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# How Lafarge Halved Unsafe Acts -The Meerkat Way

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**Lafarge Plasterboard chose All For One – The Meerkat Way as the core ingredient in their latest, hugely successful, safety campaign.**

**Now, the results are beginning to show, we looked at how Tracey Hindley and her team of colleagues at the companies Bristol HQ took the Lattitude produced global training phenomenon and revolutionised the companies safety culture.**

## The Situation

Lafarge Plasterboard had always shown an enormous commitment to Health and Safety but now wanted to prove their workforce was capable of achieving world-class results.

Tracey Hindley and her colleagues designed a safety initiative to change the safety culture within the business at all levels, based around Lattitude's, All For One – The Meerkat Way.

Objectives included:

- Changing and improving the working environment by making safety a priority
- Helping to create a progressive and safe organisation
- Reinforcing the company's 'Zero Lost Time Incident' vision
- Making managers feel and understand that they are instrumental in changing the safety culture

Tracey's aim was to create a culture where individual employees felt comfortable challenging safety at all

levels, taking responsibility for their own welfare as well as their colleagues and the working environment.

Lafarge were looking for a fresh and engaging approach and found that, "the light hearted tone of All For One – The Meerkat Way (and the Meerkats themselves as a theme) created a common language for talking about safety, giving people the confidence to tackle unsafe behaviour when they see it."



A wild meerkat 'on watch' in the Kalahari desert

## The Solution

Tracey's team designed a company-wide, 1 ½ hour workshop, consisting of a presentation, a showing of All For One – The Meerkat Way (including the accompanying short summary film, The Furry Guide To Safety) and a range of group activities.

The activities were designed to be innovative and ultimately rewarding for participants.

The workshops were delivered in a fun and interactive way while recognising the seriousness of safety, linking the natural, safe behaviours of meerkats with those of humans. Participants even received a meerkat soft toy as little memento of the session.

A vital point to the roll out was that the presentations were delivered from managers to their own teams, thereby leading by example from day one. The management received high-impact facilitator training, held as an event at the local zoo in Bristol, where the managers were able to see real Meerkats in action.

A number of team-based activities were included in the with workshops, such as:

- Asking participants to take 5 seconds to think about their actions and how those few moments could save a life, lose a life or make us re-think actions
- Setting small groups the task of producing their own 'Safety Road Maps', charting present and future safety standards
- Encouraging employees to take the Meerkat message home, the team held a drawing competition for children and grandchildren of the employees. The challenge was to draw an animal looking or being safe. Winners received a large meerkat toy, a framed copy of the drawing and a family trip to Bristol Zoo.

The presentation demonstrated the companies own safety statistics as well as explaining how attitude and behaviours were crucial to a successful change in culture.

## The Result

Using the support materials already included with the All For One programme, together with their own considerable creativity, vision and innovation, the team were able to produce a successful, memorable campaign, adopted by their customers (Kellaway

Builders Merchants) and other parts of the company, such as their South African and French colleagues.

Since the training took place:

- Unsafe acts have fallen 51%
- Near misses have fallen by 40%
- First aid incidents have fallen by 32%
- The campaign went out across all UK sites, using 20 different facilitators
- Including high impact facilitator training for managers, the roll out was completed within a 5 month window, meeting the target date set
- Employees regularly challenge each other and management about safety related behaviours and topics
- There has been a significant change and improvement in attitude towards safety and safety culture

**For more information on the All For One – The Meerkat Way programme and to arrange a free preview, call Matt Dove or Rob Coyle on +44 (0) 1435 831500.**



Thanks and well done to everyone at Lafarge for their ongoing commitment to health and safety.



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