# How to Deliver Safer Workplaces Sooner

Leveraging the power of AI to measure safety culture and deliver insights to support your change efforts
**July 2022**



**Bede Cammock-Elliott**

**ShopCare**
Connecting for healthier workplaces

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# Introduction

## Housekeeping

Muted microphone
Please feel free to use Q & A or chat function to ask a questions
Pole Questions

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**Want to be a speaker?**

**Proposed Critical Risk Topic**

- Site Traffic Management
- Working At Heights
- Transport (Road) /Heavy Goods Vehicles:
  - Chain of Responsibility
  - Distraction
- Long-Term Exposure:
  - Fumes
  - Dust
  - Noise
  - Temperature, etc.
- Psychosocial Harm
- Warehousing/Racking
- Personal Safety & Security

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- Critical Risks
  - Critical Risks Exposure Report
  - HOC's
  - Driver Safety Guide
- VAB
  - SkillsVR
  - Project
- Site Markings Project
- Participative Ergonomics
  - Early Intervention
  - Injury Management
  - First Move

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**Benefits of being a speaker:**

1. Giving back to the community by knowledge sharing with others in the industry: help to communicate solutions to keep workers safer sooner.
2. Create an opportunity for learning and development
3. Networking
4. Test a presentation for a conference on a smaller group
5. Receive a certificate recognizing your contribution

# How to Deliver Safer Workplaces Sooner

Leveraging the power of AI to measure safety culture and deliver insights to support your change efforts

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# So what are we talking about?

- Introducing Bede

- What is H&S culture?

- Using CCTV as a tool for assisting H&S efforts

- Obligations & pitfalls in the use of CCTV in a H&S context

- Debunking some terms – AI, deeplearning & neural networks

- How can you apply AI to deliver safer workplaces

- Say Hi to seeo

- Questions & Answers

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# Say hello to Bede Cammock-Elliott

- Management Consultant ISI International London

- European Business Excellence Model Assessor

- Various Technology & HR-Centric roles at Telecom (pre-Spark)

- Founder of seedigital – protect over $5.5Billion assets

- Founder of seeo

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# What is H&S culture?

- Occurs in language – thoughts, words, action

- What is done when no one who matters is watching

- Not how we 'imagine' work is done, but how it is actually done

- Observable in how people talk, & what behaviour is acceptable

Most organisations attempt to codify culture with rules, processes, procedures & hard controls

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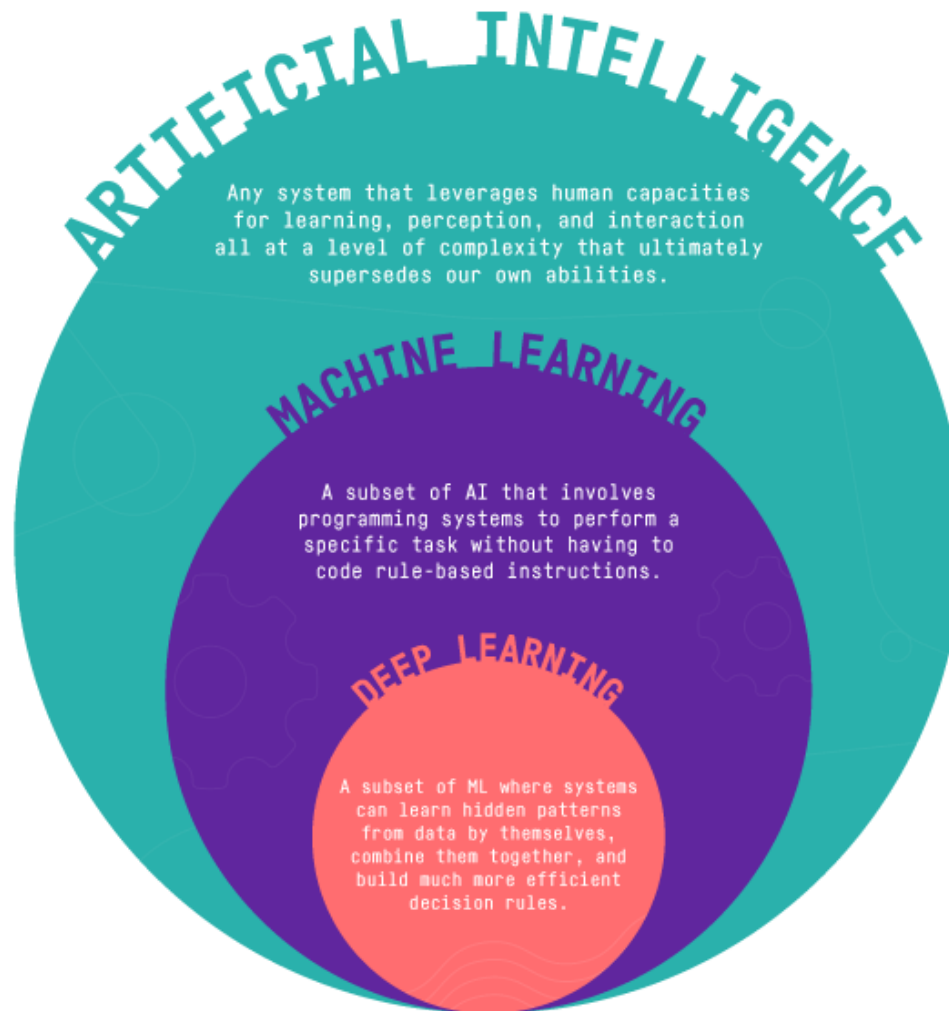KNOW

