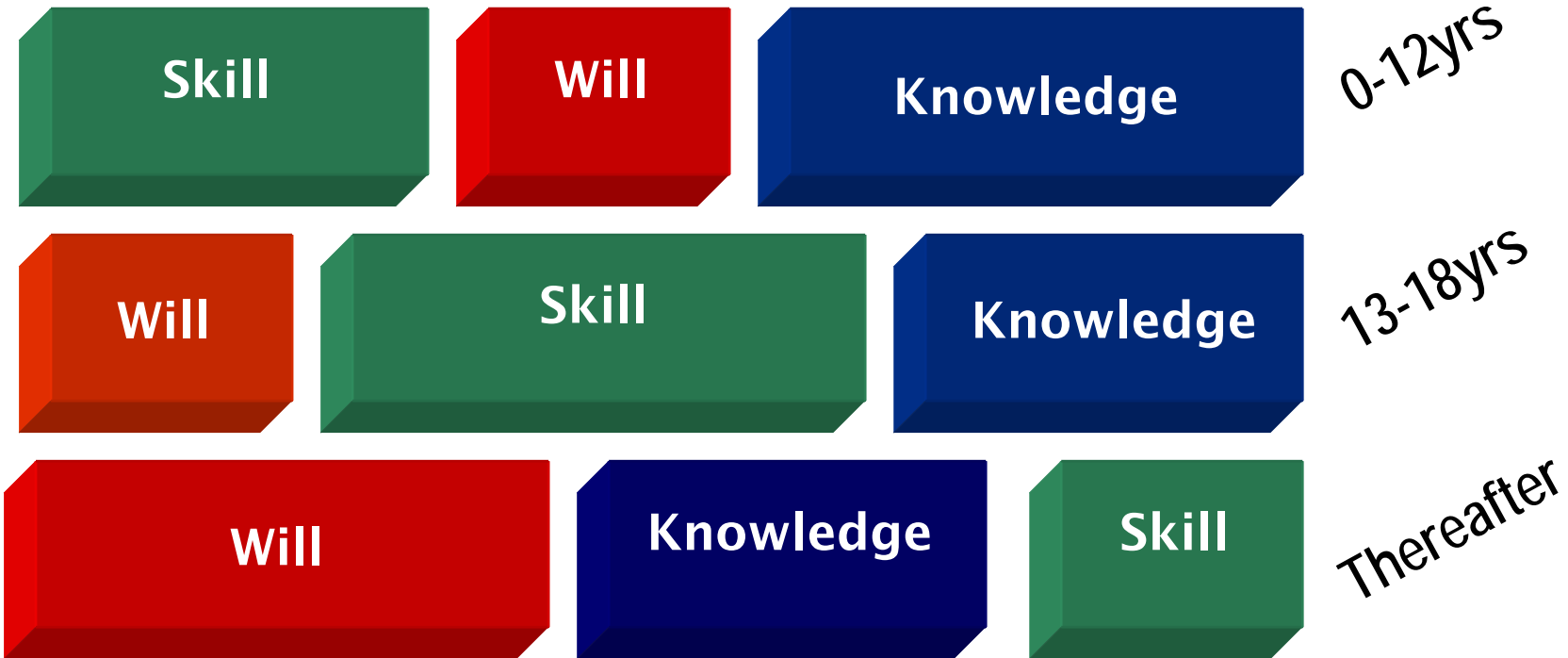
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- **Building Safety Culture**

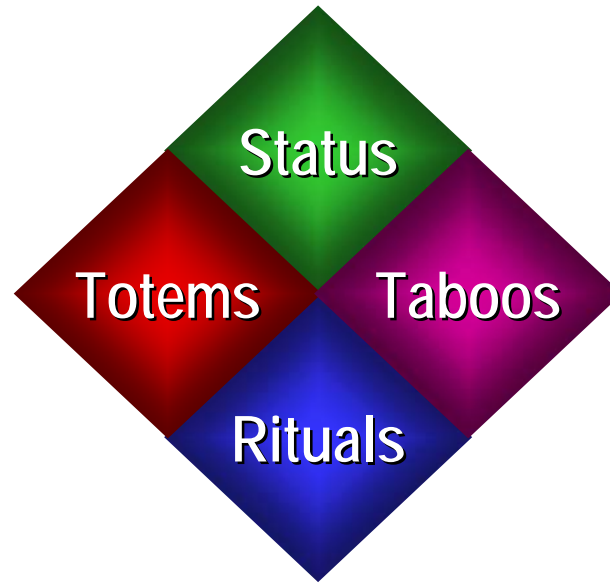
Influence on Safety...



Building Blocks of Safety Culture



Culture change needs collective efforts and time



Home / School / Work / Media / Government / Society

Enforcement / Awareness / Education / Self Discipline

Making it a 'Way of Life'



Ultimately, it is about People...

Many lives will be saved.

