ROSEBURG FOREST PRODUCTS: LEVERAGING ROBUST SAFETY DATA TO REDUCE RISKS

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A pioneer in the forest products industry, Roseburg Forest Products, exemplifies what it means to effectively convert data to actionable insights. Established in 1936, Roseburg is a family-owned company known for its vertically integrated approach to manufacturing wood products, from forest to finish. Spanning 14 manufacturing locations in the United States and Canada, with headquarters in Springfield, Oregon, EHS professionals at this dynamic organization take safety to the highest level to protect people on-site.

We spoke with Cassandra Crosier, Roseburg's Environmental Health & Safety Coordinator, to learn more about how the EHS team at Roseburg stays proactive using safety data. A proud Alcumus eCompliance customer since 2016, Roseburg has accelerated a shift in safety culture and the implementation of a digital EHS solution with enthusiastic support from its executive team.

Alcumus eCompliance has helped them go from leveraging only 25% of the data gathered, to now up to 75%. Cassandra and her team can now effectively identify strengths and weaknesses within their safety program and make data-driven decisions to protect workers, leading to several safety accomplishments including a Days Away Restricted or Transferred (DART) rate of 0 at several locations! With the right information at their fingertips, the EHS team has been able to stay ahead of risks to create a safer working environment.
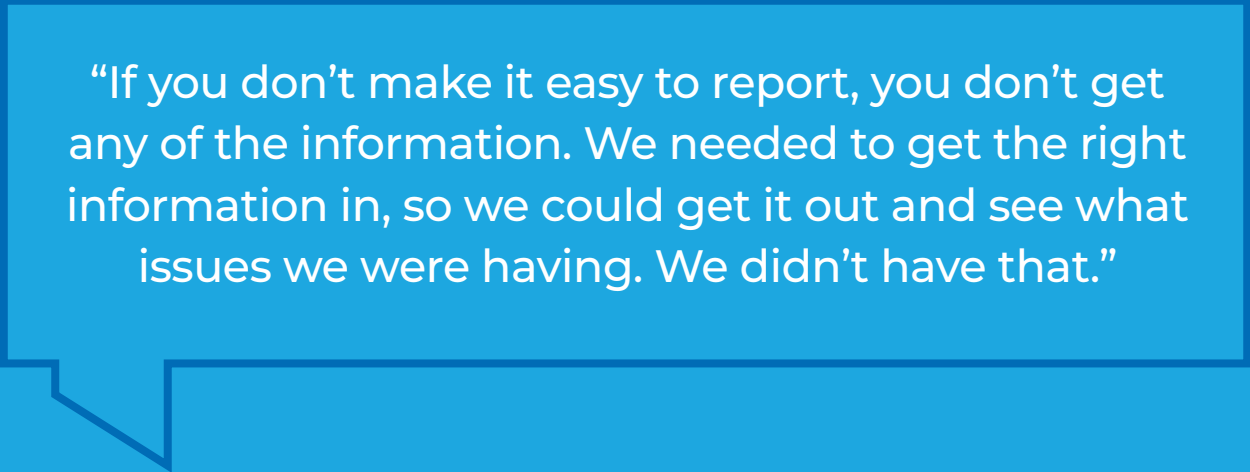
THE CHALLENGE

In high-risk industries like forestry and manufacturing, safety is a challenge. Emphasizing safety is of the utmost importance at Roseburg, with it representing one of the company's four Core Values. Before Alcumus eCompliance, Roseburg's safety professionals were unable to effectively capture or track information, relying on a paper-based system and antiquated software. The EHS team didn't have great visibility into injuries that occurred, unless it resulted in a workers' compensation claim. Pinpointing gaps in their safety program was difficult, and achieving safety excellence was nearly impossible.

Cassandra and her team, led by John Myers, Director of Environmental Health & Safety, knew that in order to protect workers from all potential risks and hazards, they needed a digital solution which would deliver results and ensure all team members went home safely at the end of the day. Prior to Alcumus eCompliance, they used another digital safety solution which they began implementing at the organization. However, problems lingered because of the system's complexity. Team members found it too complicated and were reluctant to fully engage with it. Even Roseburg's EHS professionals found it limiting because of the lack of customization options. Ultimately, only about 25% of the data collected was usable and only an eighth of injuries were reported.

With the inability to gather efficient data and low engagement rates from team members, John and Cassandra realized the organization needed a big cultural shift in order to reach its safety goals.

"We needed buy-in from team members—for them to believe safety is a value and that we meant what we said," Cassandra told us. In 2015, the decision to bring safety to the forefront and invest in changes was made and supported by the company.

And so began the hunt for another digital EHS solution and a swift shift in culture to push Roseburg out of its reactive safety behavior and toward a more proactive approach.

