



**everyone
home safe
every day**

Lifesaving Rules and Worksafe

Internal communications toolkit

An always-on commitment to safety.

Having released a Home Safe campaign toolkit in March, we are continuously striving to find new ways to communicate key safety messages across the organisation and bring all communications in line with the new colleague-centric approach.

This document features the latest communications assets to help promote our core safety initiatives - Lifesaving Rules and Worksafe.

Contents:

Key Messages.

The assets provided in this interim toolkit are designed to support continued momentum behind more meaningful safety conversations.

We recommend:

- place print and digital posters around your site to serve as ongoing reminders of the rules and procedures in place to help get everyone home safe every day
- use the PowerPoint assets to insert in safety briefings / team meetings.

The ongoing focus of these assets reflects a core layer of the national safety framework; to focus on our people and put them at the heart of what we do, embracing both home and work life.

Please communicate these key messages and conversations:

1. Taking personal responsibility for our own and colleagues' behaviours and well-being. We don't walk by... Consider the person wearing that uniform, who do they need to get home safe to? We know it can be difficult to call out safety concerns, it needs to centre on genuine care for one another, alongside protocol
2. Lifesaving Rules should become second nature, but we know rules and regulations can easily become wallpaper. But familiarity and complacency are too often the cause of incidents at work. Continue to talk about the reason behind the rules - to save lives and make sure everyone gets home safe every day
3. Everyone should be following the Lifesaving Rules but if for any reason someone feels unsafe, or that something isn't right - they need to feel confident to use the Worksafe procedure. This should only be a temporary work stopper, the colleague should feel supported in their decision to use Worksafe without fear of reprimand.

Lifesaving Rules

Lifesaving Rules Assets

As part of a wider focus on Lifesaving Rules, wider campaign assets are in development and due to deliver in August 2022. In the interim, the below assets are available to use.

6 Sheet Poster

Network Rail

Your Lifesaving Rules will help you get home safe.

safety.networkrail.co.uk/lifesavingrules

- Never enter the agreed exclusion zone, unless directed to by the person in charge.
- Never assume equipment is isolated - always test before touch.
- Never undertake any job unless you have been trained and assessed as competent.
- Never use a hand-held or hands-free phone, or programme any other mobile device, while driving.
- Never work or drive while under the influence of drugs or alcohol.
- Always use a safety harness when working at height, unless other protection is in place.
- Always use the equipment that is fit for its intended purpose.
- Always obey the speed limit and wear a seat belt.
- Always test before applying earths or straps.
- Always be sure the required plans and permits are in place, before you start a job or go on or near the line.

Remember if you feel something is wrong, take five, step back or stop work. Use the Worksafe procedure.

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Static digital screen

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Static Power Point slide

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Animated digital screen MP4

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Worksafe

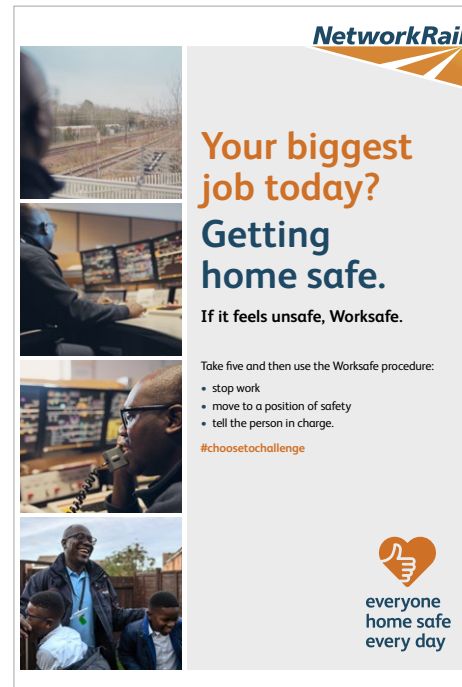
Worksafe Assets: Posters

To ensure all our Lifesaving Rules and procedures are given the required emphasis and engagement, we've produced the following Worksafe communications assets.

