Message from the Chairperson

Dear members of the ISSA International Section for a Culture of Prevention:
I would like to thank all of the members who supported the Inaugural General Assembly of the Section which was held on the occasion of the XIX World Congress on Safety and Health at Work in Istanbul, Turkey on 12 September 2011.

Thanks to your efforts and commitment, we could lay a firm ground for the implementation of the Seoul Declaration on Safety and Health at Work and dissemination of the culture of prevention.

I believe the Section for a Culture of Prevention is a global network in which the principle of prevention is accorded the highest priority as we cooperate with each other to share knowledge and experiences on building a prevention culture.

This year we began taking action in disseminating the culture of prevention based on what we have achieved over the past year.

On March, we hosted the first bureau meeting during the 30th ICOH Congress to discuss the future plan of the section. Our section also deepens cooperation through the network with other sections: Section of the ISSA for Electricity, Gas and Water; Section of the ISSA in the Construction Industry; Section of the ISSA on Education and Training for Prevention and others.

As part of these efforts, the first issue of ‘Newsletter of the Section for a Culture of Prevention’ is published to deliver the latest news to the member organizations.

We will keep our efforts going on to exchange information and best practices on preventative safety and health culture with you through the newsletter and look forward to your continuous support and participation.

Baek, Hun-Ki _ President of KOSHA
International Social Security Association (ISSA)

The ISSA’s activities for promoting a Global Safety Culture of Prevention

Presented by ISSA Secretary General Hans-Horst Konkolewsky on the occasion of the KOSHA Session “Implementing a Prevention Culture as a Strategy on Improving Occupational Safety and Health”, held on 19 March 2012 during the 30th International Congress on Occupational Health in Cancun, Mexico.

The International Social Security Association (ISSA) promotes dynamic social security as the social dimension in a globalizing world. Dynamic social security focuses on investing in people, developing human capital and promoting activity in society by supporting excellence. Proactive and preventive social security is a pillar of this vision, and involves the promotion of health and support of employment and activity.

Prevention is integral to the ISSA’s vision and strategy. The ISSA’s Special Commission on prevention with its 12 International Prevention Sections forms a unique prevention network. It is dedicated to initiating, coordinating and conducting international activities that promote prevention. Particular attention is given to the prevention of occupational accidents and diseases. The ISSA’s efforts to promote a preventive workplace culture have led to major accomplishments, including the adoption in 2008 of the Seoul Declaration on Safety and Health at Work. Since its adoption, the Seoul Declaration has served as the strategic framework for ISSA’s activities in promoting a global prevention culture.

Prevention efforts have resulted in many positive outcomes. Yet, numerous challenges to workers’ health remain. Globalization, demographic developments, the global economic downturn, new and emerging risks, like nanotechnology, ergonomics and psychosocial issues are all impacting workers’ health and increasing the complexity of prevention. Increasingly, both occupational and non-occupational factors are determining workers’ health. Protecting workers’ health today requires a more holistic approach that involves traditional measures such as regulation and enforcement but also additional efforts such as raising awareness, incorporating education and training, promoting health and safety as part of a lifestyle and highlighting the business case for prevention. Protecting workers’ health today also requires a paradigm shift in our thinking, specifically the recognition that work is good for physical and mental health, and that its beneficial effects outweigh any risks.

The ISSA’s activities for promoting a global prevention culture are sweeping and broad-based. The Association promotes a global prevention culture internationally through events such as the World Congress on Safety and Health at Work. It co-organised and hosted the Seoul Declaration Secretariat. In 2011, the ISSA’s Special Commission on Prevention established a new International Section that promotes a global culture of prevention and is based on the Seoul Declaration principles. The ISSA’s research project, Return on Prevention, found that an investment in safety and health in enterprises has a direct and measurable cost-benefit potential.

The ISSA will continue to organise and participate in activities to promote a global prevention culture. Currently, the Association is developing a prevention strategy for social security organisations. The strategy includes guidelines for risk prevention, health promotion and re-integration and will showcase what social security organisations can do to promote safety and health at work. The ISSA will present this strategy in 2014 at the XX World Congress on Safety and Health at Work in Germany. The ISSA will also promote the global prevention culture at an International OSH strategy Conference in 2013 and at future World Congresses.
Let us first look into the word culture. A sociologist or anthropologist tries to understand and to describe a culture rather than to measure it. Following *Guldenmund: “By its origins, culture is a value-free concept, whereas safety is not”. It makes a difference if you try to understand and describe a culture or if you try to change it, i.e. towards safer and healthier behaviour.

