

# Utilising Field Based Campaign to Enhance Safety Performance Trends

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## **Abstract**

### **Objective:**

Field rig safety campaigning could be used as a tool to enhance safety performance trends. Utilizing field visits to the rigs to communicate directly to the frontlines about safety has an impactful result, as many studies have shown. The aim of conducting a face-to-face campaign is to create an emotional connection with the rig crew, to receive immediate feedback, and to build trust, as well as to ensure higher crew engagement so that all safety concerns raised by management are received correctly. Combining all of this, and more, will help in reducing or maintaining the key performance indicators (KPIs) for health, safety, and environment (HSE) by increasing safety awareness.

### **Methods:**

The campaign delivery methods are versatile to ensure communicating the message to as many people as possible. The method used in our campaign was conducting rig visits to communicate directly with the drilling crews. The campaign did not only focus on communicating incident trends and repetitive causes, but it also focused on cascading all messages raised during management meetings and workshops to bridge the gap between management and rig personnel for more transparency.

The campaign that was conducted consisted of delivering safety statistics, incident reviews and incident analyses along with lessons learned. Incident reviews and analysis posters were prepared with easy-to-understand infographics, in Arabic and English, which were posted at different locations on each. The posters delivered safety messages clearly to every rig employee. In addition, each campaign included a workshop and an open discussion where the team engaged with the crew and heard from them about their safety concerns as well as answering all their inquiries. Furthermore, a survey was completed by rig crew to help with assessing the effectiveness of delivered safety material and communication methods.

### **Results:**

The field-based campaign has yielded favorable results as the safety KPIs have trended positively over the time period the campaign took place. One of the factors in the significant reduction in the total recordable incident KPIs could be attributed to field visit campaigns along with the increase in the number of safety observations; both positive and negative.

This indicates that utilizing field-based campaigning is a valuable tool for having direct communication with the crew as well as delivering managerial messages and concerns. The campaign conducted was received positively by both crew and management. The survey conducted has revealed the enthusiasm of the crew members to engage in such campaigns in the future, and to have more easy-to-understand infographics incident reviews and analyses. The same survey results were used to help improve our reporting and communication methods.

### **Novel:**

By employing a diverse range of content delivery channels, including posters, animations, and presentations in both Arabic and English, we have successfully expanded the pool of recipients, ensuring comprehensive coverage and education for as many individuals as possible. While this approach is not new, it is the innovative method of delivery that truly sets it apart and makes it a unique and effective approach for ensuring accuracy and consistency.