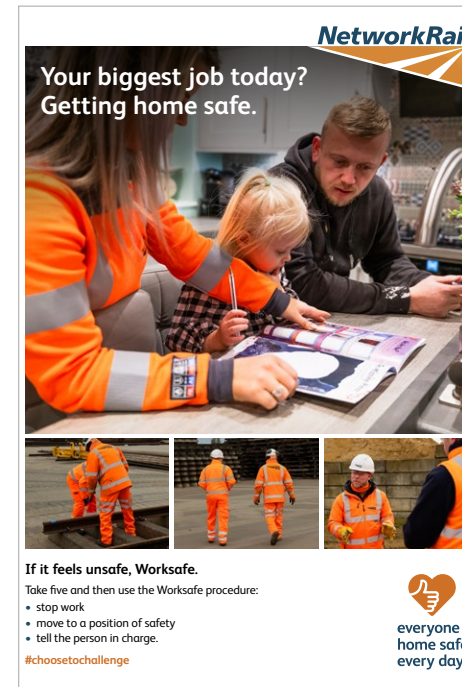
A4 Poster



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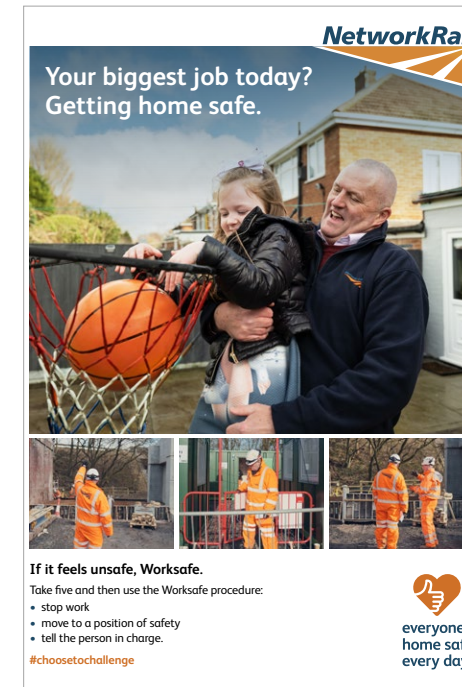
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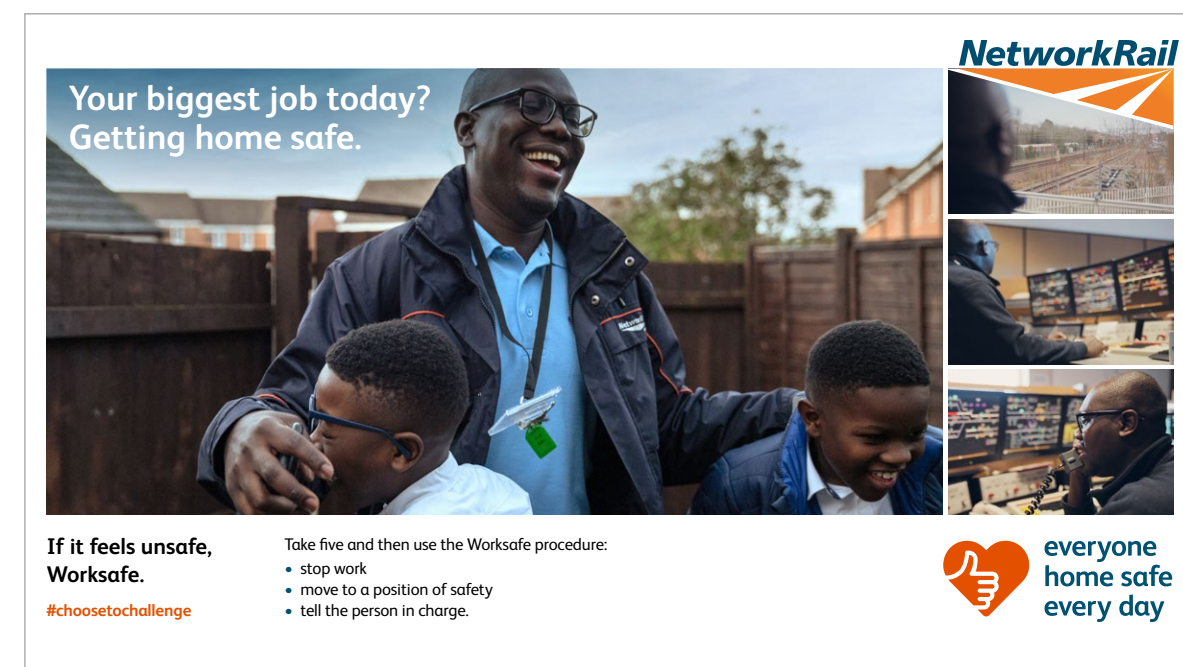


