

# Beyond The Worksite: Building A 360° Safety Culture That Extends Off The Clock



By the time the whistle blew on a Friday afternoon, the crew at Halifax Shipyards had tied off their tools, swapped their hard hats for baseball caps, and headed home – only to return Monday morning to hear that one of their own, Mark, had been hospitalized over the weekend. A backyard barbecue turned tragic when Mark, fumbling a grill-side propane cylinder, suffered second-degree burns after a small leak ignited. What started as a fun family gathering ended with Mark facing weeks of recovery in hospital.

This incident jolted the shipyard's OHS leadership: safety wasn't just a nine-to-five concern. If you truly want a safety culture that protects employees, you need to think beyond the site fence line and into their homes, communities, and weekend activities. Welcome to **360° Safety** – a holistic approach that recognizes the lines between “work” and “life” blur, especially when learned behaviors don't stop at quitting time.

## The Case For Safety Everywhere

Traditional safety programs focus on hazard assessments, toolbox talks, and PPE protocols on the job. Yet research shows nearly **40% of work-related injuries** involve events or decisions influenced by off-duty behavior – fatigue from weekend partying, distractions from personal stress, or simply

bad habits that carry over into the workplace. In Ontario in 2022, more than **15% of workplace injuries** were linked to fatigue or inattention, both of which often stem from how people spend their off hours.

When Mark's propane accident surfaced, it was clear his careful attention at work didn't extend to handling tools at home. But it also signaled a broader truth: safe behavior is learned, practiced, and reinforced by social and cultural norms. If a company only teaches "danger zone" rules between perimeter fences, it misses the chance to strengthen habits that protect workers and their families 24/7.

## **Cultivating 360° Safety: A New Mindset**

At its core, 360° Safety asks us to shift from a narrow "work bubble" mindset to one that recognizes employees' lives before and after their shifts. It's about equipping people with the skills, awareness, and peer support that make safety instinctive, whether they're on scaffolding or mowing the lawn.

### **Lead by Example: Off the Clock**

When management embraces off-duty safety, employees take notice. A Toronto utilities firm began sharing weekend safety tips in its Friday newsletters: reminders on safe chainsaw use for home gardeners, guidelines for ATV riding, even pointers on sun- and heat-safety for summer sports. Managers posted photos of themselves wearing proper PPE while fixing a fence or cycling with helmets on, underscoring that safety isn't just corporate policy – it's personal conviction.

### **Extend Training to Home and Community**

Traditional fire-watch or lockout/tagout training is indispensable, but why stop there? Bring experts in for

evening “home-safety” workshops covering propane cylinder handling, backyard electrical safety, or safe pesticide use. Let employees bring spouses or adult children, making safety a family affair. When your workforce sees that you value their well-being beyond the timeclock, trust deepens – and so does adherence to safety practices in all aspects of their lives.

## **Real-World Wins: 360° Safety in Action**

### **Winnipeg’s Weekend Warrior Initiative**

A major construction contractor in Winnipeg noticed an unusual pattern: weekend 4×4 ATV accidents among employees, some of whom arrived Monday with hidden injuries. They launched the “Weekend Warrior” program – an off-duty safety outreach featuring ATV handling clinics, helmet giveaways, and peer-led video testimonials on the risks of off-road driving. Within six months, reported ATV incidents among employees halved, and insurance premiums dipped as claim volumes shrank.

### **Halifax Shipyards’ Home Tool Safety Campaign**

After Mark’s propane incident, the shipyard’s safety committee partnered with the local fire department to host a Saturday “BBQ & BBQ Safety” event: free inspections of home grills, demos on leak detection, and best practices for outdoor flame use. Over 200 families attended, many reporting they’d never attended any home-safety session before. Later surveys showed a 90% increase in reported confidence handling propane cylinders safely at home and no repeat incidents in the following grilling season.

## **Weaving 360° Safety into Everyday**

# Culture

## Peer-to-Peer Sharing

Encourage employees to share their own “off-the-clock” near-misses in a monthly safety circle. When a millwright warns colleagues about a slippery garage ramp that nearly caused a fall, he’s doing more to prevent accidents than any memo ever could.

## Digital Reminders Tailored to Life’s Rhythms

Leverage your intranet or safety app to push targeted messages: snow-shoveling posture tips in November, holiday safe-driving reminders in December, backyard ladder safety in spring. When reminders align with real-life seasonal activities, they cut through information overload and stay top of mind.

## Recognize Holistic Safety Champions

Reward not just zero-LTI records on site, but also employees who bring off-duty safety innovations to work, like a custom-made spark shield for their home workshop or a novel “tarp-down” system to secure equipment during windstorms. Publicly acknowledging these champions showcases that 360° Safety values all safe behavior, wherever it happens.

# Beyond Events: Embedding Continuous Support

360° Safety shouldn’t rely solely on annual workshops or seasonal campaigns. It’s sustained by:

- **Safety Resource Hub:** A dedicated portal with how-to videos on home projects, downloadable checklists (home electrical inspection, safe ladder positioning), and links to local inspection services.

- **Family Safety Summits:** Quarterly gatherings where employees' families can learn first aid basics, fire extinguisher use, or winter driving skills – building community connections and mutual accountability.
- **Wellness Integration:** Partner with EAPs and HR to address stress, sleep, and mental health – since an employee's off-duty fatigue and stress directly affect on-the-job focus and risk.

## **The Payoff: Stronger, Safer Communities**

360° Safety isn't philanthropy—it's good business. Companies that embrace it see tangible benefits: fewer injury claims, lower insurance costs, stronger employee engagement, and improved retention. More importantly, they weave safety into the fabric of workers' lives, creating safer homes and neighborhoods, not just safer worksites.

When your team recognizes that safety principles apply as much to weekend DIY as to factory floors, you've built more than a compliance program – you've cultivated a culture where vigilance is habitual, and care for self and others is second nature.

## **Final Thoughts**

The shift from a “work-only” safety mindset to 360° Safety doesn't happen overnight. It starts with a single conversation, a shared story, a weekend clinic that signals “we see you beyond the site.” Over time, those gestures coalesce into a collective ethos: that every task, whether cutting metal beams or mowing the lawn, deserves the same respect for safety.

As Canadian OHS managers and directors, your influence is vast. By extending your safety net off the clock, you not only

protect your teams on the job but safeguard their health, families, and communities, because true safety never punches out at quitting time.