5 ROUTES TO SAFETY VIDEO PERFECTION

FREE WHITE PAPER
If safety was a simple matter of people complying 100% with a straightforward set of known rules, there’d never be any accidents.

But it doesn’t happen that way.

Because the majority people have little motivation to follow the rules.

Because rules are made to be broken.

Because people don’t think the rules apply to them.

Because real life work issues & problems encourage people to break the rules.

Because your teams may be outsourced operatives and not so closely under your direct control

So how do you get the average operative or team leader to comply 100% in all situations?

You do it by motivating them, and helping them understand why the rules are there.

You show them how 100% compliance is always possible, if they take a moment to think about what they’re doing, and not try to make excuses or cut corners.

Will a video provide the motivation for 100% compliance?

It can do, but it often doesn’t.

Yet the best safety training videos can & do make a difference.

This is what this white paper is about.

It will show you 5 recommendations to perfect your next safety training video so that more people will be motivated to comply.

So you can perfect your safety video.
<table>
<thead>
<tr>
<th></th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Use a professional safety scriptwriter with safety training experience</td>
</tr>
<tr>
<td>02</td>
<td>Use an actor or a cast of actors</td>
</tr>
<tr>
<td>03</td>
<td>Use motion graphics to emphasise your key messages</td>
</tr>
<tr>
<td>04</td>
<td>Use animation to explain work practices and consequences</td>
</tr>
<tr>
<td>05</td>
<td>Use multimedia to ensure your video is integrated as part of a validated learning process</td>
</tr>
</tbody>
</table>
Now consider the following:

• Most safety training videos are self-scripted usually by a safety professional
• Own staff are filmed in videos and they mostly look like wooden dummies
• No strong sense of individual-motivating message stands out in most safety videos.
• Not everything is really clear enough to be understood.
• The training video is a one-off outing that everyone endures as matter of course

With this is mind is it any surprise that the majority of safety training videos underachieve.

And when the video underachieves, the unreported near-miss incidents keep on piling up, and the bomb still feels like it’s ticking.

The above applies to all types of safety training video whether for:

• toolbox talk
• contractor induction
• motivational campaign
• work practice training
• hazard awareness
• any other safety topic that matters

Let’s look at each of the 5 recommendations in turn and discover how & why it can apply to your next safety video.
1 - USE A PROFESSIONAL SAFETY VIDEO SCRIPTWRITER

ALL SAFETY VIDEOS START WITH A SCRIPT

This script is frequently written by the H&S Advisor, and polished up by the video production company.

This is the wrong approach.

The right approach is for the H&S professional to brief an experienced safety training script writer

- then let the scriptwriter write the script - in partnership with you, the safety professional

Why?

THE PROFESSIONAL HAS EXPERIENCE OF:

• What works and doesn’t work in video

• How to write effective safety video messages

• How to stop the video being too long and prescriptive (the usual weakness of self-written scripts)

• The latest motivational techniques - as they apply to video

• Broad knowledge of your industry and the real underlying safety issues

• The ability to write in a way that your non-English operatives will understand easily

A good professional writer will make your ideas sing louder, and feel more relevant to each individual who watches your video.

It will motivate, as well as train.

Additionally, it’s often helpful for the busy safety manager to pass on the script writing chores to a confident, experienced professional who’s done it many times before.
Hiring a professional will cost you more.
But not that much more.
And what they bring to the table will make your video more effective
- right from the get-go.

SUMMARY
- Self-written scripts are frequently dull prescriptive essays on compliance
- Self-written scripts are usually harder for your non-English workers to follow
- Professionally written scripts will make your key messages stand out more memorably
- A professional script will motivate each individual
- A professional script will mean one less chore for you.
- A professional script will be better aligned with your safety culture & values
There are 5 reasons why every safety professional planning to produce a video should use actors instead of filming own staff.

1 - your operatives are far too busy to spend much time acting in films

2 - your operatives can’t show what they’re thinking - only what they’re doing

3 - your staff or contractors will invariably look wooden & unappealing on film

4 - own staff take longer to film, adding up to 25% to the time needed for filming.

5 - own staff make your video look homemade and less professional

Let’s now dig into the detail, so we understand these clear differences between filming with a professional actor or two, and simple with filming with solely your own staff or contractors.
1 – YOUR OPERATIVES ARE FAR TOO BUSY

There are many instances where you'll need to see staff carrying out safety-related work activities, eg:

- identifying changes to the Risk Assessment or Method Statement (RAMS)
- wearing the correct PPE appropriate to the task.
- operating equipment, vehicles, plant & machinery safely
- keeping a tidy work area
- using a spill kit or other specialist safety equipment (BA, scanners etc)

The list is long.