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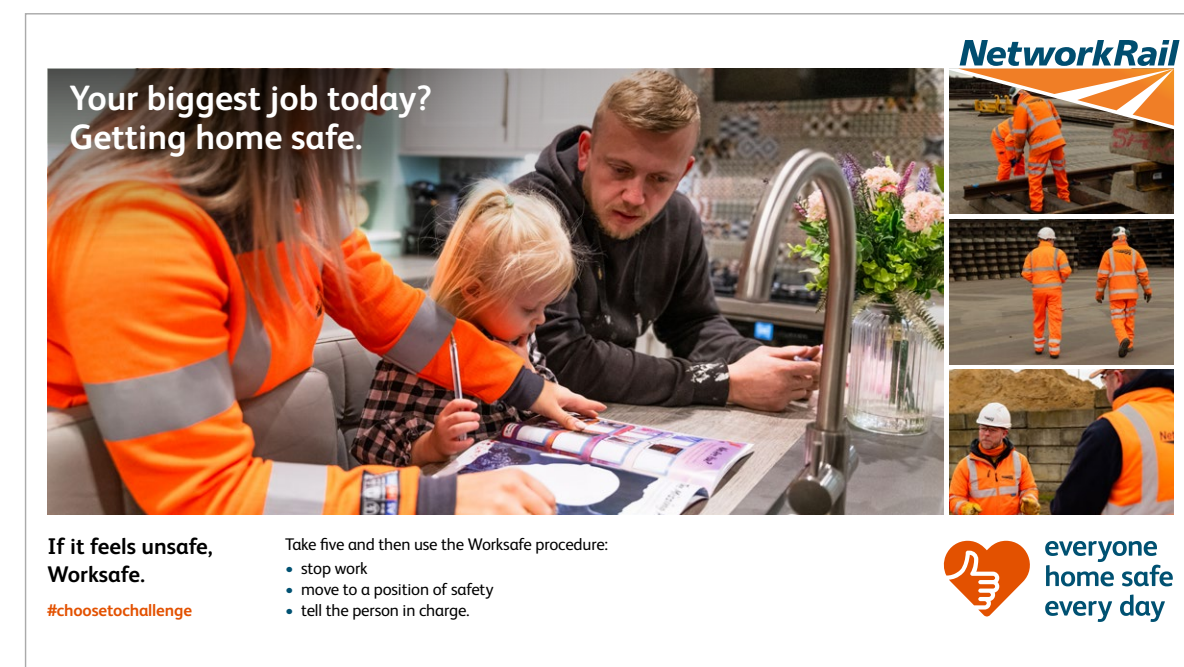