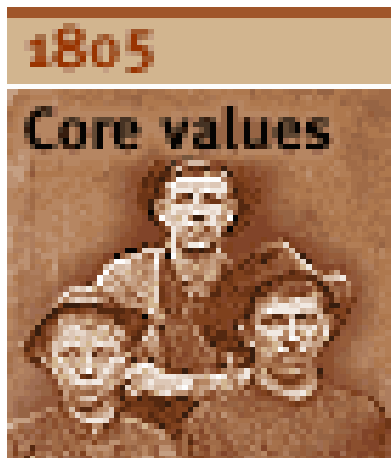
Many people will be spared disabling injuries and lost time from work each year.

More will go home to their families safely.

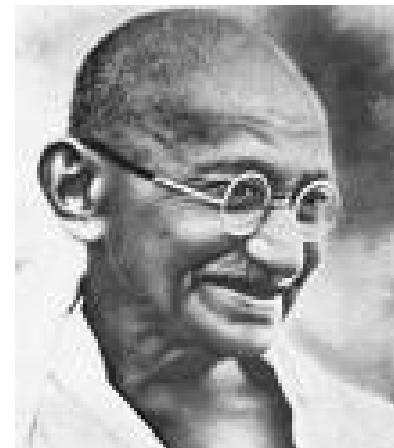


In closing....some food for thought!

“You get the level
of safety that
you **demonstrate**
you want!”



“We must
become the
change that we
want to see!”





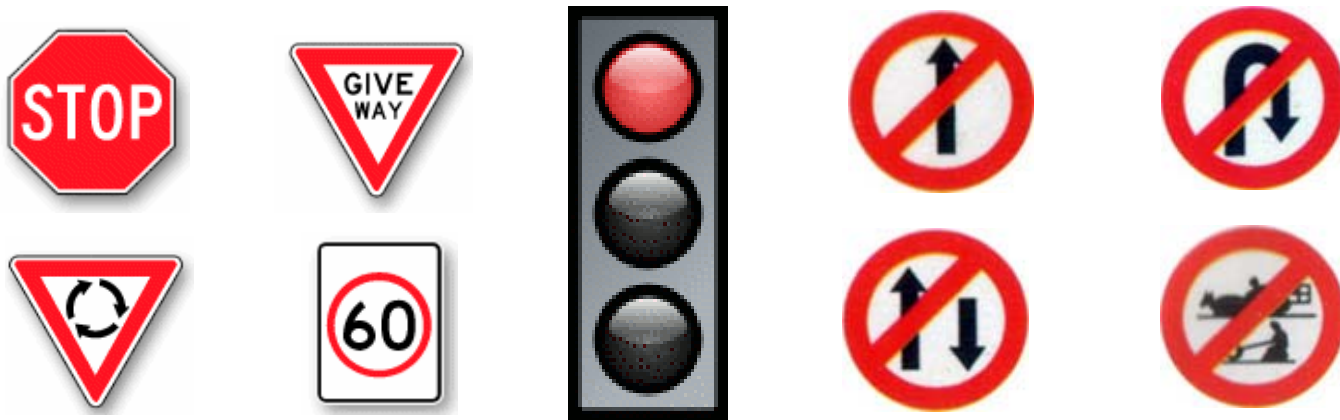
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Act Safely...

DEFENSIVE DRIVING

Defensive driving is about understanding and obeying traffic rules...



...and also anticipating that there are those who do not obey traffic rules!

Act Safely...

SEAT BELT – A LIFE LINE

Just like a BRAKE is to your CAR,

...the SEAT BELT is to YOU.



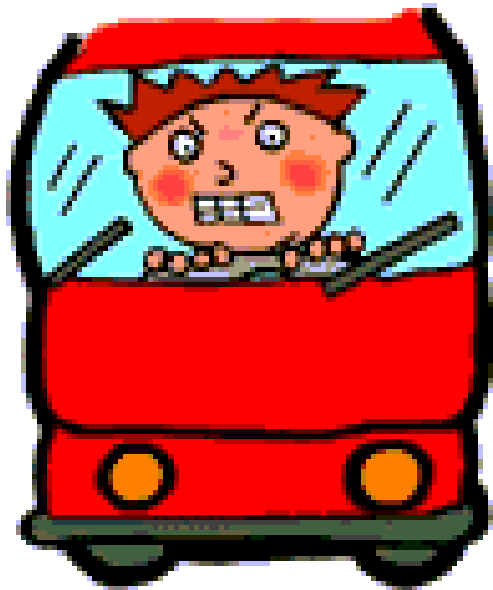
Buckle Up
...for Safety

Act Safety...



Act Safely...

BEWARE OF AGGRESSIVE DRIVING



Signs of Aggression – do you see any in YOU?

- Jumping traffic stop signals*
- Excessive horn-honking*
- Zigzagging the traffic*
- Tailgating*
- Headlight flashing*
- Screaming*
- Making obscene gestures*

...and others, please do not get challenged by aggressive drivers!





...Act Safely (one may not get a 2nd chance)!