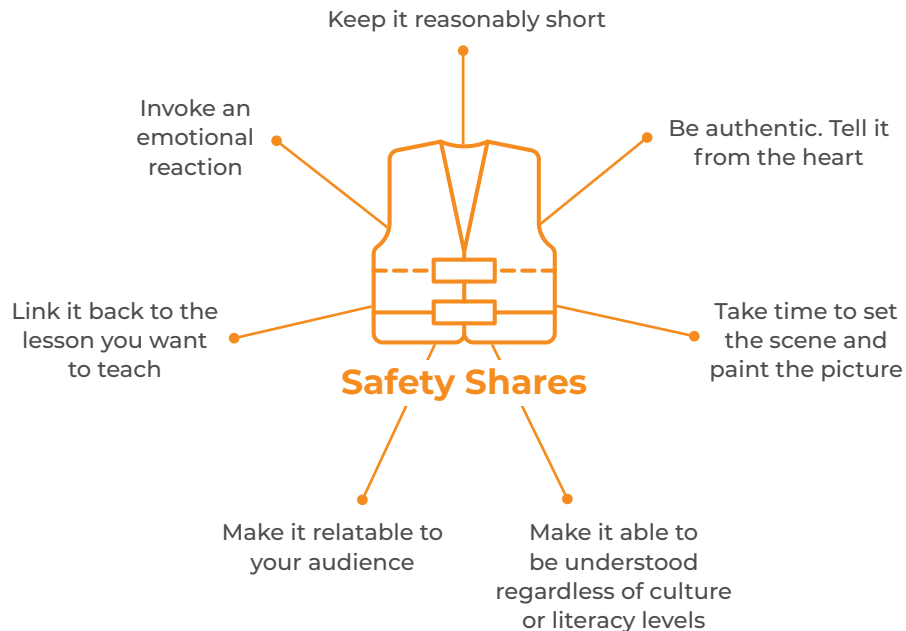




Tell safety stories

Researchers have found that storytelling can lead to important and lasting changes in peoples' behaviour. Stories capture attention, stimulate deep reflection, trigger powerful mental images, alter perceptions of new situations and influence behaviour. (Ricketts, 2014)



Outline the Scene

I remember, heard or saw...

- Tell the most relevant details.
- Start with a statement and key facts eg. 'where you are', 'who is there', 'when (date, time of day)'.
- Choose words to hook in your listeners.



What happened?

But then...

- Share what happened, why it happened and the consequences.
- Be clear, focused, relevant and suspenseful.
- Paint a picture in the audience's mind to create an emotional response.
- Explain how the event affected those in the story.



Learn from safety

And so...

- Connect the story to safety.
- Share what was learned and how this relates to the audience.
- Promote more understanding of the issues surrounding safety in your team.
- Use facts and figures to support your story.





Write your safety share



Outline the Scene

I remember, heard or saw...

- Tell the most relevant details.
- Start with a statement and key facts: eg. 'where you are', 'who is there', 'when (date, time of day)'.



What happened?

But then...

- Tell us what happened, why it happened and the consequences.
- Be clear, focussed, relevant, personal, suspenseful.



Learn from safety

And so...

- Trigger the audience to reflect on their own experiences.
- Promote a more thorough understanding of the issues, eg. cause-effect, preventive actions that fall under audience members' full control.
- Use facts and figures to support your story.