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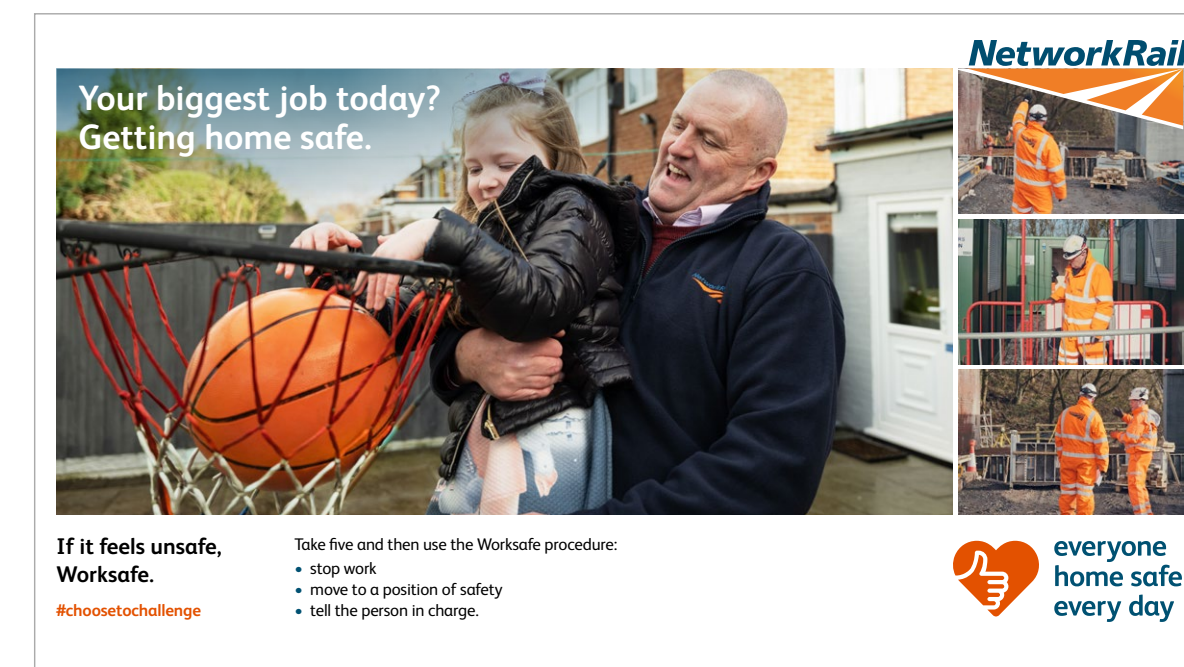
Static digital screen



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Home Safe

Home Safe Assets: Idents

These idents are designed as simple subconscious reminders of what we all need to get home safe for. Use them in PPT presentations as breaker/intro/outro slides or digital screens to serve as simple every day reminders to get home safe. Available in high and low resolution.



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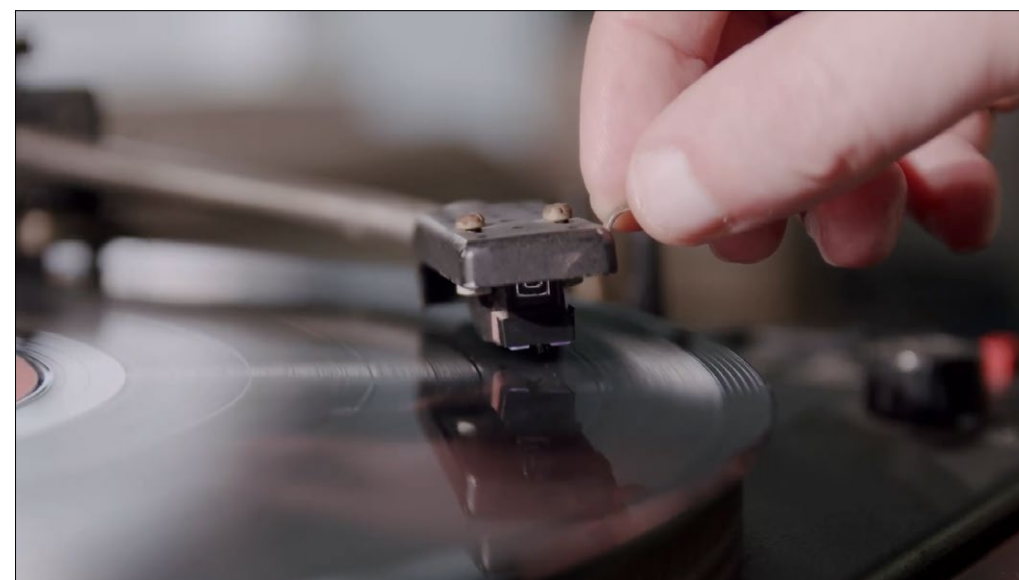
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Home Safe Regional Comms Guide

A guide to help you create engaging Home Safe communications in your region.

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The 'Home Safe' campaign. Make it hit home in your region.

A toolkit for creating your own assets and comms.

'Home Safe' is being seen across Network Rail...

How we want to help you make it feel local.

'Home Safe' is part of our push to reinforce our safety vision: 'Everyone home safe every day'.

The campaign features real colleagues and their families, reflecting on what getting home safe means to them.

The response has been fantastic, and we'll be of our regions and routes to get on board.