> "If you don't make it easy to report, you don't get any of the information. We needed to get the right information in, so we could get it out and see what issues we were having. We didn't have that."

Cassandra Crosier, Environmental Health & Safety Coordinator - Roseburg Forest Products

THE SOLUTION

One of the most important criteria John and Cassandra kept in mind when searching for another solution was ease of use. It was essential that team members could complete their safety tasks in record time. The ability to create and build forms was also another key ask, which would help the team gather the right data to mitigate risks and truly revolutionize safety at their company. Alcumus eCompliance delivered on both ease of use and the ability to create and build forms, among many other features.

"Alcumus eCompliance is not complicated at all," Cassandra said. "We could put it in the simplest form possible to get the data out. That was a huge selling point."
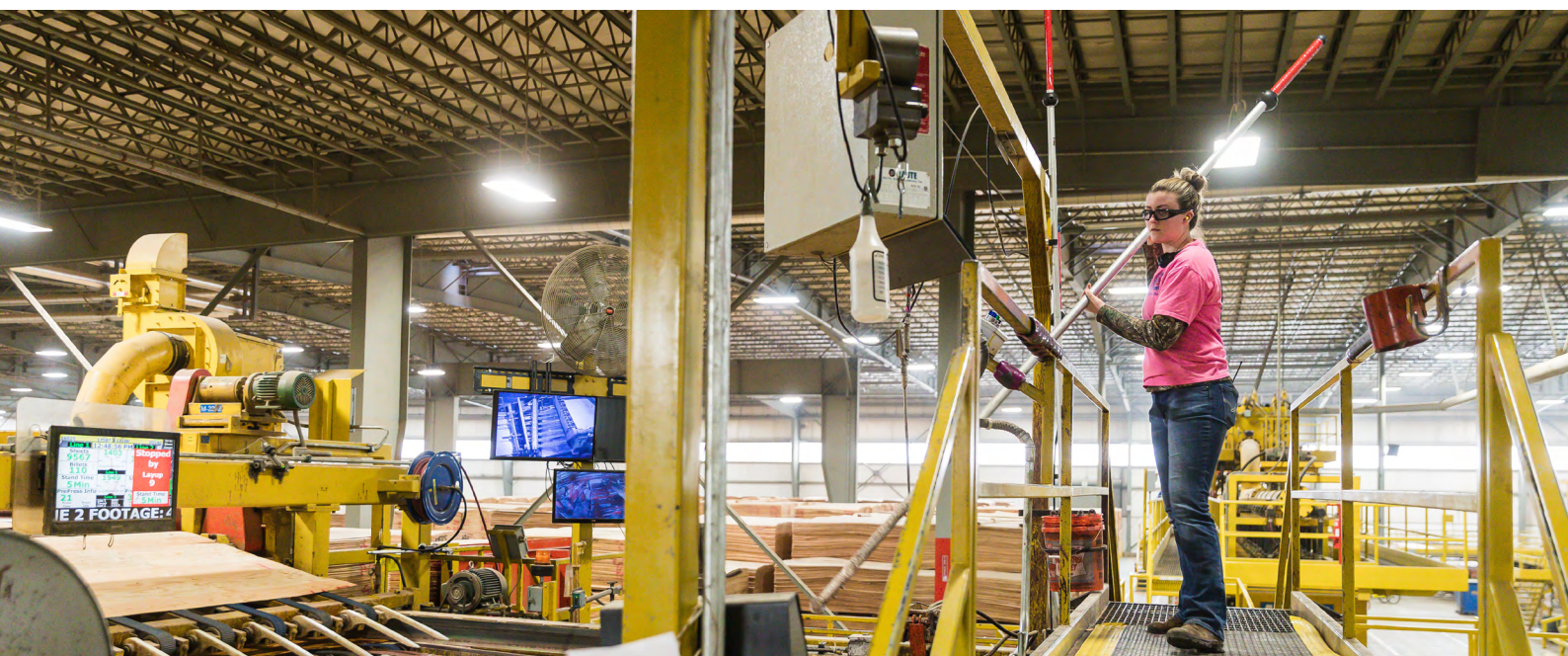
In 2016, with Alcumus eCompliance by their side, Cassandra and John began implementing internal compliance audits, developing S.A.F.E.R. work permits, standardized monthly training to team members, updating hot work permits, creating contractor incident and property damage forms—and that's just the beginning.

"We didn't have audits prior, for example," Cassandra told us. "So, we started an auditing process. This was amazing as an audit tool because it made it super easy for us to track action items that needed to be corrected. That was another big selling point."

It was now easy to create forms and custom reports, allowing them to capture the data needed to make a change.