*Schein differentiates between different cultural layers:
- The observable artefacts,
- presumed values and
- implicit basic assumptions.

According to this model the “core of the culture” is formed by implicit basic assumptions. The essence of culture lies deeply hidden and (partly) unconscious within its beholders. A safety culture or culture for prevention has to reach this deeply hidden layer, it has to change the collective memory of an organisation or society.

The development of the concept of safety culture in the past can be split into four phases:
1. A technical phase (safety e.g. designing protective equipment),
2. A phase of human error (safety e.g. by training and sanction),
3. A socio-technical phase (safety by e.g. interrelation of factors according to a systems approach) and
4. The current inter-organisational phase.

The policy concept of prevention culture is implicitly based on the concept of safety culture. Where-as the concept of safety culture is more orientated to high risk sectors, the concept of prevention culture is focused on society as a whole.

The development of a prevention culture is based on the co-operation of all relevant stakeholders at a national level: The government, social partners, professional safety and health organisations and social security institutions. Co-operation among international organisations and institutions is important as well.

A prominent example of international co-operation in that context is the Seoul Declaration.

There are three characteristics of a prevention culture:
- Mutual trust,
- Shared awareness of the importance of OSH,
- Confidence in the effectiveness of prevention measures.

But having a look at the time frame we have to be aware of the fact, that whereas safety issues often require immediate attention, substantial changes in an organisational culture last 10 years and substantial changes in a national culture as much as 25 to 50 years.

* Frank W. Guldenmund: Safety Science Group, Delft University of Technology, Delft, Netherlands.
* Edgar H. Schein: Professor Emeritus at the MIT Sloan School of Management.
In France, the culture of prevention of occupational risks represents the result of a long evolution and takes its origin in country’s history.

Today the labour code establishes mechanisms, creates obligations, prohibitions and sets penalties. Social Security has a role in the prevention of occupational risks through actions as research, financial incentives, training and information.

The National Institute for Research and Safety for the prevention of occupational diseases and accidents is at the heart of this device, conducts studies, research and distributes documentation.

The influence of the Social Security department of prevention of occupational risks helped to change preventive approaches. From accident’s investigation; we went to the concept of risk management.

Europe, through its social directives, influenced the French culture of prevention by defining the essential requirements for the protection of safety and health of workers through harmonized standards. A framework directive has issued general principles of prevention to enable prevention specialists the guidance in risk assessment and taking the choice of prevention techniques, organizational and human.

The prevention culture in France is largely dictated by public or semi public institutions. Nowadays, companies have occupational safety and health obligations. But this legal and institutional culture is not shared by all stakeholders and there remain structural economic or organizational obstacles.

Undeniable progresses have been achieved over the past half century, the number of fatal accidents have decreased fivefold from 1957 to 2000. But emerging risks due to new technologies and work intensification have arisen, such as psychosocial risks and muscular-skeletal disorders. This is why a health plan work was initiated by the government in 2004 to strengthen the effectiveness of prevention on the workplace.
In Finland, the long-term development of occupational health and safety (OSH) has yielded good results, which were shown in the declining trends of occupational accidents until the beginning of the last decade, when this positive trend levelled off. We were then in a situation in which we sorely needed new ways of looking into safety culture, raising awareness among all OSH actors, and changing attitudes towards safety of employers, workers, and the public at large. Thus we organized the Zero Accident Forum for Finnish workplaces; an open network for any company, regardless of its size, field or level of occupational safety.

In addition to the prevention of occupational accidents, safety at the workplace in Finland means that workers have safe, healthy working conditions, free of harassment and bullying. It also means that work tasks should be meaningful. The rights and duties of workers have to be considered when making business decisions, and this poses a continuous challenge to both policy-makers and to the leaders and managers of enterprises and workplaces.

As Dr. Paula Risikko, our Minister of Social Affairs and Health, said in an interview in the Finnish Institute of Occupational Health newsletter: “Safety culture needs to be created”. There are no immediate miracles; long-term work is needed for improving safety and emphasizing prevention culture.

