Maintaining the EHS Edge at John Deere

Mike McGuire

Manager, Environmental Control





AGENDA



- Who is John Deere
- Environment & Safety at John Deere
 - Metrics Leading & Lagging
 - Sustaining Performance
- Questions & Answers



John Deere Today



Note: John Deere Landscapes (295), Nortrax (49), & Ontrac (23) locations not shown.

Agricultural Equipment



\$9.7 Billion in Sales

World's premier farm machinery manufacturer



Construction & Forestry Equipment



\$4.2 Billion in Sales

A leading producer of construction equipment for utility markets



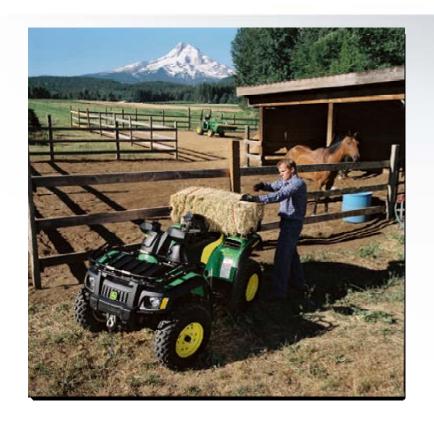
Construction & Forestry Equipment

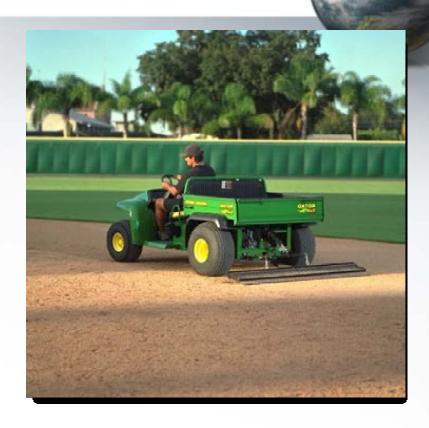


World's premier producer of timberharvesting equipment



Commercial & Consumer





\$3.7 Billion in Sales

The leader in premium turf-care equipment and work vehicles



Commercial & Consumer



Affordable, hard working lawn and garden tractors



Power Systems

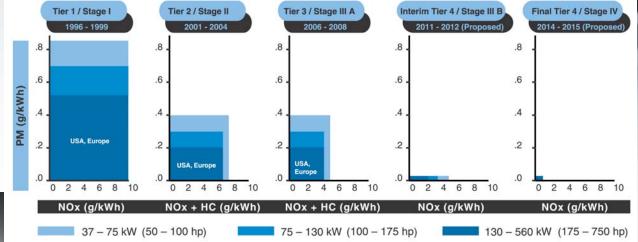
Diesel engines power equipment that ranges from 19-600 hp (14-448 kW)





Power Systems







- An established leader in meeting off-road emission regulations
- Well-planned approach to meeting performance needs while meeting emission regulations

Safety & Environment



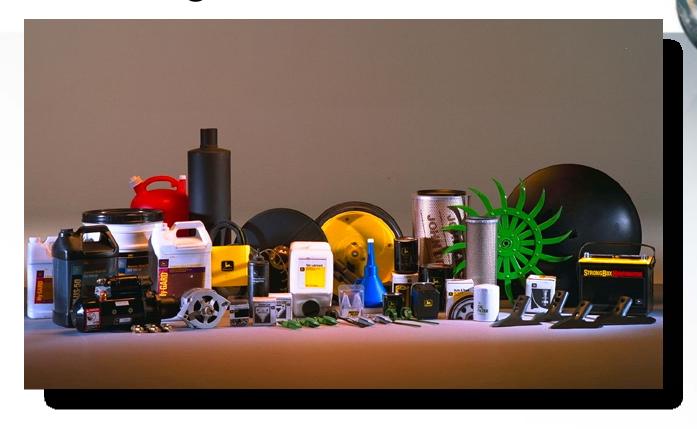
Technology Services



Electronic controls for John Deere products



Parts and Logistics



Major provider of equipment parts, accessories, John Deere merchandise and aftermarket support



Our Long Term Goal:



Zero On and Off the Job injuries and Illnesses.



