

FESHM 4020: COMMUNICATIONS

Revision History

Author	Description of Change	Revision Date
John Dawson	Removed references to the Porcelain Press and the Site Entry Sign program as these are no longer supported.	November 2013
John Dawson	Initial release of 4020 outlining the various types of ESH&Q communication.	September 2013



Table of Contents

1.0 INTRODUCTION..... 3

2.0 SCOPE 3

3.0 DEFINITIONS 3

 3.1 ESH&Q Subject Matter Experts (SMEs)..... 3

 3.2 Lessons Learned 3

 3.3 Incident 3

 3.4 Preventive Action 3

4.0 RESPONSIBILITIES..... 4

 4.1 Employees..... 4

 4.2 Supervisors..... 4

 4.3 ESH&Q Communications Coordinator (CC) 4

 4.4 ESH&Q Section Head 4

 4.5 The Fermilab Office of Communications (OC)..... 4

5.0 PROGRAM DESCRIPTION..... 5

 5.1 Fermilab Today (Tip of the Week Column) 5

 5.2 Take Five for Goal Zero Program..... 5

 5.2.1 Take Five for Goal Zero Team 6

 5.2.2 The Take Five Poster 6

 5.2.3 Take Five for Goal Zero Webpage 6

 5.2.4 Take Five Challenge 6



1.0 INTRODUCTION

This chapter provides instructions, guidance and purpose for the ESH&Q Section's two current communication programs:

1. *Fermilab Today* ESH&Q Tip Of the Week
2. Take Five Program (posters/challenge/webpage)

2.0 SCOPE

The scope of these programs is aimed at reducing or eliminating accidents, injuries and near misses. The intent of the two communication programs is educating, informing and reminding personnel of environmental, safety & health hazards, incidents, lessons learned and preventive actions through news articles, posters, quizzes/challenges and webpages.

3.0 DEFINITIONS

3.1 ESH&Q Subject Matter Experts (SMEs)

Experts in their field who provide environment, safety, health, and quality information in that field of expertise to the ESH&Q Communication Coordinator (CC) to help produce informational articles. SME's may be asked to review a draft prior to printing or being posted on the website.

3.2 Lessons Learned

Lessons Learned is a "good work practice" or innovative approach that is captured and shared to promote repeat application. A lesson learned may also be an adverse work practice or experience that is captured and shared to avoid recurrence.

3.3 Incident

An unplanned event that interrupts the completion of an activity or causes injury and/or property/vehicle damage or results in a near miss. Sometimes referred to as an "accident".

3.4 Preventive Action

Action taken that eliminates the cause of a potential nonconformity or other undesirable potential situation.

*Note: There can be more than one cause for a potential nonconformity. Preventive action is taken to prevent occurrence whereas corrective action is taken to prevent recurrence.



4.0 RESPONSIBILITIES

4.1 Employees

Employees are encouraged to read the ESH&Q communications whether it be the *Fermilab Today* Tip of the Week or the Take Five Poster/Challenge, learn from the information, and use it on a daily basis at work, during travel and at home.

4.2 Supervisors

Supervisors are responsible for recommending and encouraging their personnel to read and submit their suggestions, questions and ideas concerning communication articles, posters, challenges, etc., through the ESH&Q Take-five for Goal Zero webpage, or by phone to the ESH&Q CC. Supervisors and/or D/S/C ES&H Group also responsible for informing the ESH&Q CC of missing, or damaged posters in their areas of responsibility.

4.3 ESH&Q Communications Coordinator (CC)

The CC is responsible for attending committee meetings and events to gain input and suggestions for maintaining the Take Five webpage, creating articles, posters and challenges based on seasonal/current environment, safety, health hazards and incidents reports. The CC is also responsible for choosing graphics to send in with the main topic for printing and posing articles and poster. The CC is responsible for sending all draft article/posters/challenge/webpage to the appropriate SMEs for review prior to sending it to the OC for formatting and approval. After the OC reviews, formats and approve the draft article/poster/Challenge/webpage, the CC sends the drafts to ESH&Q Section Head for final approvals.

4.4 ESH&Q Section Head

The ESH&Q Section Head is responsible for reviewing and approving, or delegating the review and approving responsibility for all ESH&Q Communications drafts prior to them going to the CC for posting into DocDB or back to the OC for printing, posting, or distribution to mail stations.