The Finnish Zero Accident Forum aims to reduce accidents at workplaces. It also commits to sharing its successful practices with others and allows the dissemination of information in order to encourage other workplaces to achieve a high level of occupational safety.

In a similar way, we have committed ourselves, within the activities of the ISSA Section for a Culture of Prevention, to share our knowledge and experience with each other. With our colleagues at KOSHA, Korea and INRS, France, we are planning an international Symposium on Preventive Culture, to be held in Finland in September 2013. This will provide a platform for all members active in the ISSA Section for a Culture of Prevention to discuss issues of common interest.

Let us join forces to work towards the goals of zero accidents and zero harm in work life! 🌍
It is really gratifying that the KOSHA has taken a lead in establishing a new International Section for a “Culture of Prevention” within ISSA jointly with the ILO and ISSA under its chairmanship. The establishment of this new Section had been finalized during the ISSA’s General Assembly in June 2011. NSC India has the privilege of being one of its many Vice-chairs including DGUV of Germany. We are extremely happy to learn that the KOSHA is bringing out first Newsletter which will be exclusively devoted to this newly established Section.

As regards the preventative culture in India, we have in place a well articulated National Policy concerning safety, health and environment adopted by the Govt. of India.

The Constitution of India lays down the Directive Principles of State Policy for securing the health and strength of employees; and for providing just and humane conditions of work. Based on these directive principles laws and regulations have been framed prescribing the requirements for ensuring safety and health at work. The enforcement machinery has also been put in place for monitoring the compliance with these statutes. However a large number of workforces is still not covered under these statutes and therefore not provided with the protective measures. The Government of India recognized safe and healthy working environment as a fundamental human right and it is committed to ensure that every working man and woman in the nation is protected against workplace hazards.

In February 2009, the Government declared the national policy on safety, health and environment at workplace (NPSHE) which aims at reducing the incidence of work related injuries and diseases; fatalities and disasters; and loss of national assets; and for building and maintaining national preventative safety and health culture. For the achievement of these objectives the Government will establish a strong statutory OSH framework in respect of all economic sectors with suitable systems for compliance, enforcement and incentives supplemented by administrative and technical support services.

The policy aims at focusing on prevention strategies based on OSH performance through improved data collection on work related injuries and diseases; developing the research capability in emerging areas of risk management; and competence and capacity building in terms of manpower and knowledge. The policy also seeks to achieve continuous enhancement of community awareness regarding safety, health and environment at workplace and in related areas.

Based on the OSH framework provided in the policy, the national level OSH Programme is being prepared in the Ministry of Labour and Employment (MOLE).
The modern safety movement in the United States began in 1911, following the Triangle Shirtwaist Factory fire in New York City. Basic building codes and fire codes were improved and enforced. Labor laws were written to protect children, workers’ compensation laws were developed and employee safety training began to evolve. It was definitely a start.

In 1931, H.W. Heinrich introduced the 300-29-1 injury pyramid with which every safety, health and environmental professional is familiar. In 1969, Frank Bird expanded the pyramid to the 600-30-10-1 model—theorizing that for every 600 incidents, 30 resulted in property damage, 10 in serious injuries and 1 in a fatality. In 2003, a ConocoPhillips Marine study demonstrated a large difference in the ratio of serious accidents and near misses—this study found that for every fatality there are at least 300,000 at-risk behaviors. These studies led to and reinforced the practice of behavior-based safety, which focused safety efforts on front-line employees and supervisors.

In 1970, U.S. President Richard Nixon signed the OSH Act, and prescriptive standards entered the mix. We now deal with many national and international standards, some voluntary, some mandatory. Yet, most safety programs still focus on changing employee and supervisor behavior.

The safety by design concept has gained much traction lately, but it actually was promoted before the Triangle Shirtwaist Factory fire. In her 1910 book, Work Accidents and the Law, Crystal Eastman wrote of the concept when she explained how changing automatic coupling pins on railroad cars reduced the death rate among rail workers.

Process safety management entered the picture after the Union Carbide chemical release in Bhopal, India, in 1984. System safety soon followed, placing attention on the interaction between departments and phases of development, production and the delivery of production. And, since the establishment of the Sarbanes-Oxley Act, we’ve expanded the interest of safety into enterprise risk management.

