



The power of conversation

April 2018

Some examples

- **Leadership Conversations to motivate safe behaviour**
- **Community Conversations to teach risks**
- **Driving conversations to save lives**



Leadership conversations and culture

The five indicators for safety culture are as follows:

- Leadership
- Two-way communication
- Employee involvement
- Learning culture
- Attitude towards blame



Leadership conversations

- Safety hour and monitoring of delivery
- Safety stand-down events- including style of materials
- Safety conversations training and monitoring of delivery
- Bespoke safety sessions
- Safety alerts, bulletins, learnings
- Close call feedback
- Safety behavioural discussion as part of performance review



I could have saved a life today

I could have saved a life today,
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 called it wrong, he might get sore.
The chances didn't seem that bad,
I've done the same, 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 an eye,
And with that act, I let him die.

I could have saved a life today,
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 you say,
Could help them live another day.

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



Talking about trespass

- **Network Rail uses a variety of ways to reach out to children and young people to educate them about railway safety and help keep them safe**
- **This includes assembly presentations, using technology such as twitter to have online conversations, and even speaking to young people caught trespassing and misusing level crossings to make them understand the impact of what they have done**
- **We seek to listen and engage, not just preach to them, and often ask them to come up with ideas for increasing safety awareness**



The Train Game

Our latest initiative is a game. Participants are challenged to build the safest railway they can, losing points for every risk they introduce. The game forces them to balance risks with community and environmental challenges, and helps them discuss the risks of the railway.



Small Talk Saves Lives

The rail industry's Small Talk Saves Lives bystander campaign was launched in November 2017

The Objective:
To increase the number of successful suicide interventions on the rail network by targeting potential bystanders amongst the general public and encouraging action through conversation



in partnership with



Small Talk Saves Lives



The reach of the campaign

320+

items of media coverage

300,000+

reactions to campaign posts via Samaritans social media channels

28%

increase in Samaritans website traffic

117m

opportunities to see created by media coverage

5m+

views of 'Sarah's Story, the campaign launch video

406%

increase in Samaritans website traffic via social media

16m

people reached via Samaritans social media channels

28,000

uses of the campaign Hashtag



Brew Monday - 15 January 2018

‘Blue Monday’ the third Monday in January is (unscientifically) considered to be the most depressing day of the year.

The rail industry with its partners Samaritans have



Renamed it Brew Monday and seek to encourage colleagues, friends and loved ones to have a conversation about their mental wellbeing over a cup of tea.

Over to you

- **What is a safety conversation?**
- **What isn't a safety conversation?**
- **Who can have safety conversations?**
- **Where can you have safety conversations?**
- **What might stop you having a safety conversation?**



Quality of safety conversations

1. Pair up
2. Chose who is A and who is B
3. B starts to ask A questions for one minute avoid A answering yes or no
4. Shift roles
5. How did it go?



Quality of safety conversations

1. Stay in pairs
2. Now listen to answers and build your next question based on the answer
3. B starts to ask A questions for one minute
4. Shift roles
5. How did it go this time?



What do you think makes a great conversation?







**everyone
home safe
every day**