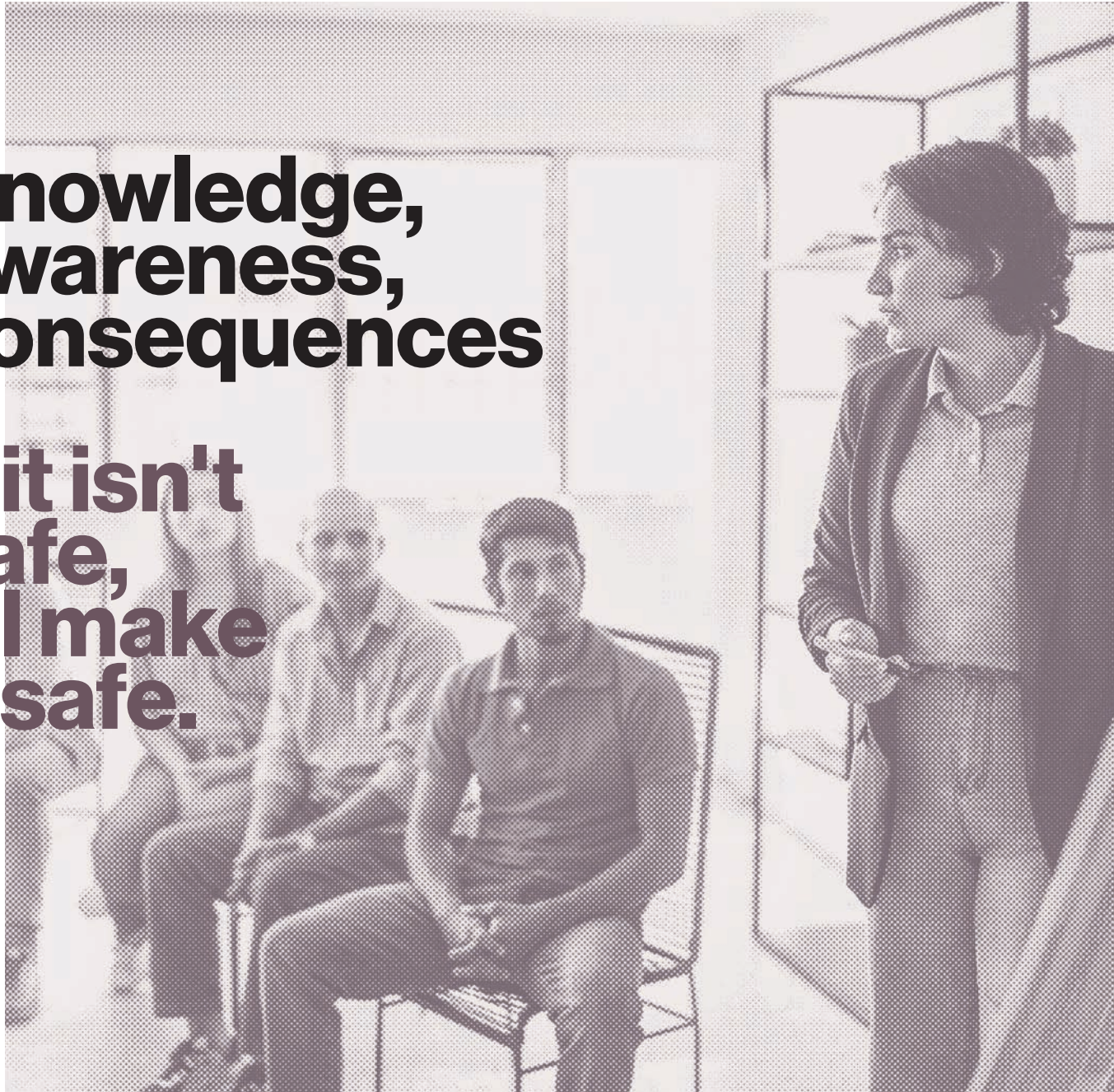


Case Study

**Knowledge,
awareness,
consequences**

**if it isn't
safe,
I'll make
it safe.**





In 2022, a communication campaign was launched at Radici Plastics Mexico with the slogan “If it isn’t safe, I’ll make it safe”, which involved all employees with the aim of increasing the **safety culture**. A course was organised to provide participants with all the tools they need to **recognise a risk situation and act accordingly**. The first theoretical phase, consisting of a workshop entitled “Knowledge, Awareness and Consequences”, introduced the basics and analysed the different scenarios, identifying the risks to which Workers are exposed and the different types of safety that need to be implemented. A doctor and an occupational safety specialist carried out the training for the staff, assessing their initial and final level of knowledge. The second practical phase was an exercise called **“Colleagues look after Colleagues”**.

In the first simulation, colleagues deal with a person falling from a mezzanine and suffering a fractured skull; in the second, a person suffering a sulphuric acid burn inside a laboratory. In both cases, the members of the first aid team took action to assist their colleagues, putting into practice what they had learnt during the course. Participants were thus able to gain **practical experience and much food for thought**. The initiative was well received and will be repeated in 2023.