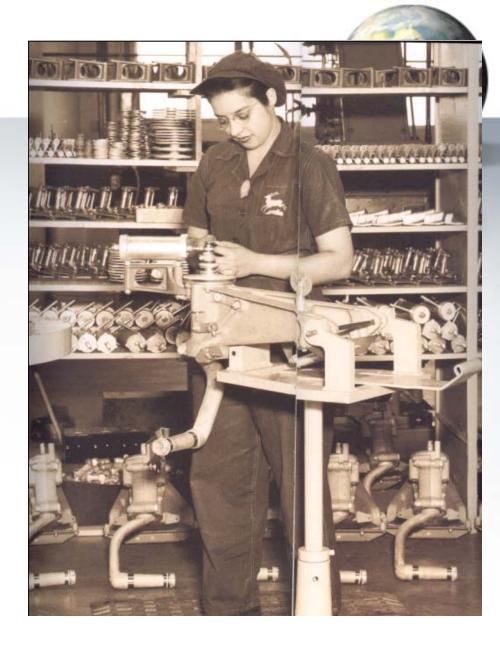


The <u>John Deere Magazine</u>, a company publication produced between 1918-1921, pointed out...

"Not only in our actions in the shop must we be safe, but we should teach the doctrines of safety, so that our families, the children playing in the street, the men around us will profit by our example. To be safe, to do everything possible to prevent accidents, or fires, and to report any conditions which seem likely to lead to their occurrence is our solemn patriotic duty."



According to *The John Deere Magazine*, "an orderly workshop is indicative of the pride a man has in his work and in the place where he works. By the same token we may judge the man at the desk, the grocer, the housewife."

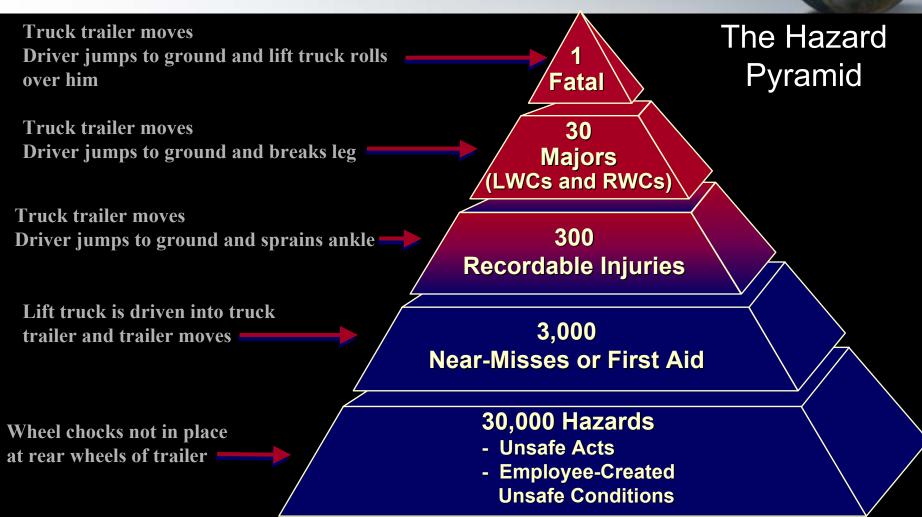




Safety & Environment

Injuries: A Matter of Probabilities





John Deere Metrics: Leading



LEADING

- Safety & Health Mgmt System Formal & Self Audits
- Compliance Assurance Process with Goal setting on Highest Risk Areas
- Employee Survey Results
- First Aid Cases
- Environmental Incidents
- SAMs **NEW** (in pilot)
- Facility Assurance Process



John Deere Metrics: Lagging



LAGGING

- Lost-Time Case Frequency Rate
- Lost-Time Case Severity Rate
- Body Part Injury Analysis
- Total waste
- Hazardous waste
- Water consumption
- Energy usage
- Regulatory Fines



Safety & Environment

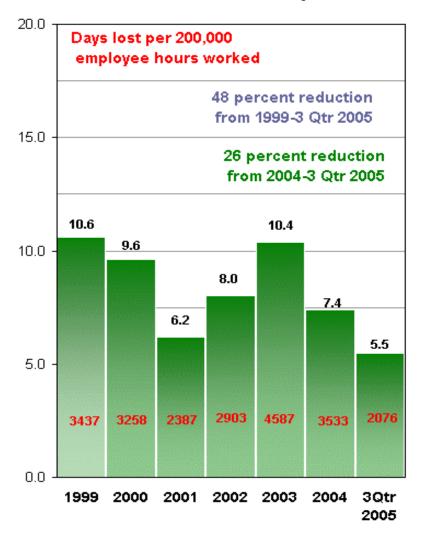
Lost-Time Case Incidence Rates (3rd Qtr-FY2005)

