
How Lafarge Halved Unsafe Acts -The Meerkat Way



Lafarge Plasterboard chose All For One – The Meerkat Way as the core ingredient in their latest, hugely successful, safety campaign.

Now, the results are beginning to show, we looked at how Tracey Hindley and her team of colleagues at the companies Bristol HQ took the Lattitude produced global training phenomenon and revolutionised the companies safety culture.

The Situation

Lafarge Plasterboard had always shown an enormous commitment to Health and Safety but now wanted to prove their workforce was capable of achieving world-class results.

Tracey Hindley and her colleagues designed a safety initiative to change the safety culture within the business at all levels, based around Lattitude's, All For One – The Meerkat Way.

Objectives included:

- Changing and improving the working environment by making safety a priority
- Helping to create a progressive and safe organisation
- Reinforcing the company's 'Zero Lost Time Incident' vision
- Making managers feel and understand that they are instrumental in changing the safety culture

Tracey's aim was to create a culture where individual employees felt comfortable challenging safety at all

levels, taking responsibility for their own welfare as well as their colleagues and the working environment.

Lafarge were looking for a fresh and engaging approach and found that, "the light hearted tone of All For One – The Meerkat Way (and the Meerkats themselves as a theme) created a common language for talking about safety, giving people the confidence to tackle unsafe behaviour when they see it."



A wild meerkat 'on watch' in the Kalahari desert

