

## Going Bananas Campaign – Campaign Feedback

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### Kimberly Clark, Northfleet Mill

#### Mill Update:

The whole campaign for Northfleet Mill was planned by a joint safety team of Leaders and Safety Reps. Much of the initial work was carried out by employee members of the team.

'Going Bananas' was covered in our Northfleet Newsletter in September to initially make employees aware of the campaign.

The Mill Manager wrote to all employees to notify them in more detail about Safety Week and 'Going Bananas' also to provide details of the competitions to be run.

During the two weeks beginning the 14th October, to reinforce the message of safety in the mill and in particular raise the profile of the risks of Slips, Trips and Falls as a cause of injury we:

- Ran two competitions
  - 1) Three cartoons were drawn by a mill employee depicting various STF situations within a mill. The first competition for adult employees was to design a caption for the posters.
  - 2) Employees children and grandchildren were encouraged to design a STF poster.
- Encouraged employees to identify potential STF hazards through the two week period and to complete a PAR (Preventative Accident Report) for each hazard identified. A prize was given to the highest potential risk identified and proactively dealt with by an employee.

Inflatable Bananas (one was ten foot long) and posters were displayed within the mill for the two week period to act as an Aid Memoir and to add a bit of fun to the proceedings.

Crew engagements were held throughout by the Mill Manager, engaging in face to face with all employees in the Mill in small groups (group sizes 6-14). The agenda followed at these sessions was as follows:

1. To run through the Slips Trips and Falls presentation used by Bud and Tim at the South Eastern Safety Conference and then connected this to our mill procedure to set standards around Housekeeping and to objectively measure improvement.
2. To show the Kimberly Clark 2002 Global safety video - theme was individuals taking responsibility of safety within the mill ('safety is my job').
3. General discussion of any topic raised by the group.

At these sessions the crews were provided with Stress Bananas and various other small 'give aways' (kindly donated by Fyffe's) and refreshments included various banana flavoured cakes to remind them of 'Going Bananas'.

The whole campaign was designed to raise the profile of the potential hazards caused by bad housekeeping, the type of injury that can be caused by Slips, Trips and Falls and what can be done to minimise this risk.

The extensive use of bananas was designed to help keep the messages fresh in employees mind by linking it all the something unusual that will cause debate and be remembered longer than a simple presentation.

Banana Avenue



Tent



Canteen