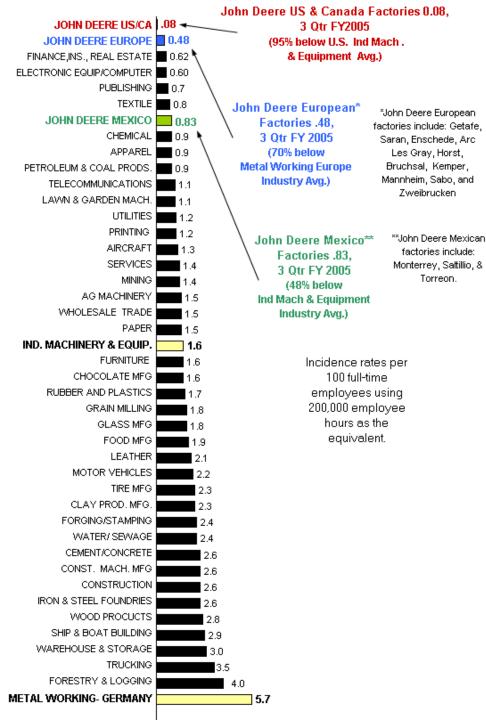
John Deere Worldwide Operations

Lost-Time Case Frequency Rate



Lost-Time Case Severity Rate







Frequency rate – involving cases with days away from work or death

Deere is . . .

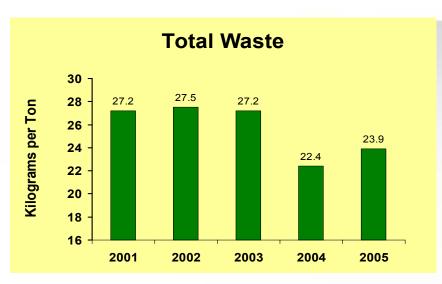
"Safest in the Industry
Safer than Home
Safe as an Office Job"

2003 Injury & Illness Rates reported by the Bureau Of Labor Statistics

(*- 2002 Rate Reported by the European Worker's Compensation Board.)

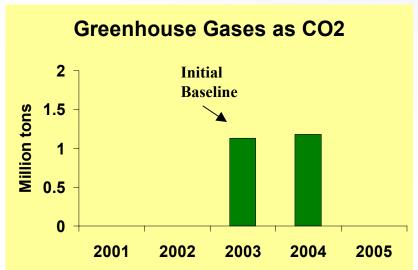
Safety & Environment

Enterprise Totals











Safety & Environment



What are our "leading indicators"?



REV. DATE: 7/7/05

PAGE: 1 of 10

An Effective EHS Management System...

John Deere

ENVIRONMENT, SAFETY & HEALTH MANAGEMENT SYSTEM STANDARD

Environmental Domains

- Aspects/Impacts
- ·Legal & Other Requirements
- Change Management
- Objectives & Targets
- Pollution Prevention
- Environmental Programs
- Emergency Preparedness & Response
- ·Roles, Responsibilities, Resources
- Communications
- Awareness & Training
- Information Management
- Metrics
- Assurance
- Tracking & Corrective Action

Safety Domains

- S&H Management System
- Hazard Communication
- Exposure Assessment
- Emergency Action Plans (Safety)
- Contractor Safety
- Recordkeeping, Posters
- Hearing Conservation
- Ergonomics
- Fixed & Portable Ladders & Stairs
- Equipment for Work at Elevated
 Overhead Cranes, Hoists & Heights
- Welding, Cutting and Brazing

- Confined Space Entry
- Respirator Program
- Radiation
- Spray Paint Booth, Room & Dip Tanks
- Personal Protective **Equipment**
- Lockout / Tagout
- Machine Safeguarding
- · Lift Truck Safety
- Electrical Safety

Health Domains

- Emergency Action Plans (Medical)
- Injury / Illness **Treatment**
- Confidentiality of **Health Information**
- Job Placement Exam
- Health Surveillance

- Infectious Disease
- Travel Health
- Wellness Promotion
- Case Management



Safety & Environment

John Deere Safety & Health Audit Scorecard U.S. & Canadian Manufacturing Units As of 18 August 2005