Safety has made great strides since 1911, with death and injury rates down in many countries. Yet, according to BLS data, fatal occupational injuries in the U.S. declined only slightly in 2010 compared with 2009. Transportation-related fatalities continue to be the leading cause of on-the-job deaths followed by assaults and violent acts, contact with objects and equipment, falls, and exposure to harmful substances or environments. The number of serious injuries has increased as well. These statistics are similar around the world.

Our efforts have stalled, largely because although it is difficult to change behavior, we continue to rely on ill-trained supervisors to do just that. Have we learned nothing from the past?

So what’s next step for safety? We believe that the next step is to establish a prevention culture. Such a culture is not a single system or philosophy; it is a culture that permeates an entire organization based on applying currently available tools and taking action to:

- change management processes;
- adopt enterprise risk management thinking;
- change attitudes throughout the organization so that everyone recognizes that safety is not a program or something only applied at work—and
As the world economy continues to slow down, it is more important than ever for employers and health and safety professionals to focus on risk management to protect workers from injury and/or illness.

With an estimated worldwide labour workforce of approximately 2.3 billion (2010), being a health and safety professional today is about being increasingly versatile and in tune with local needs. It’s about finding new ways to help employers or clients protect lives and livelihoods in a business savvy way, being able to demonstrate that the health and safety professionals’ contributions to organisations is worthwhile, and helping to keep employees safe and free from ill health.

Occupational safety and health professionals around the world are faced with the challenge of convincing company owners, directors, managers and politicians that good health and safety is not just about protecting their employees.

To instill a prevention culture, everyone must embrace safety in every aspect of their lives—they must consider the consequences of their decisions as well as their actions. It starts with managers and how they manage the business. It requires a change in what they value and in their understanding that safety is not an extra cost, but a strategic goal. And management must show that it values human lives and the environment, and it must demonstrate those values in its decisions. Prevention is not focused on the employee and supervisor. It encompasses the entire organization, from the C-suite to the entry-level employee.

As SH&E professionals, we have collected the fruit on the ground and gathered the low-hanging fruit. We’ve made rapid improvement when we embraced engineering changes, improved warnings and implemented a system approach to safety. But our progress has slowed. To move forward, we must strive to instill a prevention culture that engages the entire organization. It is up to each of us to establish a culture of prevention in our organizations, in our own lives and in our communities. The future is in our hands. It’s time to pursue excellence in prevention.

Investing in health and safety makes good business sense at all levels, from the one man band to the multi-national conglomerate, helping to improve their reputation and corporate image.

A key element in the road to success has to include developing an effective safety culture that has visible commitment by management and active employee participation, ensuring safety becomes a value, not just a priority. By focusing on employee attitudes, we can help change their longer term behaviours which in turn improves culture and leads to improved performance.

The Institution of Occupational Safety and Health (IOSH) is the world’s largest professional body in health and safety, and is passionate about protecting people from work-related injury or ill health across all parts of the world. We want to create a world of work that is safe, healthy and sustainable.

So this year, IOSH will be looking to do more to support health and safety around the world. We are exploring tangible ways in which we can make a difference.
In the Inaugural General Assembly of the ISSA International Section for a Culture of Prevention, 26 participants from 19 organizations had a meaningful time.

Director Seiji Machida of SafeWork ILO, Secretary General Hans-Horst Konkolewsky of ISSA, and Chairman Olaf Petermann of ISSA Special Commission on Prevention gave remarks and congratulated the launch of a new Section in ISSA.

They talked about progress and future plans of the Section for a Culture of Prevention. KOSHA distributed a draft version of the Section’s Standing Order.

Most of all, the inaugural general assembly was all the more meaningful in that five vice chair organizations were nominated: DGUV, INRS, FIOH, NSCI, and ASSE. Also, one person each from the ILO and ISSA will be participating in the Section as a consultative capacity.

According to the Secretary General of the section - Gye-Wan Bae, the mission of the Section for a Culture of Prevention is to promote the implementation of the Seoul Declaration on Safety and Health at Work in a systematic manner, through networking and collaboration amongst professional organizations.

