



Safety Scene

Safety: You Gotta See It to Believe It

by Molly E. Butz

Use the power of sight to reinforce safety concepts.

Most people would agree that, at least generally, sight is our primary sense. Smell, sound, taste and touch each play a critical role in our daily lives, but in most cases, sight prevails. We collect information from everything around us using sight; humans are visual creatures. You can use this built-in collection system to minimize accidents by adding to or freshening up the safety signage you post in your facility.

Safety posters and signs are an inexpensive and creative way to reinforce the safety program in your operation. Think beyond the regular smattering of required Department of Labor posters or “No Smoking” signs and find new ways to highlight key safety concepts.



Posting signs in both English and Spanish (or another appropriate language) will help ensure all of your employees understand your message. (Visit www.sbcindustry.com/pubs to review the signage available.)

If you're the type that prefers to buy something ready-made, there are plenty of places to buy safety posters online. For starters, the Structural Building Components Association (SBCA) has safety posters for a variety of topics, in English or Spanish, starting at just \$15. In addition, SBCA has five forklift-specific posters, also available in English and Spanish. The advantage of these posters is that they were developed specifically for component manufacturing facilities.

If you'd like to post additional signs or posters that point out hazards specific to your facility, consider grabbing a few sheets of 8.5"x11" or 11"x17" paper and sitting down at your computer. All you need is a word processing program, like Microsoft Word, and a printer. These smaller scale posters are a great way to remind your employees about pinch points, hazardous chemicals, forklift blind spots and more. You might even find

an interesting safety slogan online (Google “safety slogans”) you'd like to use!

Though not nearly as interesting as colorful safety signs, there are a number of posters you are required to post by law. Visit www.dol.gov/osbp/sbrefa/poster/matrix.htm for a list of posters and downloadable PDFs.

Consider utilizing SBCA's consulting services as another option for your facility-specific signs. SBCA staff can design, print and laminate colorful custom posters that include your company logo and facility-specific information at a very reasonable cost. Visit www.sbcindustry.com/custom/services.php for more information on taking your signs to the next level!

at a glance

- The sense of sight is powerful. Capitalize on it by freshening up your safety signage!
- SBCA sells a variety of safety posters in English and Spanish.
- Catchy slogans can reinforce important safety messages.

One of my favorite safety slogans has always been: To learn about eye protection, ask someone who has one. I'm not sure why I find it so appealing. It might be that I enjoy the play on words, the shock value or maybe just the slightly humorous edge, but no matter the reason, it's entertaining and, more importantly, it points out a critical safety concept. I'll also always remember it because it's different. Using catchy phrases to warn against safety hazards is a great way to drive home important reminders.

Now you can use this same tactic to help your employees be more thoughtful about potential hazards and keep safety in plain sight all day long. And if you're still not sure where to start with your new safety signage, start here: Safety first! **SBC**

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