SAFETY & HEALTH AUDIT REPORT PRIVILEGED DOCUMENT

FY2005 3rd QTR

Facility	Audit Date	Corporate S&H Audit Opinion	No.of Total Findings	No. of Repeat Findings	Number of Findings in Progress	No. of Findings Corrected	Current Percent Completed	95% Completion Date				
TARGETS======	=====>	Meets or OSHAS										
Agricultural Equipment Division: Ma	rkiey											
(Donald/Westfield)												
John Deere Waterloo Foundry												
John Deere Waterloo Eng. Center John Deere Des Moines Works, IA	7/23/2004	81	215	NA.	59	135	63%					
John Deere Seeding, Moline, II	6/5/2006	31	213	NA.	33	133	03 //					
John Deere Cylinder, Moline, II												
John Deere Seeding, Valley City, ND	6/13/2007											
John Deere Cylinder, Coon Rapids, Mn John Deere 5000 Factory, Augusta, GA **2	4/24/2006 6/21/2005	**3	132	NA.	18	112	85%					
JD, S.A. de C.V. Monterrey, Mexico	6/21/2005		132	NA.	10	112	0370					
UD, S.A. de C.V. Saltillo, Mexico												
John Deere Werke Mannheim, Germany												
John Deere Bruchsal, Germany John Deere Welland Works, Ontario, Canada												
John Deere Fabriek Horst BV, Netherlands												
JD Filian Harvester Co., Jiamusi, China												
John Deere Tiantuo (JDT) Tianjin, China												
Agricultural Equipment Division: Ev												
John Deere Ottumwa Works, IA	5/21/2004		100	NA	3	97	97%	06/24/05				
John Deere Harvester Works, East Moline, II Cameco Industries, Thibodaux, LA	5/9/2005	SI	149	NA.	19	69	46%					
John Deere Iberica, S.A. Getafe, Spain	3/3/2003		143	NA.	15	0.5	40 /8					
John Deere Werke Zweibrucken, Germany												
John Deere (Pty) Ltd. Nigel, South Africa	5/7/2004	OSHAS					100%	06/01/04				
John Deere Arc les Gray, France John Deere do Brasil S/A, Catalao, Brazil												
John Deere Brzil, Horizontina, Brazil												
Kemper GmbH, Stadtlohn, Germany												
Industrias John Deere, S.A. Rosario, Argentina												
C&CE Division												
John Deere Power Products, Greeneville TN	8/13/2004		77	NA	1	76	99%	03/02/05				
John Deere Horicon Works	3/14/2005		84	NA	6	78	93%					
John Deere 4000 Factory, Augusta, GA	6/20/2005	*2	132	NA	18	112	85%					
John Deere Turf Care, Raliegh, NC	2/6/2006											
John Deere Enschede, Netherlands SABO, Gummersbach, Germany												
Southeast Engineering Center, Charlotte, NC												
C&F Division												
John Deere Dubuque Works, IA												
John Deere Davenport Works, IA												
Deere Hitachi Const. Mach. Kernersville, NC												
Waratah, Tokoroa New Zealand												
Timberjack, Oy, Joensuu Finland												
Phoenix Reman Group, Edmunton Canada												
Timberjack, Woodstock, Canada	5/8/2006											
JDPS Division Motores John Deere, Torreon Mexico	11/19/2004	SI	74	NA	35	37	50%					
John Deere Engine Works	4/25/2005	SI	96	NA NA	20	51	53%					
Funk Mfg	4/3/2006											
John Deere Usine de Saran, France												
John Deere Depots												
John Deere Parts Depot - Milan	8/6/2004		96	NA	4	92	96%	03/02/05				
John Deere Parts Depot - Atlanta John Deere Parts Depot - Denver	4/28/2004 3/9/2005	~1 *1	3 18	NA NA		3 18	100% 100%	06/01/04 04/01/04				
John Deere Parts Depot - Dallas	4/30/2004	*1	8	NA NA		8	100%	06/01/04				
John Deere Parts Depot - Grimsby												
John Deere Parts Depot - Portland												
John Deere Parts Depot - Regina John Deere Parts Depot - Stockton	7/20/2005	SI	46	NA								
John Deere Parts Depot - Stockton John Deere Parts Depot - Syracuse												
EPDC												
WW Technology & Engineering Divis	sion											
JD Phoenix international Corp, Fargo, ND	6/11/2007											
Table Notes		les										
Audit Date:	#/#/##	Date of facil										
Corporate EMS Audit Opinion:			stantially (95%) n		ohn Deere S	HMS requireme	ents.					
	OSHAS		IAS 18001certifie									
			ires "improveme									
	SI		ires "significant i									
No. of Findings:	#		ompliance issue:									
			efined as except					ere				
		Safety & Health Program Standards or facility guidelines/policies/procedures.										
Number of repeat findings.	#	Units that are audited more than once are cited for having repeated issues.										
Number of findings "In progress".	#	Findings hav	e a champion as	ssigned, are	actively bein	g corrected, bu	t not yet finish	ied.				
Number of findings corrected.	#	Findings have been completed or corrected and considered closed.										
-												
Current percent completed.	#%	Percent of c	ompleted finding:	S.								

#/#/## Date that confirmation has been received that at least 95% findings are closed.

Completion Date General Audit Notes

Facilities of which Deere has less than 50% ownership are not included on this scorecard.

Facility Specific Notes

- *1 Depots audited by third party hired by AIG, John Deere's worker's compensation Insurance carrier
- 2 The Augusta 4000 and 5000 factories were audited together and the 132 findings is the total for both.



