Atlantic Alliance Symposium
– 23 September 2005 –
A Manufacturer’s Response to Health and Safety Needs
“Nothing is more important than safety – not profits, not production or shipments, not even quality – at the end of the day, safety is about people, and people must come first.”

“And that safety commitment extends to our dealers and customers as well. Safety needs to be top-of-mind as we design new products.”

Jim Owens – Minexpo
27 September 2004
Customer Health and Safety

My sole job is to develop and implement a Customer Health and Safety Strategy throughout the Caterpillar enterprise.

It is not about what *can and cannot be* done... it is about what *needs to be* done!
The Customer has been defined as anyone in, on and around heavy equipment.

Technicians, Operators and Bystanders
Customer Health and Safety

Not developed in a corporate board room but based on the facts and data of what a customer or industry needs and regulatory directives.
294 Individual Line Items
128 Consolidated Lines
61 Sub-Categories
6 Categories

- Documentation
- Product Design
- Training
- Suppliers / Logistics
- Strategy
- Safety Awareness

No Industry Leader
“You can put everyone in a bag, shake it up, and pull one out. They are all about the same.” – Tim Thomas
UCM Equipment Manager
Customer Health and Safety

Part of the culture at Caterpillar. Not just an exercise in economics but a lasting part of Caterpillar’s legacy

Safety *needs* to happen because it is the **right thing to do!**
## Target Zero – Culture Change

### Customer, Industry and Regulatory Feedback

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<th>Actions Implemented</th>
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### Customer and Industry Needs; Regulatory Requirements

Caterpillar’s Safety Commitment – From the Top
Customer Health and Safety

Elements of Customer Safety Strategy

Access and Egress
Anchor (Tie Off) Points
Fall Protection
Lock out / Tag out
Cab Protection
Serviceability
Cell Phones and Radios in the Cab

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A call to Action! through informed decisions
What does Caterpillar need to do to set a new standard for safety?

Priority Rank (1 – 5)
1 – Low
5 - High

Red – Needed now
Yellow – Needed soon
Blue - Needed
Customer Health and Safety

- Contact me if you have additional questions, ideas or comments:
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Thank You