

HOW DOES AN EHS PROFESSIONAL ENGAGE THEIR AUDIENCE?

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WHAT IS AN EHS PROFESSIONAL?

- Environment, Health and Safety
- Educational degree
- Certification
- Experience
- Why enter the field of EHS?



I CHOSE TO LOOK THE OTHER WAY

AUTHOR UNKNOWN

I chose to look the other way.
I could have saved a life that day.
But I chose to look the other way.

It wasn't that I didn't care.
I had the time, and I was there.
But, I didn't want to seem a fool.
Or argue over a safety rule.

I knew he'd done the job before.
If I spoke up, he might get sore.
The chances didn't seem that bad.
I'd done the same, and he knew I had.

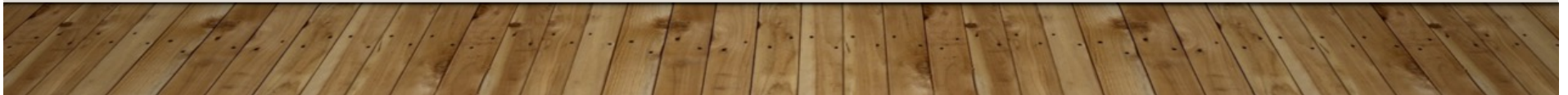
So I shook my head and walked on by.
He knew the risks as well as I
He took the chance, I closed my eye.
And that act, I let him die.

I could have saved a life that day.
But I chose to look the other way.

Now every time I see his wife.
I'll know, I should have saved his life.
That guilt is something I must bear.
But it isn't something you need to share.

If you see a risk that others take.
That puts their health or life at stake.
The question asked, or thing to say.
Could help them live another day.

If you see a risk and walk away
Then I hope you never have to say
I could have saved a life that day.
But I chose to look the other way.



STORIES

- Confirm some truths!
- Affirm who we are.
- Connect past, present and future.
- Help us learn!



Good stories have the power to transform
our perceptions of the world

CHARISMA

- Speak with a strong vocal power.
- Engage the audience with eye contact.
- Control your posture.
- Gesture with purpose.
- “Burst” with energy at key points.
- Pay attention to pacing.
- Listen to your pitch.



Exhibit confident posture and stand still.

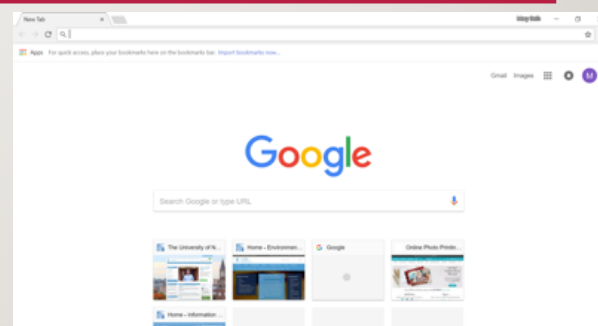
KNOW YOUR AUDIENCE

- Research!
- Ask questions of your host!
- Tailor to your audience!
- Know your organization!

The Springboard to Your Career

If anything characterizes the career of a chemist, it is change. A chemistry degree is a powerful springboard, which can launch you into a fascinating and rewarding career.

<http://www.chem.unc.edu/undergrad/program.html>



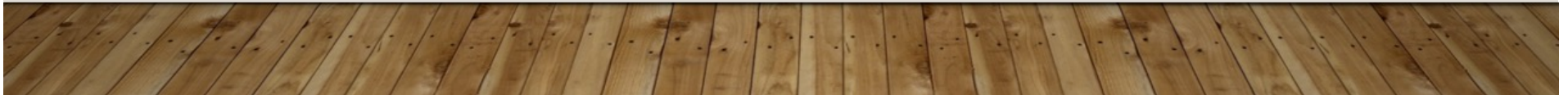
MESSAGE STRATEGY

- Purpose
- Importance
- Preview
- Key Points & evidence
- End with a clear call to action



STORYTELLING

- A theme should always running through your story.
- Can you invoke wonder?
- Strive to be good at what you do!
- Plus Every Experience!





WHY USE A STORY?

- Abstract and complex ideas are easier to understand through the lens of a story.
- Helps people to connect and act.
- Creates relationships.



GOAL OF STORY

- To spark action
- Communicate who you are
- Transmitting values
- Fostering collaboration
- Sharing knowledge
- Leading people into the future

DATA SATISFY THE ANALYTICAL PART OF OUR BRAINS. 
BUT STORIES TOUCH OUR HEARTS. 

Safe Science – Culture of Safety

A Letter from Chancellor Folt



Dear Carolina Research Community:

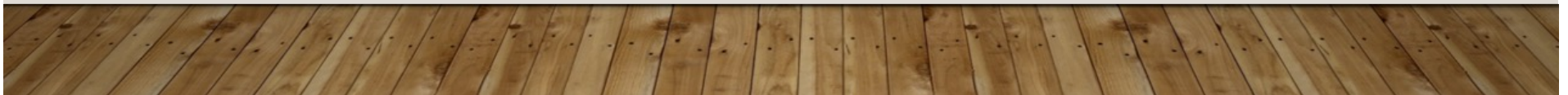
As an environmental biologist and aquatic scientist, my research and teaching has focused on environmental safety as I studied dietary mercury and arsenic toxicity in human and natural ecosystems. I am a first-hand witness to the environmental devastation and toll on human health created by unsafe handling of dangerous substances.

This same environmental damage – particularly to the health of our people – can occur if we overlook the preeminent role safety plays in our daily work as scientists. Developing and maintaining a Culture of Safety is a critical component of scholarly excellence and responsible research as well as an important element of our research and teaching mission.