Safety and Health and Environmental Audit Scorecard

Safety & Environment

Annual Compliance Assurance Process

14 October 2005

To: Worldwide Unit and Facility Managers

ENVIRONMENTAL, HEALTH & SAFETY COMPLIANCE ASSURANCE

This is my annual request for your unit's formal environment, safety, and health compliance assurance letter. The process this year is streamlined to combine several requests into one. In addition to being a required element of your environmental, health and safety management system, this compliance assurance process is aligned with Sarbanes Oxley requirements.

Your compliance assurance letter should include:

Assurance that:

- O All employees at your unit are aware of the company EHS policy
- O Any violations of federal or local laws or regulations during the past year were reported to the corporate Law, Environment & Safety Departments
- O Any situations that present a significant risk of adverse impact to the corporation have been reported to management
- A description of the process/procedures used to verify compliance at your facility
- Completion of appropriate goals and objectives documents for your type of facility found at the following link:

http://idmindshare.deere.com/ev.php?ID=65788 201&ID2=DO TOPIC

This year, templates are provided to assure consistency and accuracy of the response letter. Also available is a sample submittal to provide further guidance. These changes eliminate the separate reporting of the annual Safety & Health Goals and Objectives Worksheet.

Please submit the letter to your appropriate vice president or director by 15 November 2005. A copy should also be forwarded to Laurie Zelnio, Director - Safety, Environment, Standards & EPDP at the World Headquarters. If you have specific questions on this procedure, please contact her at 309/765-5151.

Robert W. Lane

Environmental, Health & Safety Compliance Assurance Process Health and Safety Template

Unit:

Safety and Health Goals Summary - Factory

Safety	FY2005 Initiative/Experience	FY2006 Goals/Initiatives						
Management Program Area	-							
Safety and Health Management System	Conducted a Risk Assessment for all workstations in building 1.	_						
Emergency Action Plans (Fire & Weather)	_	_						
Ergonomics	Reduced Strain/sprain injuries by 20%.							
Contractor Safety		Develop a contractor safety program using the Unit 90 model.						
Personal Protective Equipment	_	_						
Machine Guarding								
Lockout/Tagout Electrical Safety	Assured that all electrical boxes were not blocked and in good condition.	Established a quarterly inspection to assure all electrical boxes remain unblocked.						
Lift Truck Safety								
Haz Com Confined Space		Assure that all confined spaces are identified and properly marked and a permit procedure in place.						
Respirator Program Hearing								
Conservation Cranes, Hoists,								
Sling, Hook Program								
Ladders and Stairs								
Recordkeeping, Posters & Training Doc.		Develop or investigate a system for documentation of safety training.						
Radiation (Lasers)								
Equip. for work at elevated heights Welding, Cutting								
& Brazing Exposure								
Assessment Paint booths,		Davids a sinkhaatti isaa a Parant						
Paint booms, Tanks & Storage		Develop a paint booth inspection and cleaning schedule.						

Safe by & He alth Comp. Assurance Template

1/



Top 5 Global Employee Survey Questions



2005 John Deere Employee Survey Results

The people I work with treat me with respect.

I intend to leave this organization in the next year for reasons other than retirement.

People in my work area are protected from health and safety hazards.

The people I work with cooperate to get the job done.

My Supervisor is available to me when I have questions or need help.

78%	14%
76%	17%
75%	14%
7376	1470
74%	15%
74%	14%



Leading Indicator - Pilot:



 Safety System Alignment Measurement (s.a.m.s.)



S.A.M.S.



Inputs & Components of system:

- Best safety practices
- Internal & External Benchmarks: Deere, Corporate audits, other companies, OSHA, National Safety Council
- Focus is one: measurements that are leading indicators
- Weighted Point System gives credit for program implementation.
 - Spreadsheet to be used as a <u>scorecard</u> to measure overall performance.
 - Spreadsheet will also show <u>strengths and weaknesses by</u> <u>workgroup</u>
- Audit schedule to monitor unit performance.



S.A.M.S.



- Each unit audited quarterly by safety & guest auditors
- Audit Categories:
 - Management Commitment
 - Employee Involvement
 - Communications
 - Injury Prevention
 - Compliance
 - Near Miss reporting
 - Injury follow-up

Next Steps:

Gap analysis by each area



S.A.M.S. - Scorecard -Example

Points awarded if

criteria met

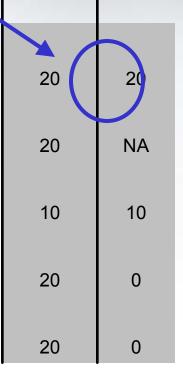
Individual Facilities
Criteria 35

CATEGORY: Management

Commitment

Safety & Health Goals

- Divisional safety goals established and tracked
- •C.I. Safety goals established and tracked
- •Recognition planned and awarded when safety goals are met
- •Are safety initiatives established by Department, SLT or C.I. Groups
- •Are safety initiatives implemented and completed by Department, SLT or C.I. Groups