# How do we change it?

- Requires high levels of engagement from top to bottom

- Start with language - change that and you will change culture

- Poll question – should I know?

- Reluctance to 'know' in the hope that lowers culpability

- Gather lots of data – pre-cursors & events

  - Audits / Observations

  - Near miss reports

  - CCTV recordings

- Systematic data gathering is difficult

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# Use of cctv

- Poll Questions


- CCTV is regarded as part of your corporate knowledge

- It is reasonable & practical to 'know' what is recorded

- Not 'knowing' is not a defence

One of our greatest fears is how do we know our interventions are working? how do you know?

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# Some terms



**ARTIFICIAL INTELLIGENCE**

Any system that leverages human capacities for learning, perception, and interaction all at a level of complexity that ultimately supersedes our own abilities.

**MACHINE LEARNING**

A subset of AI that involves programming systems to perform a specific task without having to code rule-based instructions.

**DEEP LEARNING**

A subset of ML where systems can learn hidden patterns from data by themselves, combine them together, and build much more efficient decision rules.

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# How do you know?

- seeo is a play on the Latin word 'to KNOW'

- seeo events are artefacts of your H&S culture

- CCTV cameras recording stuff you would like to know about

- seeo uses Deep Learning to highlight H&S issues automatically

- seeo gathers statistics so you can track progress across time

- seeosalience highlights the riskiest events first

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# How does seeo work?

# Say hi to seeo

# Q&A

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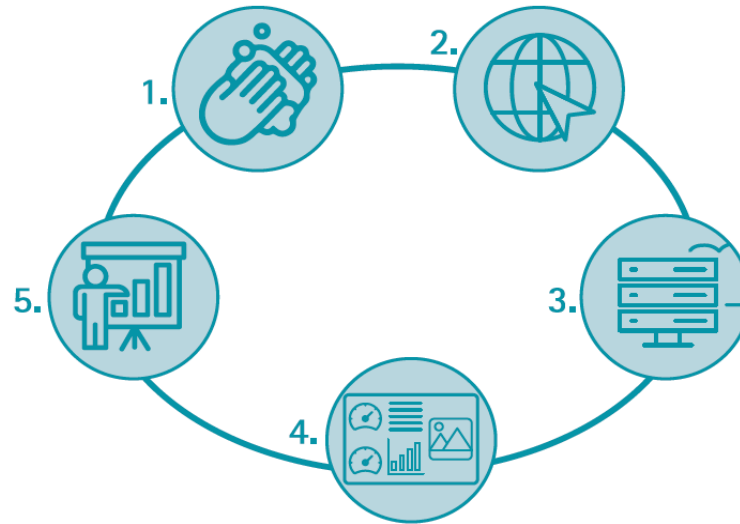
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**THANK YOU**