At Carolina, we have excellent resources that can assist you with the training and education of your research teams. The Department of Environment Health and Safety (EHS) is your safety resource ready to assist during every phase of your work. EHS experts are most effective when brought in as a partner during your planning phase so all members of a team well understand hazards, protective measures and controls.

Thank you for your engagement as we continue to enhance our Culture of Safety at Carolina.

Carol L. Folt



BEST PRACTICES

- Tell your story in past tense
- Tell your story with natural conviction
- Micro to Macro
- Tabasco Sauce
- Add humor or fun



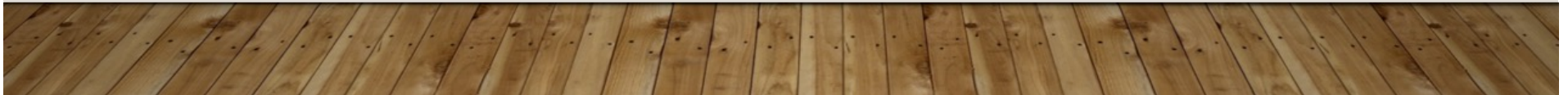
ANDREW STANTON -AMERICAN FILMMAKER

- Use what you know and draw from it
- Capture truths from your experiences.
- Express values you believe it!
- Listen to his TED talk
 - https://www.ted.com/talks/andrew_stanton_the_clues_to_a_great_story



CALL TO ACTION

- **December 29, 2008** – UCLA Research Assistant – sustained burns on 40% of body – died 1-16-2009
- **September 18, 2009** – University of Chicago researcher working with an attenuated BSL2 strain of *Yersinia pestis* died
- **January 2010** – Texas Tech graduate student – lost 3 fingers, burned hands and face, and severely injured one eye
- **April 2011** – Yale Undergraduate student - hair was caught in a Lathe resulting in fatality
- **April 2012** San Francisco Veterans Affairs Medical Center Researcher contracted meningitis died 17 hours later.
- **June 2014** - University of MN graduate student was synthesizing trimethylsilyl azide when it exploded in fume hood; suffered cuts and lacerations and injured ear drum
- **March 16, 2016** – University of Hawaii Postdoctoral research lost her arm, sustained burns and temporary lost hearing.

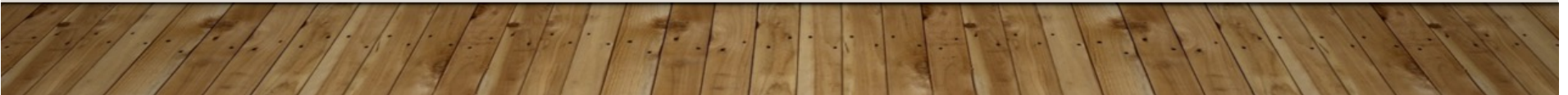


WHAT IS AN EHS ORGANIZATION'S ROLE?

The anticipation, recognition, evaluation and control of the work environment to ensure a safe and healthy workplace and protect the environment for our employees, students and communities.

SAFETY CULTURE

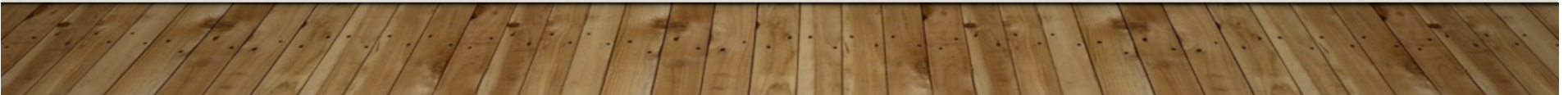
- The concept is holistic in nature and safety culture is something an organization 'is' rather than something an organization 'has'.
- Safety culture results from a combination of good attitudes, good management established by the organization, and assigned the highest priority.
- Safety culture are informal aspects of the organizational operations. In higher education, the organizational mission is teaching, research and service and safety culture supports success in those aspects of the institution.



ORGANIZATIONS SUCCEED OR FAIL AS A WHOLE

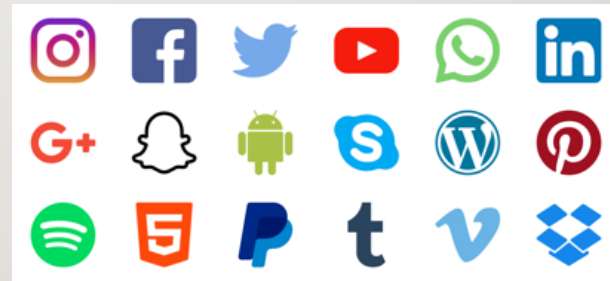
- **Leadership**
- **Committee Structure**
- **Responsible Officials**
- **Culture**
- **Information systems**

Safety Culture = Leadership + Organizational design + Empowerment of the individual



COMMUNICATIONS

- Posters
- Knowledge Desktop
- Website <http://www.ncagr.gov/hr/safety/>
- Monthly safety committee meetings
- Monthly Safety Emphasis
- Social Media



*Don't be ashamed of
your story. It will
inspire others.*

InspirationalQuotesMagazine.com

11 QUESTIONS TO MEASURE A SAFE WORK PLACE

- Do I know what is expected of me to work safely?
- Do I have the materials and protective equipment I need to do my work safely?
- At work, do I have the opportunity to do what I do best every day in a safe environment?
- In the last seven days, have I received recognition or praise for doing a safe job or assignment?
- Does my supervisor, or someone at work, seem to care about me as a person?
- Is there someone at work who encourages my development and safety involvement?
- At work, do I share my safety concerns and do my opinions seem to count?
- Does the mission/purpose of my company make me feel my job is safe and important?
- Are my co-workers committed to doing quality, safe work?
- In the past six months, has someone at work talked to me about my safety performance?
- This last year, have I had opportunities at work to learn and grow in the areas of Safety and Compliance?