> **"** Alcumus eCompliance was so smooth to capture the data and see it. It was simple to figure out how to make forms and didn't take a lot of time. The flow from start to finish was easy. **"**
>
> **Cassandra Crosier,
> Environmental Health
> & Safety Coordinator
> Roseburg Forest Products**

Something Cassandra and her team were most excited about was the creation of their own hazard form. This proactive form played a major role in creating a safer environment and moving from a more reactive safety approach to a proactive one.

"All that we were looking at before was reactive," Cassandra told us. "When we got Alcumus eCompliance, we created the hazard form and custom reports. Now, we could see all the pass/fails in the reporting system and could see how the questions were answered. This made it easy to track the action items to hold team members accountable."

The team at Roseburg noticed something remarkable not long after adopting Alcumus eCompliance. Participation and engagement rates rose, as this EHS solution gave the supervisors and team members the buy-in they needed to participate. With the **time needed to fill out forms cut by 80%**, much more data could be collected on the platform in less time than ever.

> " From day one to now, we have a 300-400% increase in participation rates," Cassandra shared. "In May 2016, when introduced, Alcumus eCompliance had 167 incidents reported for that month. In May of 2020, 846 incidents were reported in that month. "

This increased engagement accelerated the culture shift needed to create a safer work environment. *Zero to the Core*, reflecting Roseburg's value and safety culture, was soon created by the safety team, encompassing four elements team members should live by. These included Safety 24/7, Detail Focused, Safer Together, and Because We Care, which all encompass the idea that safety is always important and is achievable as a team.

When the organization felt they truly embraced safety and stood by it in actions as well as words, Roseburg adopted *Safe to the Core* into their Core Values in 2018. *Safe to the Core* is a daily reminder to all team members that safety excellence is a top priority at Roseburg.

THE IMPACT

With a robust digital EHS solution in hand and the culture quickly shifting, Cassandra and her team were able to work together to create a safer, more proactive environment. Increased reporting across the board allowed the team to go granular with configurable options and gave them a 360° view of exactly what was happening within their safety program. With such detail and insight, they were able to make quick, data-driven decisions to mitigate risks.

One interesting find that surfaced with their enhanced reporting capability was the discovery that new hires, with less than a year's worth of experience, were the ones who were being hurt the most. New hire injuries were leading the way at 39%.

"We changed the new hire process company-wide because of this," Cassandra said. "We made every new hire training a mandatory of five days, including on-the-floor training. Before, each site got to train their own way, but now it's the same everywhere."

Because Cassandra and her team were able to slice and dice the data, they were able to make this data-driven decision and protect their people. As a result of this change in the training of new hires, Cassandra and her team saw a 10% decrease in those injuries.

"Alcumus eCompliance gave us the data we needed to stop being reactive," Cassandra said. "This solution let us be proactive and get ahead of injuries because we were not limited with the questions we could ask on forms. Now, we are asking more specific questions down to the behaviors that caused the accident, like horseplay, lifting…and we can manage what data we want to see. We couldn't do that before."

Cassandra Crosier, Environmental Health & Safety Coordinator - Roseburg Forest Products

With Alcumus eCompliance, Cassandra and her team can now **use up to 75% of the data, from a mere 25% previously**. With the enhanced version of Safety Intelligence, the robust reporting engine found within Alcumus eCompliance, Roseburg will be able to take it one step further with the ability to drill down to even more specific data points and leverage key EHS insights to further protect their people.

"Safety Intelligence is easy to use and the new enhanced version is beautiful. It really has a wow factor when you see it compared to the old one," Cassandra told us. "When you open the report, it is easy to walk through the steps of filtering to get the data you need out."

Having the ability to optimize and leverage EHS data can truly make a difference at an organization, as Roseburg has illustrated. When asked what advice she could offer to other safety professionals Cassandra said,

> " Embrace the simplicity of technology so you can see what's happening and be more proactive vs. reactive. "

We are honored to have Roseburg as a part of our safety community and cannot wait to see what the future has in store for these pioneers in safety.

Are you using the right tools to easily deliver data insights to mitigate risks at your organization? **Speak to one of our safety experts today** to see how our suite of safety products at Alcumus can help protect your people.

ABOUT ALCUMUS

Alcumus is a leading provider of technology-led risk management solutions providing clients with advice, expertise and support to help them identify and mitigate risks, navigate compliance and keep people safe. It supports clients with a wide range of risk management services, including products across Supply Chain Management, EHS Software, and Asset Inspection Systems.

Our people are at the heart of our business, building strong relationships with our clients to understand their needs, minimize risks and navigate compliance through our in-depth knowledge of your sector, regulations and challenges.