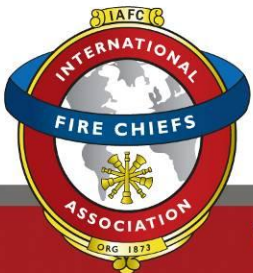


IAFC

INTERNATIONAL ASSOCIATION OF FIRE CHIEFS

Leading a Safety Culture

Jeff Johnson, Chief (Ret.)
WFCA Chief Executive Officer
IAFC Past President



WWW.IAFC.ORG

“Particular beliefs, customs
and institutions of a society at a
point in time”



4 Steps of Cultural Change

Goal: A safety and health oriented culture

1. Information and education
2. Change individual perceptions & beliefs
3. Change Individual behaviors
4. Change group behaviors



A Labor / Management message (Credible colleagues are trusted messengers)

- Emphasize benefits
 - » Personal
 - » Family
 - » Colleagues
 - » Organization



Diverse messaging for a diverse audience

- Personal testimony
- Credible leaders
- Formalize goals
- Profile successful programs
- Factual case
- Reward success



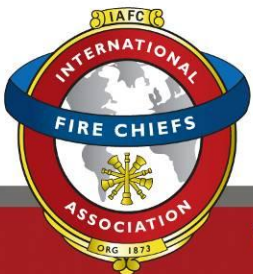
Important to stay on message

- Confront “the story”
- Reinforce key messages
- Profile successes



Reward, tolerance and ambivalence

- Reward positive efforts
- Tolerance = permission
- Passive ambivalence viewed as “real” goal



Successful programs require

- Training
- Drill / Exercise time
- Equipment
- Specialists
- Assistance
- Long term view



- Expect resistance
- Be patient...Culture takes years
- Celebrate successes
- Stay focused on long-term goals