The Section for a Culture of Prevention gained 44 members so far, and the exchanges amongst Section members will be facilitated through general meetings and international seminars in the future.
In the first Bureau Meeting of the ISSA International Section for a Culture of Prevention, more than 20 people joined from bureau organizations (ILO, ISSA, DGUV, INRS, FIOH, ASSE, KOSHA) and other organizations.

Participants discussed various issues including ways to deepening the network, the definition of the culture of prevention, and activities of organizations so far.

Also, they agreed to have a joint meeting which was suggested by Ms. Marina Hesse-Spötter in around 2013 or 2014, as a way to deepen cooperation.

During the meeting, Mr. Winson Yeung delivered a valuable presentation on Occupational Safety Culture Index of Hong Kong.

Also, Chairperson Hun-Ki Baek suggested that the IOSH be selected as the additional vice-chair organization since the institution has been contributing a lot to the international community through its various activities. This was accepted unanimously.

Finally, as for the next bureau meeting, members agreed to meet in Germany around February 2013.
The Seoul Declaration embodies a commitment to building and maintaining a national health and safety culture, a commitment that ISSA has affirmed by creating the International Section for a Culture of Prevention and launching this newsletter.

Safety culture can be described as the constellation of shared values, attitudes and beliefs that shape health and safety practices. A key word here is shared — culture is not a matter of individuals’ beliefs and values, but of those that are held by the whole community. Another key word is practice -- culture is not only reflected in what we think and value, but in what we do; sometimes culture is described as “the way we do things around here”.

Interest in safety culture grew out of research on organizational culture, and was initially focused at the enterprise or workplace level. A substantial body of research shows that good safety culture within a workplace is linked to better health and safety practices and conditions and fewer injuries and illnesses. But statements like the Seoul Declaration elevate safety culture beyond the workplace to the societal level. To achieve the goals of the Declaration, we must wrestle with how we shape the values, attitudes and beliefs of a whole society, as well as how to influence culture at the workplace level.

There are three main steps that public agencies can take to influence safety culture at the societal level: measure, motivate and enable. First, they can start measuring societal indicators of safety culture, so they have a baseline against which to measure progress.

For example, they could conduct social surveys about awareness of workplace health and safety, values, attitudes and beliefs about safety, and perceptions of the respondents’ own workplaces.

Second, they can directly motivate commitment to health and safety, through a variety of programs, such as promotion campaigns, incentives and legal enforcement. Promotion campaigns may take the form of public advertising (social marketing), or integration of health and safety messages into existing educational programs and channels. Other motivators are the carrots and sticks: incentives, penalties and legal enforcement.

The third main step is enabling programs that help employers, workers, and health and safety professionals enhance safety culture within individual workplaces.

Within the workplace, we know that the key factor in a good health and safety culture is the commitment of senior management. Interventions aimed at influencing worker behavior will likely fail unless top management is committed to health and safety and “walks the talk”. As described by Australian researcher Andrew Hopkins, “if culture is understood as mindset, what is required is a management mindset that every major hazard will be identified and controlled and a management commitment to make available whatever resources are necessary to ensure that the workplace is safe.”

Occupational health and safety (OHS) professionals can be in a difficult position if they are expected to influence
worker behavior and improve safety in the absence of senior management commitment. Public agencies can help by motivating employers and giving OHS professionals the tools to influence both management and workers.

Just like at the society level, a good first step in influencing safety culture at the workplace level is a baseline assessment.

This can be done by evaluating indicators of safety culture maturity. Where workplace safety culture is relatively immature, there is little management commitment, and influencing efforts may need to be directed at bringing management on board. At higher levels of maturity, influencing efforts can be targeted at all members of the organization.

After the baseline assessment has been done, OHS professionals must decide on the best ways to influence health and safety. To do this, we can learn a lot from research in other fields such as behavioural economics, social marketing, and decision making. Research in these fields teaches us that people don’t always make decisions based on rational considerations. We therefore need to take into account the very human quirks and tendencies that we all share and that affect our choices and actions.

One example of a finding from these fields is called the endowment effect – people tend to like something more if they own it. A related effect has been called the “IKEA effect” – people like something even more if they have built it themselves. This effect may work for health and safety as well as furniture – for example, if workers help to develop a safety manual themselves, they may like it more, and therefore follow the rules more consistently than if it was developed by someone else.

Another well-researched phenomenon is the “foot in the door” effect, which teaches us that if someone takes a little step toward a desired behavior, they are more likely to take a bigger step later.

