

Safety Communication Product Development* Matrix

SP- Strategic Plan

IP- Implementation Plan

TOOL	AUDIENCE-OBJECTIVE	OWNER	FREQUENCY	METRIC	RESOURCE
Key Messages (SP pg. 4, IP pg. 7)	All Employees – communicate safety to employees; Reclamation’s safety goals and objectives	Senior Leadership, Supervisors and managers; Team Leads	Daily	Employee Safety Perception Survey	Team 4 POC: Tyler Johnson, (406) 839-6750
Web Portal (SP pg. 8, IP pg. 8)	All employees – One Stop Shop for all things safety: Tool Box Topics, Lessons Learned, Technical Guidance, Lessons Learned, Safety Metrics, policy and reporting reference library	Reclamation Safety Council	Daily	Use of Material; Downloads; hits on webpages	Safety Representative (Content Provider); Web Team; POC Tobias Taylor (406) 247-7618
Annual Hardcopy Magazine (SP pg. 9, IP pg. 15)	All employees: especially the trades’ staff; communicate safety success stories in plain language; safety goals and objectives	Safety Office	Annually	Google Survey or Voluntary Feedback – (PN Pilot)	PN or GP Public Affairs Staff Pilot POC: Venetia Gempler (208) 378-5020
Publications – Flyers, Posters, Brochures & Articles (SP pg. 9, IP pg. 10)	All Employees: Convey safety messages, imagery, features and information to all employees. WO, Region, Area, field and facilities	Reclamation Safety Office; Team Leads; Managers and Supervisors	As Requested	Use of Material & Group Feedback	UC Public Affairs Staff POC: Chris Watt (801) 524-3822; finished product posted or electronic

TOOL	AUDIENCE-OBJECTIVE	OWNER	FREQUENCY	METRIC	RESOURCE
Health and Safety Hazard Reporting Program	All employees: Alert employees of hazardous conditions, document occurrences or safety practices as soon as identified	Reclamation Safety Office	As Needed	Random Survey	Team 11
Sample of program vs. communication	Sample of program vs. communication	Sample of program vs. communication	Sample of program vs. communication	Sample of program vs. communication	Sample of program vs. communication
Health and Safety Hazard Reporting Program Communication (IP pg. 26)	Target employees with information about safety hazards; increase employee awareness of the process and reporting mechanisms	Regional Safety Offices	Implementation	TBD by Metrics analysis team	Washington Office Public Affairs; POC: Peter Soeth
Newsletters(SP pg. 9, IP pg. 10)	Regional Safety Office and All employees: Electronic – Inform on lessons learned and best practices	Teresa Gallagher (303) 445-3722	Quarterly	Group Feedback	Denver staff; SSLE
Speeches(SP pg.11, IP pg. 22)	All employees and other audiences: Instruct on the priority and value Reclamation is placing on Safety	Managers	Every Manager speaks publically at least once a year	Group Feedback	Public Affairs; All Offices; speeches housed with Web Portal Manager
Live Stream (SP p.11, IP p.4)	All Employees: Reinforce senior management's commitment to safety and brief on new goals/concerns/accomplishments	Commissioners Office	Twice a Year	Number of Viewers	Washington Office Public Affairs; Denver Public Affairs POC: Peter Soeth
Safety Signs(IP pg. 22)	All Employees: Inform workers of specific safety requirements; Provide general information and direction; Remind individuals to use certain protective equipment; Show locations of emergency equipment or exits; Indicate certain prohibited areas or actions.	Regional and Area Office Safety Professionals	Where appropriate	Facility Inspection	Area or Field Office POC: varies by location

TOOL	AUDIENCE-OBJECTIVE	OWNER	FREQUENCY	METRIC	RESOURCE
Safety Presentations (SP pg. 9, IP pg. 16)	All Employees: augment other communication methods such as speeches and publications	Regional and Area Office Safety Professionals; managers; and supervisors	As Needed	Group Feedback	Public Affairs; All Offices; Templates housed with Web Portal Manager
Safety Initiative Materials (podcasts, video messages, facility accident free clocks, etc.) (SP pg. 11, IP pg. 18)	All Employees: establish ownership of safety processes and activities; provide consistent messaging	Regional and Area Office Safety Professionals	As Needed	Group Feedback	GP Public Affairs POC: Jerry Leggate (406) 247-7611
Safety Award Program Support; photos, intranet blog posts (SP pg. 12, IP pg. 25)	All Employees: Promote safety awareness by highlighting safe workers	Regional and Area Office Safety Professionals	When Appropriate	Employee Feedback; Intranet Frequency	All Public Affairs Offices
Develop Metrics to measure Safety Communication	RLT; Reclamation Safety Council; Public Affairs	Washington Office Public Affairs; Reclamation Safety Office	Varies by product; to be developed annually and included in the Safety Report	Surveys; web stats; employee assessment results and product usage, statistics, etc.	PN Public Affairs POC: Venetia Gempler (208) 378-5020

***Development-** The development matrix precedes implementation. The development stage is for the various communication, product and visual development professionals to create support products for Reclamation Senior Leadership, Managers, Supervisors, and Team Leads.