This means hijacking 2-5 people from their daily duties to appear in video, over 3 days of filming.

Typically 100-150 scenes will be required to be filmed.

Most factories or sites don’t have this many spare staff available for this long.

It can be cheaper to hire a couple of actors, than hire-in extra contractors to play these cameo roles.
2 - YOUR OPERATIVES CAN’T SHOW WHAT THEY’RE THINKING

In a modern safety video production, you’ll need to introduce the elements of your safety culture

– as apart from solely filming a simple list of compliance-based do’s & don’ts.

For example, when filming a Stop & Think or POWRA or similar situation where the operative or team leader is meant to use their intelligence.

For example, when a contractor considers whether to access a locked off machine, or by-pass a machine guard in some way.

In these situations, the contractor being filmed needs to register intelligence & thought as they Stop & Think.

Own staff can rarely accomplish this.

They look wooden – which is to be expected as they’re not trained to act.

By contrast a professional actor will register thought & intelligence, conveying the safety culture message: Stop & Think, or, Don’t Walk By etc

This is just one example.

In any safety video, there are many situations like these, where it’s important to register thought & intelligence on-camera.

Which is exactly what an acting professional is trained to do.
YOUR STAFF OR CONTRACTORS WILL INVARIBLY LOOK WOODEN

Consider this:

You’re asking your workforce or contractor audience to watch a 10-15 minute video.

And the video is populated by people who look wooden.

How much notice is an operative going to take of wooden characters, especially if the same boring characters keep cropping up in the video in different scenes?

Professional actors will hold the audience attention in a 1,000 small ways.

And your audience will watch – instead of drift off.

OWN STAFF TAKE LONGER TO FILM

Most scenes in a video need filming 3-5 times, perhaps from different angles, or with closer shots.

A professional actor knows how to keep the same position and gestures for each shot.

An amateur doesn’t – they shuffle and move and generally forget what they did for each take.

With maybe 150 scenes (and 500 individual camera shots) for the average contractor induction video, this slows the whole crew down.

Everything runs slower.

An actor works much faster, and gets more done

- because they’ve been professionally trained to do this.
5 - OWN STAFF MAKE YOUR VIDEO LOOK HOMEMADE

Actors add added-value into every scene.

They add – not take away value.

The net result of using actors is a better overall finish to your video.

And this will make your contactor audience pay more attention when viewing.

Contrast this with the homemade look & feel that invariably comes from filming your own operatives.

SUMMARY

Please don’t take it that using your own staff isn’t possible.

It is.

But you’ll get a better result by mixing in an actor or two for demonstrating or illustrating the safety messages you want to convey.

And the real cost is probably much lower than you think.

Consider this:

“It’s okay to pay to get a thing right.
You just don’t want to get it wrong”

So where does the corner cutting stop?

No one will thank you for producing a cheap video that is sort of okay

– when something much impactful & effective could have been produced for a little more.

Your safety training video will last you 10 years.

So consider using actors for a more professional video that will go the distance with you.
Motion graphics is simply a fancy way of saying “use captions in your videos” plus a little bit more.

Having said that, the number of “bad captions” I’ve seen in safety videos almost defies belief.

THE PURPOSE OF CAPTIONING

Captioning is there to reinforce verbal messages so the audience remember the message better.

But when captions are used in video, we frequently see a dislocation occurring.

Let me explain this dislocation:

• **The captions are too long**, making the viewer spend too much time reading - or give up altogether if they're foreign with English as a second language. The audience are dislocated from the video while they struggle to read.

• **The captions aren’t perfectly synced** with the spoken voice words so a partial dislocate can occur - requiring the viewer to play catch-up as they try to figure out what they've just seen & heard.

• **The captions are the wrong tense**, ie, the voiceover says “doing it” and the caption says “do it”. These little errors cause further dislocation.

• **Too few captions are used**, which means opportunities to reinforce the video flow with key text messages is missed.

The above points on captioning are subtle.

But unless your training video producer thoroughly understands this, your video will underachieve.

In reality, most people - safety & video pros alike - neglect to think through how the captioning will be carried out.

And the end result is underachievement - and no one knows why!
3 - USE MOTION GRAPHICS TO EMPHASISE YOUR KEY MESSAGES

CAPTIONS ARE BEAUTIFUL NOT UGLY

The ideal caption blends in with the video action running behind it - yet still stands out.