Davenport Works

Safety Alignment Measurement System

	Individual Criteria	Catro Skidder/ Grader	Cebs Loader	Cabs Backhoe	783	755	758	731	744	777	589	870	871	747	884
Management Commitment															
Safery and Health Goals															
Safety week plans established annually		5	5	5	5	5	5	5	5	5	5	5	5	5	5
Safety work plans implemented and completed		0	20	20	20	20	20	20	0	0	20	20	20	20	0
Monthly Safety walk-around			_		-		_	_	_	_	_	_	_		-
Regularly achestoled in salvance		0	0	0	10	5 10	5 10	0	0	0	0	0	0	0	0
Action plan established with responsibilities assigned		0	0	0	20	20	20	0	0	0	0	0	0	0	0
Follow-up procedure in place Safety Considerations for New equipment / Layout projects	20	U	- u	· ·	20	20	20								
Safety department involved in pre-purchase, design or layout meeting	25	25	NA.	NA.	0	25	25	0	NA.	25	NA	NA.	Na	25	NA.
New Equipment evaluation form completed and returned to sufety		0	NA.	NA.	0	NA.	20	NA.	NA	20	NA	NA.	Na	20	NA.
Pre start-up inspection / walksround conducted	20 20	0	NA.	NA.	0	NA.	20	20	NA.	NA.	NA.	NA	NA.	20	NA.
TOTAL	126	30	26	25	60	86	126	45	6	60	26	26	26	90	6
GAP		-95	-35	-35	-65	0	0	-80	-55	-65	-35	-35	-35	-35	-68
Employee Involvement															
Does department/module have a designate safety rep. (C.1, starpoint)	10	10	10	10	10	10	10	10	10	10	10	10	10	0	10
Monthly Unit CI/SLT Team Meetings Held	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Dept. Rep. Involved in accident/Near miss investigations	15	15	15	15	15	15	15	15	D	0	15	15	15	0	15
Dept, Rep. Involved in safety studits	20	20	20	20	20	20	20	20	0	0	0	0	0	0	20
Dept. Rep. Involved in new equip purchase, design and Layout	20	20	NA.	NA.	0	20	20	0	NA.	20	NA.	NA.	NA.	0	NA.
Dept. Rep. Involved in New/transferred employee orientation	25	25	25	25	D	25	25	25	0	25	25	25	25	0	0
TOTAL GAP	100	100	08	08	-45	100	100	-20	-eo	-35	-20	-200	-20	10 -90	-25
Communications															
Weekly Safety Contacts	I														
Conducted each week	25	25	25	25	25	0	0	0	25	0	25	25	25	25	0
New Transferred employee safety orientation program	~~						_	-	~~	-					_
Specific JHA's are reviewed with employee		25	25	25	0	0	0	0	0	0	25	25	25	25	0
Job Sufety Arralysis reviewed with employee		20	20	20	0		0	0	0	0	20	20	20	20	0
Departmental specific information presented (evac, PPE, specific baseds)		25	25	25	25	25	25	25	0	25	25	25	25	25	0
New employees given departmental toor	25	25	25	25	25	25	25	25	0	25	25	25	25	25	0
New/transferred employee checklist completed within 7 days of arrival.	25	25	25	25	25	25	25	25	0	25	25	25	25	25	0
Monthly Safety Meetings															
Management kickoff of monthly meeting	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Attendance required	20	20 10	20	20 10	20 10	20	20	20	20 10	20 10	20 10	20	20 10	20 10	20
Required topics covered	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Plant safety metrics reviewed	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
Sign-in sheet returned to safety Details of plant incidents/near misses reviewed	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Departmental audit results reviewed	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
TOTAL	230	230	230	230	186	100	160	160	110	160	230	230	230	230	86
GAP		0	0	0	-45	-70	-70	-70	-120	-70	0	0	0	٥	-145
	Individual Ottoria	Cabs Skidder/ Grader	Cabs Loader	Catra Sackhoe	783	756	756	731	744	777	589	870	871	747	884
Injury Prevention															
Job Hanard Analysis (JHA) posted at every workstation		0	30	30	0	0	0	0	0	0	0	0	0	0	30
J. H. A. reviewed and updated argually or when process is new or changed.		0	0	0	0	0	0	ö	0	ö	0	ō	0	ő	0
Job Safety Analysis (JSA) reviewed annually with all employees		25	25	25	0	0	0	ö	0	0	25	25	25	ő	0
Required Personal Protective Equipment (PPE) used by all empl		ō	35	35	0	35	35	35	35	ő	35	35	35	35	35
Lockout placeds posted on all machines and applicable equipment		ō	15	15	15	15	15	15	15	15	15	15	15	15	15
Warning signs posted were applicable (Authorized Entry, Confined Space).		15	15	15	15	15	15	15	15	15	15	15	15	15	15
Safety projects reviewed by Safety department prior to implementation		35	35	35	0	35	35	0	0	35	35	35	35	35	0
TOTAL		76	166	166	30	100	100	85	66	85	126	125	126	100	96
CAP		-110	-30	-30	-155	-85	-85	-120	-120	170	-60	-80	-80	-85	-80

S.A.M.S.