4.5 The Fermilab Office of Communications (OC)

The OC formats articles and posters and edits the text from their perspective and layout the graphics on the template. Articles are then sent back for the ESH&Q Head's for approval (will respond back within 2 working days). Once the ESH&Q Section Head gives final approval the CC sends the final draft back to the OC, who then prints, post, or distributes the article/poster/challenge/website appropriately.



5.0 PROGRAM DESCRIPTION

5.1 Fermilab Today (Tip of the Week Column)

This is an electronic news article published by the Fermilab OC each Monday through Friday at 9 a.m. Each D/S/C designates an author who is tasked to write articles. The ESH&Q Section is responsible for a Health, QA and Safety column. The *Fermilab Today* content is planned a week in advance. The ESH&Q author contacts the *Fermilab Today* staff to discuss publication dates and submission deadlines before writing any drafts. When writing an article for *Fermilab Today*, the following is considered:

The *Fermilab Today*'s audience spans a broad range of professions and interests. Administrators, scientists, computing professionals, maintenance workers, technicians, engineers, educators and students all read *Fermilab Today*. Most of the *Fermilab Today* readers are not experts in all professions. Don't use technical jargon. Use information from interviews and quote your sources. This information helps to personalize your article and make it more interesting to readers. Readers always benefit from images, graphics, videos or other supplemental visual material. This material can help to reinforce the points of the article. All articles will be edited to conform to the *Fermilab Today* style.

The *Fermilab Today* staff publishes articles on a wide range of story topics, including:

- Environment, health, safety and quality assurance
- Professional achievements and milestones (awards, retirements, records, etc.)
- Profiles of Fermilab employees and users
- Letters to the editor
- Off-beat hobbies
- Recycling/energy-saving practices at the lab
- Research milestones, records
- Scientific research, advances in technology
- The benefits or applications of particle physics
- Projects involving other laboratories or universities

One image should be submitted with each column, and should be no smaller than 780 pixels wide x 450 pixels high. Examples include photos and graphics related to the Fermilab grounds, science or personnel or to high-energy physics.

5.2 Take Five for Goal Zero Program

The Take Five for Goal Zero program is a reminder to pause and do the right thing. We hope the Take Five theme will stick in your head and remind you to think before starting a job: Is the work area clear and safe? Do I have the right tools and personal protective equipment? Does the task team know the plan and the things that could go wrong? How can I minimize the environmental impact? If something does not look right or is not going as planned, stop the work and Take Five to think about what is happening.



The program consists of the Take Five Poster, Take Five Challenge and Take Five Webpage, where you can click on categories for helpful links that will assist you in improving ESH&Q and promote best practices.

5.2.1 Take Five for Goal Zero Team

An ad-hoc team that meets at least four times a year to discuss and create new plans for the Take Five Posters, Take Five Challenge, and the Take Five webpage. The team members are from various D/S/Cs and serve a two year term. The Take Five Team leader serves a three year term.

5.2.2 The Take Five Poster

A graphical informational representation on 11 x 17 lightweight poster boards designed to inform, remind and instruct personnel of environmental, safety, health and quality issues at Fermilab. It suggests and recommends ways to prevent incidents and injuries and to reduce or eliminate environmental impact and risk. After final approval from the ESH&Q Section Head, the information on the Take Five Poster is sent to the OC, where the final layout is designed, printed and distributed to all Fermilab mail stations for posting on their bulletin boards.

5.2.3 Take Five for Goal Zero Webpage

The Take Five for Goal Zero Webpage is an extension of the Fermilab ESH&Q Website open to the public where personnel can find tools that make life at work and at home safe, healthy and greener and promotes quality and best practices. It is also a place to go for forms and to submit ESH&Q suggestions, ideas, questions and answers and to take the Take Five Challenge. The Take Five Team leader coordinates with Xeno Media to maintain the Take Five Challenge and Webpage.

5.2.4 Take Five Challenge

The Take Five Challenge is a quiz centered on environment, safety, health, and quality assurance. The questions on the challenge are usually taken from the Take Five Poster. Personnel can take the challenge on the ESH&Q Take Five for Goal Zero webpage, the ESH&Q Section in Wilson Hall 7-East, or print it out and mail it in to Mail Station 119 and be entered into a raffle to win prizes.