Building a Stronger Safety Culture Starts with Your People

For small and mid-sized businesses, a strong safety culture remains the top workplace safety priority. While innovation plays a role, effective safety programs begin with leadership, communication, and a genuine commitment to safe work practices. **Is your company safety-centric? Refer to this four-point checklist for starters.**

Leadership Involvement

Safety starts at the top. Ask yourself:

- Do senior leaders actively support workplace safety?
- Is safety part of your business strategy?
- Does your mission reflect the value you place on your people?

When leadership prioritizes safety, it helps build a safer, healthier workplace.

Employee Involvement

Psychological safety matters. Can employees speak up about unsafe practices without fear, and is their feedback encouraged to make processes safer, not just faster?

Staffing & Training

Training and staffing play a key role in safety. Is training ongoing, staffing adequate, and are all employees, including temporary and remote workers, set up for success? Proactive training and clear communication can help reduce injuries and create a safer, more productive workplace.

Employee Safety & Health

Ask yourself:

- Are you addressing fatigue and mental health?
- Are employees properly trained on PPE and safe work practices?
- Do you promote safe driving and prevent slips, trips, and falls?

Small, proactive steps can reduce injuries, improve well-being, and help create a safer workplace culture.

We Can Help

Building a safer workplace requires ongoing commitment, resources, and engagement at every level of an organization. While safety technology can play a valuable role, a strong safety culture remains the foundation of injury prevention and long-term success. For more information on how we can help, contact **Patricia Coutu** at pcoutu@aimmutual.com.