Because we know the comms are even more meaningful when colleagues see people who are part of their wider team.

Some regions and functions have already created their own versions.

They've either developed their own assets or used the ones we've provided centrally - both approaches work brilliantly.

Creating your own 'Home Safe' comms.

As you can see from the previous page, one option is to use the existing photography and videos, and overlay your own safety messaging and graphics assets on the 'Home Safe' theme. For example, Nicola Stevens captured Nicola Whitehead's story for their 'Safe Service' comms. Choosing Nicola because she works within Route Services. If you'd like to take a similar approach, you'll find all the original assets on MyConnect base.

If you'd like to create your own films and imagery, we can give you some guidance. The original content and creative was developed by Storycatcher, one of the agencies on our framework. They've put together some pointers on finding and selecting the right people to feature in your videos and getting the most out of them.

Capturing the essence of the campaign.

So, what's the secret to creating that emotion in these stories? Here are a few tips for both stills and video:

- Be a fly on the wall and observe the relationships between colleagues. The little moments of banter that show they care about each other and casual conversations about family life.
- Show natural conversations about safety. It can be a one to one, asking how someone's feeling today or snippets of a more formal safety briefing, but captured in an honest way, such as the response to a question or an authentic exchange between two teammates.
- Follow the simple routine of returning home. This will be different for everyone. Stopping at a speedily three year old. Making a brew in the sun-dappled silence. Or feeding off an extremely giddy family dog. These are all things we can all relate to.
- Capture lots of supplemental footage and incidental shots at work and at home - secondary shots that can be used alongside the primary footage described above. The personalisation of their work desk or locker - photos, mugs, lock drawings. The memories that make a house a family home. The obvious things like family photos, cards or mottos, but also the more casual signs of life, coats on overloaded pegs, rows of trainers and boots, and the dog's bowl.
- Finally, feature Network Rail branded clothing and frame your shots to get a clear view of this. It could be a high-vis jacket on the back of a chair, a logo on a polo shirt or a helmet on a kitchen table.

Choosing the right people.

When you put a request out for volunteers, share the existing Home Safe content so this will help people see immediately what you're expecting of them.

We've found that many volunteers for safety comms are motivated by their personal experience of a safety incident or one that's affected someone they care about. Mentioning this when you ask for volunteers may help trigger a greater response.

In our experience of the project so far, there's been a degree of self-selection. People generally know if they feel comfortable talking about their emotions, their family and trying how much they care about their colleagues. In every case, the people featured in our four videos have gone way beyond our expectations in their ability to express themselves with warmth, charm and, sometimes, raw emotion.

Asking the right questions.

The interviews should be as relaxed as possible, not scripted, so this brings out their emotion and personality. Ask a series of short questions and encourage your interviewees to reflect a little and answer at their own pace. Don't be afraid to make people think about what would happen if they or their teammates didn't get home safe.

Inductive questions and prompts

To them:

- "What's the best part of coming home each day?"
- "What are your homecoming rituals? Greeting your pyjamas on? Ticking the dog? Grabbing a cuppa?"
- "What makes your home, your home?"
- "How do you switch off after work?"
- "What do you like most about being at home?"
- To their children, husbands and wives:
- "What's the best thing about Daddy coming home?"
- "How would you describe your Dad?"
- "What does your Mummy do for a job?"
- "John's always worked on the railways - how you wanted about him over the years?"

Finally, it doesn't have to be an expensive production.

If you can hire a small film crew, great. If not, you could arrange a conversation over Teams or even get them to record a piece to their phones and make your content feel more user generated.

The quality of the production itself doesn't have to be to the same level of the national assets. The important thing is capturing that authentic sentiment that this person really does care about the people they work with.

Need any further help?
Please contact: networkrail@storycatcher.co.uk

Thank you.

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What's next?

1. **PPE Everyday Reminder Activation**
Launching: July 2022
2. **Wider Lifesaving Rules Campaign**
Launching: August 2022
3. **Ongoing Home Safe activations and asset updates as informed by input from regions and functions:**
Available June onwards

We hope this toolkit has given you a sense of the deep commitment to improving our safety performance and how your region or function can be part of the step change we hope to make.

networkrail@thestorycatchers.co.uk

Thank you.



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