Public agencies can use this effect by asking executives to sign a pledge such as the Seoul Declaration (http://www.seouldeclaration.org) to commit their firms to health and safety. Signing a statement by itself is a small step, but once that commitment has been made, it is more likely that the organization’s management will take bigger steps in the future.

There are many more things we can learn by exploring the relevance of other fields of research to health and safety. Public agencies and OHS professionals should be prepared to experiment to see how we can apply these findings to make our workplaces healthier and safer. The ISSA International Section for a Culture of Prevention will be critical to these efforts through its mandate of sharing international knowledge and best practices.
Pending members for approvals

- General Agency for Specialized Inspection of Mongolia (GASI)
- Bureau for Safe Work - Ministry of Labour, Invalids, and Social Affairs (MOLISA), Vietnam
- British Safety Council (BSC)
- Italian Institute for the Insurance against Work Accidents (INAIL)
- Associazione Professionale Italiana Ambiente e Sicurezza (AIAS)
- EDF Group, France

Further Activities of the Section

- National Seminar on Prevention Culture
  2 July 2012, Seoul, Korea
  - Presentation on Best Practices on Prevention Culture

- The 27th Asia Pacific Occupational Safety and Health Organization Conference
  18-21 September 2012, Cebu, Philippines
  - Special Session on Prevention Culture

- The XXXth International Symposium of the ISSA Construction Section on Occupational Safety and Health in the Construction Industry
  16-18 October 2012, Boston, USA
  - Presentation on Activities for Prevention Culture

- The 2nd Bureau Meeting of the Section for a Culture of Prevention
  February 2013, Dresden, Germany

- Symposium on Occupational Safety and Health Management System by the ISSA Electricity Section
  April 2013, Luxemburg

- Symposium for Culture of Prevention in 2013 - Future Concepts and Approaches by FIOH
  September 2013, Helsinki, Finland
List of Members

Chair organization
Korea Occupational Safety and Health Agency (KOSHA)

Vice-Chair organization
German Social Accident Insurance (DGUV)
Institut Naional de Recherche et de Securite (INRS)
Finnish Institute of Occupational Health (FIOH)
National Safety Council of India (NSCI)
American Society of Safety Engineers (ASSE)

Consultative Capacity
Mr. Seiji Machida (Director of SafeWork, ILO)
Mr. Hans-Horst Konkolewsky (Secretary General, ISSA)

Members
Institution of Occupational Safety & Health (IOSH)
Workplace Safety and Health Council, Ministry of Manpower of Singapore (WSH)
Safety & Environmental Protection Research Institute (SEPRI)
Malaysian Society for Occupational Safety and Health (MSOSHA)
Malaysian Occupational Safety and Health Professionals’ Association (MOSHPA)
The National Safety and Health Council of Indonesia (NSHCI)
HSE Consultant Ltd.
Vietnam Occupational Safety and Health Association (VOSHA)
National Institute of Labour Protection (NILP)
Occupational Safety and Health Council (OSHC)
Hong Kong Occupational Safety and Health Association (HKOSHA)
Ministry of Social Welfare and Labour (MSWL)
Ministry of Labour and Vocational Training (MLVT)
Occupational Safety and Health Bureau, National Institute for the Improvement of Working Conditions and Environment (NICE)
Occupational Health Division, Ministry of Health (MOH)
Department of Labour, Ministry of Labour & Transport Management (MLTM)
Association of Safety Practitioners of the Philippines (ASPPI)
National Institute of Occupational Safety and Health, Japan (JNIOSH)
Technology Institution of Industrial Safety (TIIS)
ISSA Construction Section
ISSA Chemistry Section
ISSA Education Section
ISSA Construction Section
International Organization of Employers (IOE)
Federation of Korean Trade Unions (FKTU)
Citizens’ Coalition for Safety
Korea Chamber of Commerce & Industry
Korean Industrial Health Association (KIHA)
The Korean Society of Safety (KOSOS)
Korea Construction Safety Engineering Association
Korea Industrial Safety Association (KISA)
Korean Association of Occupational Health Nurses
Korea Safety Equipment Association (KSEA)
GS Caltex Corporation
Samsung Electronics
Samsung Electro-Mechanics