Work Group Audit Results Reviewed with:

- Leadership Council (U.A.W.)
- Safety Management Team
- Joint Safety Committee
- Business Unit Managers
- Supervision





EARLY RESULTS – EXPECTED IMPACT!!

- A <u>system that utilizes leading indicators</u> to positively improve safety within operations.
- Provides leadership with clear picture of where each group is versus the criteria.
- Road map to guide groups in implementing best practices to improve safety performance.
- It will be <u>easier to set goals</u> based on % of best practices implemented (and sustained) as opposed to OSHA recordable frequency or combined rate that they hope to achieve in the next year.
- Auditing system <u>provides Managers a scorecard</u> showing current performance.



Factory Assurance Process



- Provide assurance to factory management
- Spread responsibility beyond environmental group
- Create visibility for environmental requirements
- Identify problems before they become violations



Beyond leading indicators to



"Sustaining the EHS Edge"



EHS Professional Curriculum

- 1) Orientation EHS
- 2) TECHNICAL COURSES

Environmental, Health & Safety Management System Standard

Liabilities

Ergonomics

Contractor Safety

Medgate Reporting Software

Confidentiality

Employee Wellness

Blood Borne Pathogens

Technical Environmental courses

 RCRA 101, Universal Waste, Used Oil, EPCRA/CERCLA, TSCA, CWA, CAA



TRAINING:



3) NON -TECHNICAL

- Effective Time management
- Leadership Essentials
- Process Mapping
- Root Cause Analysis
- Coaching for Performance
- Intro to Six Sigma
- Mistake Proofing
- Exec-u-Speak
- DuPont STOP
- Summit "On line" training courses



TRAINING World-Wide Management: <u>Management EHS Curriculum</u>

- 1) General Manager Orientation (within 2 months)
- 2) EHS Management 101:
 - Governance & John Deere Compliance Programs
 - John Deere Environment, Safety & Health Management System
 - Liabilities and GM Responsibilities
 - Questions a GM should ask
 - How to Evaluate your EHS Managers
 - Key Challenges in the EHS area
 - Writing Smart Business Communications
 - GM's guide to Crisis Management and Media Relations
 - General Managers role in EHS succession planning
 - Buying, Selling, Leasing Real Estate
 - Overview of <u>EHS Technical Topics</u>:
 - OSHA recordkeeping, air permits, water permits, Contractor safety, waste management, ergonomics, confidentiality, international travel



SHARING BEST PRACTICE:

Regional EHS Conferences: North America, South America, Mexico, Europe

- Ergonomics Conference (Annual)
- Workers Compensation Conference (Annual)
- ➤ U.S. Environmental Regulatory Training (Annual)
- Steering Committee Meetings (Quarterly)





"Sustaining the safety edge" Through Off The Job Safety



Article in "Safety & Health" Magazine, August 2005



Off-the-Job Safety

Off-the-Job Safety

John Deere measures success through off-the-job safety

By Markinan Naso, associate editor

r John Deere, successful off-the-A i John Deere, successful off-the-job safety activities start and end with numbers. Over the last 20 years the Moline, IL-based manufacturer has successfully used statistics to measure the accomplishments of its self-insured business units. This has helped the company launch off-the- safety with regular in-plant safety

facilities. "We use a lot of statistics," said Gary Kopps, manager, occupational safety worldwide. "They help us zero in on our greatest opportunities."

Each month, John Deere generates safety metrics that rank off-the-job injuries by frequency rates, severity and cost for each participaring business unit. An illustrated graph shows employees how these units compare to one another on a year-to-date basis. "If a unit seems to be doing very well for a two- or three-year period, other units can benchmark it or at least see what successful things are being done to achieve that performance," Kopps said.

The management team at John Deere is very committed to involving employees in the off-the-job safety process. Kopps said. Along with benchmarking, management helps participating units set goals for offthe-job safety. Unit leaders are had a safety fair in conjunction with involved with off-the-job safety

required to fill out a yearly safety- the medical department," said Glenr objective form based on findings in the monthly statistics, as well as a yearly analysis of off-the-job injuries.

