



As we've looked back at the history of ASSE and the SH&E profession during this anniversary year, several themes have recurred. Two in particular continue to appear in articles in *Professional Safety* today—selling safety and integrating safety into business operations. Consider these excerpts from two articles published in 1961.

A Safety Job— or Job Safety?

By John W. Gurry
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Safety engineers in industrial plants, laboratories and insurance accident departments have a special commodity to sell. This commodity is the sum of protection knowledge and ideas which will prevent injury to a fellow human being. How many sales are we making?

Of what good is our storehouse of ideas and experience if the worker at the end of the management chain is left to clumsily improvise respiratory protection with a wet cloth or eye protection by pulling down his cap? The lack of proper protection is just as real as if there were no safety program. We set up the system and thought we had done our job. But we did not sell it down the line.

How to Sell Safety

How do you sell an idea? In this safety business, we have to do more than display goggles and talk hard-hats. A recommendation to remove the litter and shavings piled over the motor driving the circular saw will not eliminate the fire hazard. Calling the plant engineer's attention to a ceiling sagging under the weight of electronic gear stored overhead will not shore it up.

I was amazed to observe a shop leader argue like blazes to show why a training meeting he had scheduled should not be postponed. Asked why, he said, "I really don't care, I just don't like the idea of being ousted." How hard

do you and I fight for what we think should be done? Do we marshal our ideas? Do we look at it the way we think the boss might, point out efficiency improvements and the elimination of lost time or waste?

Reduction of Waste

Work simplification people tell us that work is the use of time, energy, materials and space. Good work is the right use of these items. Poor work is wrong use. The difference they call waste. Is there any management that is not reached by an argument to reduce waste of time, materials or space?

Another way to sell an idea might be to figure how to make doing it less painful than not doing it. A supervisor who's "done it a thousand times and never had an accident yet" might have to be put to trouble to get an idea across.

The pointed questions, investigations, hearings and reports he undergoes when one of his men is hurt could prove to be of more trouble than showing his men the proper use of their tools. If the investigation is made for each type of injury which could be disabling—whether or not a serious injury actually resulted—he might get the "brother's keeper" habit sooner.

If the foreman's unsafe actions shout so loudly his men cannot hear his safety urgings, he himself is not sold. His men will continue to be injured. He may be too.

Go to the Consumer

The safety engineer may be an expert troubleshooter. He may have every safe procedure written down, every shop properly stocked with protective equipment. He may even be one of those rare persons who does not take the credit when an idea he originated finally gets into action.

His firm will still have a poor disabling injury record if the men do not "buy" the need for accident prevention. Someone's got to bring the product to the customer. You don't sell safety from an office.

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