

Safety Culture Measurement

CONDUCTING INITIAL TEAM MEETING

Once you have identified your team members arrange to have at least one or two meetings before introducing the safety culture survey.

By bringing team members together to pursue a common focus, better decisions, commitment, support and implementation can result.

Conducting the initial team meeting

The aim of the meeting is to:

- ✓ Introduce all team members (including Executive Sponsor and coordinator)
- ✓ Identify key people to involve early
- ✓ Discuss what would be the local issues or obstacles to implementing the safety culture survey e.g. staff fear that data could be used against them
- ✓ Discuss and agree on some strategies for managing those issues
- ✓ Discuss any process issues re data entry (QARS)
- ✓ If staff unable to access online survey have a plan for those to use the paper form
- ✓ Plan collection and data entry

Measurement / outcomes

- What metrics does the project team want to use to assess the impact of the safety culture survey?
- If you decide to collect the process measure associated with time-related activities, how will that happen?
- Who will be responsible for overseeing the measurement activities?

Response rates

Response rates are crucial for the data to be representative of the safety culture in the organisation or team. The minimum threshold the CEC recommends for response rates to be representative is 30%¹. Staff should be encouraged to complete the survey, as every opinion is critical in forming an accurate reflection of the safety culture.

Achieving a high response rate is important for making valid generalisations about your organisation. In other words, there must be enough survey respondents to accurately represent your organisation before you can legitimately present your survey results as a reflection of your organisation's safety climate.

- Response rates should represent at least 30% of staff
- For teams of less than eight, the SAQ is not an appropriate tool. Instead consider a facilitated discussion. This is to maintain confidentiality and reduce identification of respondents
- If you wish to dissect the results and create reports for the separate participant groups there must be at least eight respondents per group (e.g. for professional groups this means at least eight medical respondents, at



¹ Random Sampling in Employee Surveys. Culture Amp. Retrieved from <https://academy.cultureamp.com/hc/en-us/articles/115005415169-Random-Sampling-in-Employee-Surveys> on 26 September 2019