John Deere also offers recommendations to each participating unit based on its statistical reports, Kopps said many units have followed suggestions such as integrating off-the-job job safety initiatives at many of its meetings; working with each unit's

safety committee to promote off-the-

job safety for electrical, hand tool and

other hazards; and training in off-the-

job safety programs like hearing con-

servation, and back injury prevention

off-the-job safety initiatives and sug-

pestions, John Deere tries to offer a

wide variety of informative events at

its various locations. Company facili-

ties have hosted training on severe

weather precautions given by

reporters from local TV stations, seat

belt checks, CPR courses, and even

partnered with company wellness

advocates to participate in health and

wellness fairs. "When I was at [the

Dubuque, IA plant], every year we

When it comes to implementing

John Deere tries to offer a wide

variety of informative events at its

various locations.

habits. We also had the local conservation people in to talk about gun and hunting safety."

Williams, safety, environment and

security administrator at John Deere'

Moline site. "People at the factory

were allowed to come out to the huge

auditorium and look at displays, ge

their blood tested for cholesterol, ge

sugar screening for diabetes, those

kinds of things. We had the highway

parrol in to talk about safe driving

According to Kopps, John Deere employees have expressed a tremendous amount of interes in off-the-job safety programs "One time we talked about trimming trees - and you

should have seen all the people perl up because they immediately visualized themselves up in a tree trying to trim something, reaching from a ladder when they shouldn't have. think one of the reasons people ge interested in off-the-job safety information is because they car relate to it."

Interest in off-the-job safety continues to grow throughout the John Deere organization. Ralph Ellingsen divisional manager, safety and environment for John Deere's Commercia & Consumer Equipment Division attributes employee interest to good communication. "In our division, we try to get people more focused and

has a lot of links to off-the-job safety areas. In addition, we do video presentations at all the employee meetings, we have an off-the-job safety topic we discuss each month, and we send offthe-iob safety stories through e-mail."

John Deere hopes these efforts also reach beyond employees to family members, friends and customers. "People sometimes do irrational things or they may do things out of habit, so it's our job to promote the safe use of our products for both the operator and any bystanders near those machines," said Gary Mills, project manager, product safety, marketing, at John Deere's corporate headquarters in Moline.

Mills said the company encourages product safety in a number of ways, from clear instructions in operator's manuals, to safety videos, to promoting safety at industry farm shows. John Deere even distributes a coloring book to dealers called "The Further Adventures of Ready Rooster," to help children understand safety. "It's a very simple coloring book that promotes awareness; it tells children that they should not be around equipment," Mills said.

Two years ago, the company also introduced another safety tool for children. Kid's Corner is an interactive Website at www.johndeerekids.com/ home.html where kids can play games while they learn how to stay safe.

Kopps believes John Deere's concern for families, customers and employees has had a positive impact on worker productivity and morale, and has helped reduce off-the-job injuries. "Some things you can't prevent," added Kopps, "But we can do a lot of things to help. By looking at the statistics we realized there was an

through our division Website - which opportunity to start increasing aware- achieve zero injuries. That is for both ness in off-the-job safety that could on and off the job. We don't know benefit employees. Our No. 1 safety when we'll get there, but each year we goal at John Deere worldwide is to get closer to it."

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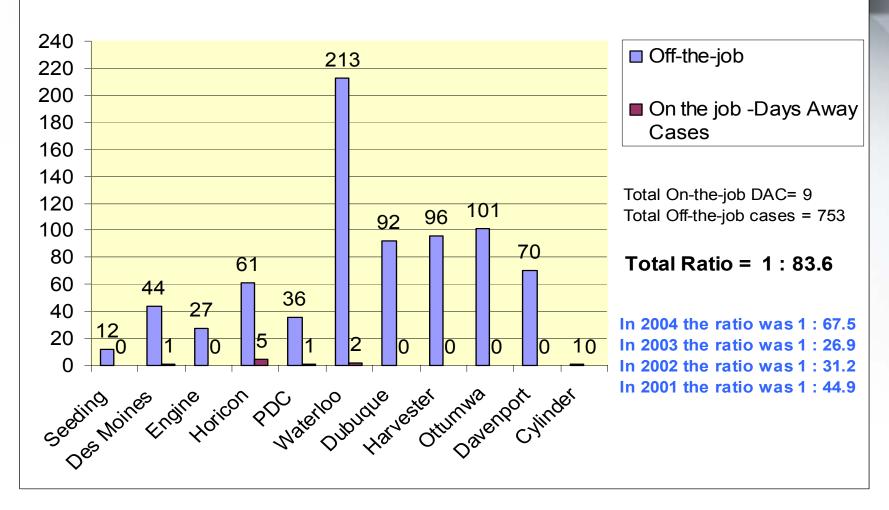
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