Yet all too often the caption looks “stuck on” as an afterthought to highlight something that doesn’t look too clear in the video.

Great captions - beautiful captions - glide on to sit perfectly in their chosen area of the screen - perfectly timed - perfectly worded - and nice & short

And because no dislocation occurs, the audience readily absorb the message.

The results are tangible.

People are more motivated towards your safety requirements because they understand & remember precisely what they’re supposed to.
SAFETY TRAINING GRAPHIC CONCEPTS

To help perfect your next safety training video it's helpful to know the exact reasons why graphics are used.

The advantages of graphics - including captions - are:

- They add another layer of lustre to filmed images, making the whole production more impactful & exciting.
- The animation used to bring on graphics (or charts) makes everything look a bit better
- As mentioned above, captions highlight key messages, making them more memorable
- Graphics lend a thematic unity to an otherwise potentially disconnected series of still and video clips.

Additionally, all graphics are in your corporate style, reinforcing the company brand - and your safety branding.
AND FINALLY - WHAT ARE MOTION GRAPHICS

Motion graphics is just another word to describe how all the graphic info we've discussed above (captions etc) actually animate on screen.

There are few golden rules on how motion graphics should be applied, ie, how a caption or chart or logo should animate onto the screen.

But it can be simplified this way:

> Junior Editors tend to use gimmicks for their graphics or use minimal motion graphics

> Motion Graphic Designers (senior editors) intuitively make every graphic animate on perfectly to suit the flow of information in the video.

Which is why many large corporations, when issuing tenders for safety video, specify an editor with 5 years of experience minimum.

SUMMARY

• Don't take captions for granted - or you'll dislocate some of your audience

• Captions should look beautiful

• Great graphics create a thematic unity to your video - plus they reinforce your brand.
By animation I mean animation that looks like this

Using animation for training in safety is new to many.

But it can be a major route to perfecting your video message

THERE ARE 6 BIG REASONS WHY YOU MIGHT PREFER TO USE ANIMATION INSTEAD OF FILMING:

1 - Everybody loves cartoons. Audience acceptance is a given

2 - No filming is required, which makes the job of video production much easier for the safety professional, who is otherwise tasked with days of organising, planning and attending shoots.

3 - Accidents, near-misses & the consequences of unsafe behaviour are much easier to portray, compared with staging a “real accident” - which often carries some unwanted negative overtones, ie, people get hurt, or seen to do the wrong thing.
4 - With animation, you can be less formal and more direct - avoiding the “dry approach” that can bore people to death. Animation lets you say “what you really mean”.

5 - The animated characters can look exactly how you want

6 - Animation costs about the same as live video filming

MOST OF ALL: ANIMATION ENGAGES
Often, safety managers want their video to be integrated with some sort of validated learning process.

For example, where:

- Each major section of the video needs an interactive quiz or test
- Interactivity is required to generate more audience engagement
- Some site specific hazards need additional powerpoint training for a small group of operatives (think: scaffolders, telehandler operatives, crane supervisors, etc)
- Guidance notes for trainers or team leaders are required, eg, how to lead a Q&A session after watching the video, complete with sample questions to get the discussion started.
- The whole training video package is needed to be viewed online - or offline as required
- The results from the training & tests need to be integrated into a wider Learning Management System (LMS), or automatically uploaded to each individual’s HR record.

**FOR THIS WE USE MULTIMEDIA.**
WHAT DOES MULTIMEDIA DO

Multimedia lets you include menus, quizzes & support documentation into your video production.

These menus, quizzes & support docs are often essential in supporting the main video message.

Multimedia also gives you the capability to design the perfect safety presentation, as it’s not limited by the constraints of video, and can include virtually anything you want.

Here’s a simple flow chart for a Contractor Safety Induction video, repurposed as a multimedia safety training package:
Here's what this multimedia achieves over and above a simple video presentation:

• The menu lets the trainer select the precise training mix required
• Individual modules can be easily viewed as refreshers ie training on-demand
• Every section is validated
• The quizzes are engaging, interactive & fun
• The capability to use specific Powerpoints is included
• A contact email is provided for answering queries & problems.
Thank you for reading our White paper

If we can be of any assistance with your Training requirement don’t hesitate to get in touch

WEBSITE
http://www.rossiterandco.com

PHONE
UK 0845 366 4131
International: 0044 1695 726887