

SAFETY in immersive 3-D **The Right CHOICE**

3-D ETC has engineered an efficient and convenient way to reduce costly employee mishaps by increasing employee safety awareness both on and off the job. "The Right Choice" high impact safety awareness program is designed to move any employee towards taking ownership and accountability for their own personal safety. During a 90-minute interactive session, groups of participants establish the foundation for making good safety decisions in all situations, and along with use of patented 3D immersive technology, increase safety awareness by utilizing a number of learning and recall strategies.

- ▶ The program begins and ends with an instructor-led segment to facilitate dialogue between the group regarding the importance of personal safety and how personal safety often extends beyond the minimum requirements of an organization. As a part of this discussion, employees are asked to identify a personal motivation to make safe choices at work and at home. Sandwiched between conversation is a 3-D immersive video experience which affords a life-like, immersive encounter that participants will immediately identify with.
- ▶ During the 3D Experience, participants encounter a "day in the life" of a fellow employee, who like many employees, doesn't always make the best safety choices. As the story unfolds, the characters make a number of seemingly insignificant choices that add up to tragic consequences. The main character's tragic story illustrates the dangers of not paying attention, the perils in rushing rather than working at a smart, efficient pace, and how stress, whether recognized or not, can cloud a person's ability to think clearly and make good safety choices. Participants are first hand witness a catastrophic accident in a first person perspective then go on to witness the effects of the accident for everyone involved, including co-workers, friends and family.
- ▶ The key learning points of "The Right Choice" are arranged into an easy to remember mnemonic. CAPS is introduced during the initial instructor-led facilitation, then played out in the life-like 3-D drama and driven home once more during the interactive, facilitated debrief. **CAPS** represents **C**HOICES, **A**TENTION, **P**ACING, and **S**TRESS which are all non-industry specific, universal elements that once implemented, will improve the safety performance of any organization.



UNIVERSAL Key Learning Points

C...Small **CHOICES** Matter. Accidents do happen because things occur naturally that are outside of human control. However, when accidents involve humans, somewhere in the system, it's likely that a poor choice was made. This segment discussion involves a demonstration of how seemingly insignificant choices can converge to cause a major mishap.

A...Pay **ATTENTION**...Not The Price. The root cause of many mishaps frequently points to someone not paying attention to what they are doing, or being distracted in some way, causing a chain of events that leads to the mishap. This segment demonstrates how frequently we miss obvious hazards in our environment and further discusses how inattentiveness contributes to mishaps.

P...Proper **PACING** Prevents Problems. Meeting production demands is frequently top-of-mind for most leaders and supervisors. However, when the work is rushed, or when people are rushing to get the work done, statistics demonstrate that work takes longer to finish. This discussion introduces employees to the concept of establishing a proper workflow pace so that the work can get done on time, with fewer mistakes, less wear and tear on their body, and most important, safely.

S...Success without **STRESS**. Stress plays a significant role in everyone's life. Unattended stress can lead to mishaps at work and at home. This segment focuses on the foundations of effectively handling personal stress.

CAPS

- ▶ Utilization of 3-D technology. Research has long proven that the more senses engaged in an activity the greater the impact and longer the retention of information. The combined use of stereoscopic 3-D video and total immersion isolates participants in an ideal learning environment where the dominant senses are fully engaged and distractions are at a minimum. Overall, this process highly increases program effectiveness.
- ▶ Participants receive program takeaways designed to further reinforce the key learning objectives. Each participant receives a 3D Viewmaster and reel illustrating each of the key learning objectives and a safety-release lanyard attached to a key learning points badge. In addition, each participant will receive a stress reduction CD and a certificate of participation. The take-away materials are commonly shared with family members reinforcing the importance of on and off the job safety.
- ▶ To ensure that employees keep the CAPS message top-of-mind, 3-D ETC provides large format banners, news articles for inclusion in company communications, lunchbox learning tools for supervisors, and opportunities to purchase additional sustainment premiums such as baseball hats with "The Right Choice" logo and supplemental 3D Viewmaster reels.

Please contact 3-D ETC for more information on how this program may benefit your organization.