Local Safety Campaign Attracting Attention While Raising Awareness

By Michael Michalski

Ford Windsor’s site-wide, localized Safety Poster Campaign continues to generate buzz, excitement and awareness – both here and across the nation.

Featuring employees from Windsor Engine, Essex Engine and the Annex, the large, eye-catching, in-house-designed posters debuted in late June. Ford Windsor Health and Safety representatives report that employees are giving rave reviews of the campaign and its effectiveness, with each new poster quickly becoming a “must-see” in terms of which employee will be featured next.

“We think it’s great that everyone is making a point to go and see the weekly posters,” said Sherri Cerson, Windsor Engine health and safety representative. “When is the last time you heard that about a safety poster?!”

To further increase awareness, engagement and message retention, two ‘Safety Poster Recognition’ contests have also been run, with prizes including tickets to see country music superstar Toby Keith and NASCAR racing at Michigan International Speedway.

Entrants were asked to submit that week’s specific safety message (located on the poster) to wintalks@ford.com with the first correct answers awarded the prizes.

"This is great," said Essex Engine Plant’s Vince Lauzon when picking up his pair of tickets. "Bob (Burd) and I are both big fans. We actually tried to get tickets but the show was sold out!"

Additional Toby Keith winners included Essex Engine Plant’s Todd Matthews, Joe Filiatrault and Vitaly Millerman. NASCAR winners – each of whom took home a four-pack of tickets, a parking pass and other perks – included Windsor Engine Plant’s Steve Pisani, Colin MacEachern and Greg Burns, along with Essex Engine Plant’s Joe Cooper, Jeff Gladon and Valerie Faubert.

News of the contests were posted on the @FordOnline Windsor Site Operations page, at.ford.com/Windsor.

It was there that Tom Davy, health and safety representative for the Ford Motor Company Parts Distribution Centre in Edmonton, AB, took notice.

“In the photo, I recognized an old friend of mine, Vitaly Millerman, and also noticed the poster itself. I really liked the idea of the messaging as well as the look of the poster and thought it would make a nice addition here,” Davy told Windsor Talks.

“It wasn't plant-specific, had a perfect message and could be used at different sites. So I reached out to Sherri Cerson.”

The Windsor posters are now helping inform Edmonton workers about topics such as proper use of personal protective equipment, PMHV awareness and other related messaging.
“It speaks highly of the skill, effort and ONE TEAM approach here at Ford Windsor Site Operations, in that this Ford facility – almost on the other side of the country – saw a story about our posters online, and immediately sought us out to use them,” said Windsor Site Human Resources Manager Ron Derhodge.

For more on the Windsor Safety Poster Recognition contest winners, visit x.ford.com/Keith or x.ford.com/Contest

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