



Training Solutions, Delivered!

BRIAN'S STORY:
You Can Make A Difference
(Concise)

**Leader's Guide, Fact Sheet
& Quiz**

Item Number: 3954
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This easy-to-use Leader's Guide is provided to assist in conducting a successful presentation.

PREPARING FOR THE MEETING

Here are a few suggestions for using this program:

- a) Review the contents of the Fact Sheet that immediately follows this page to familiarize yourself with the program topic and the training points discussed in the program. The Fact Sheet also includes a list of Program Objectives that details the information that participants should learn from watching the program.
- b) If required by your organization, make an attendance record to be signed by each participant to document the training to be conducted.
- c) Prepare the area and equipment to be used for the training. Make sure the watching environment is comfortable and free from outside distractions. Also, ensure that participants can see and hear the TV screen or computer monitor without obstructions.
- d) Make copies of the Review Quiz included at the end of this Leader's Guide to be completed by participants at the conclusion of the presentation. Be aware that the page containing the answers to the quiz comes before the quiz itself, which is on the final page.

CONDUCTING THE PRESENTATION

- a) Begin the meeting by welcoming the participants. Introduce yourself and give each person an opportunity to become acquainted if there are new people joining the training session.
- b) Introduce the program by its title and explain to participants what they are expected to learn as stated in the Program Objectives of the Fact Sheet.
- c) Play the program without interruption. Upon completion, lead discussions about your organization's specific policies regarding the subject matter. Make sure to note any unique hazards associated with the program's topic that participants may encounter while performing their job duties at your facility.
- d) Hand out copies of the review quiz to all of the participants and make sure each one completes it before concluding the training session.

3954 BRIAN'S STORY:
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FACT SHEET

LENGTH: 10 MINUTES

PROGRAM SYNOPSIS:

Jeff Bell received the phone call that every parent fears. His son Brian, a young man full of potential and promise, had been killed on the job. In this powerful presentation, Jeff Bell introduces his son Brian and takes the audience step by step through the events leading to his death. During his presentation, Jeff, an experienced safety facilitator for a large paper mill, takes every opportunity to explain what is required to prevent such tragedies.

PROGRAM OBJECTIVES:

In addition to powerfully describing the loss of a loved one, Jeff calls each viewer to action by stressing the following critical safety points:

- Look out for your co-workers; have the courage to speak up.
- Ask “what if” to try and foresee unexpected hazards.
- Inspect equipment before use.
- Be aware of pinch points, line of fire and shifting loads.
- Everyone can make a difference; get involved in safety.

INSTRUCTIONAL CONTENT:

BACKGROUND

- The type of safety culture we’re trying to achieve is where everybody looks out for each other and when somebody steps up and says something to someone, that person says thank you. Make no doubt about it, everyone can make a difference, according to Jeff Bell.
- Jeff was at a big safety conference where a CEO of a major company was explaining his company’s commitment to safety and said, “The toughest thing you will ever do is pick up a telephone and call someone’s loved one and tell them they’re not coming home.”
- “I was sitting in that audience and told myself, ‘There’s one thing tougher than that; that’s being on the receiving end of that phone call,’” says Jeff.
- Every single day, 16 people die from injuries sustained on the job. Jeff says he is there to put a face on that statistic and it happens to be the face of his son Brian.

BRIAN’S CHILDHOOD AND ADOLESCENT YEARS

- After showing the audience various photographs of Brian, Jeff tells them about Brian’s childhood and life as a young adult.
- Besides hunting and fishing, Brian was a black belt in karate, wrestled and played football in high school. He was offered a football scholarship to three colleges and chose Culver Stockton in Canton, MO.
- Even though he received scholarship, Brian knew it was a hardship on the family to go 850 miles from north Florida to go to school. So every year, he would come home in the summer and work to save spending money for college.
- Brian worked three summers at the mill where Jeff worked, but the mill was going through cut backs the fourth summer and couldn’t hire him. Brian’s friend Mack agreed to hire Brian to help build condominiums up and down the coast of Florida.

BRIAN GOES TO WORK FOR MACK

- Jeff and Brian went and bought a hammer and hardhat during the summer of 1999 and Brian went to work for Jeff’s friend Mack building condos.
- One day, Brian was wearing Jeff’s hardhat and Jeff asked him why. “Dad, when I wear that white hardhat I stand out like a sore thumb, but when I wear that hardhat will all these stickers I fit right in with all those guys,” replied Brian.

- Jeff was preparing rods and reels one afternoon for a weekend fishing trip with Mack and their sons when he decided to go inside and check on the weather. When he did, he received a telephone call from Mack who said that there had been an accident on the jobsite involving Brian and that Jeff needed to go to the hospital in Jacksonville.
- After arriving at the hospital, members of the emergency room went on and on about what they had done to save Brian's life. When Jeff asked them if he was okay, they said, "No, your son is dead."

HOW BRIAN DIED

- When building condominiums, workers pour the floors, take a form table that weighs 16,000 pounds, put it together, raise it with a series of jacks and stabilize it, according to Jeff.
- On August 3, 1999, Brian was operating one of those jacks. He was standing in front of a two-foot wide support column with the form table right in front of him. "Now I'd like to think every person in this room would have recognized that Brian was in the line of fire and in a pinch point if that form table had shifted," says Jeff.
- Neither Brian nor anyone else on the job recognized the pinch point.
- When they were lowering the form table that day, one of the jacks slipped and fell. A brass nut on the jack hadn't been inspected and the inside of it was worn out. When it fell, it let the jack opposite of Brian fall.
- When that side fell, it caused the 16,000-pound form table to shift forward and Brian was pinned between it and the column behind him, killing him.

HAVE THE COURAGE TO STEP UP AND MAKE A DIFFERENCE

- "My son died doing something that had been done over and over and over again that same way," Jeff says. He asks the audience if they have ever seen someone or done something and somebody stopped them and said, "You know that might not be the safest way to do it;" and, they respond "I've done it 1,000 times this way."
- "The thousand and first time may be the time that kills you," says Jeff. "If you look over and see one of your co-workers doing something and that little question mark goes off and you say 'You know they might get hurt if they keep doing that.' That's not the right way to think."
- "The way you've got to look at is this: they will get hurt doing that; it's just a matter of time. That's why it's so important that everyone of you step up and intervene, make a difference," Jeff says.
"I'm going to tell you, this was the most important piece of safety equipment on that job, but it didn't save my son's life," Jeff says.
- "Your co-workers, people like you, looking out for each other, having the courage to step up and make a difference, you are the ones who are going to get us to place where no one gets hurt," he adds.
- If somebody had seen Brian and told him to move two feet to the left or two to the right, Jeff tells the audience he wouldn't be there telling his story.

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ANSWERS TO THE REVIEW QUIZ

1. b

2. a

3. c

4. a

5. b

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REVIEW QUIZ

The following questions are provided to determine how well you understand the information presented in this program.

Name _____ Date _____

1. How many people die every day from injuries sustained on the job?
 - a. 6
 - b. 16
 - c. 100

2. Brian died doing a job he had done over and over again the same way.
 - a. True
 - b. False

3. What did Jeff indicate was the most important piece of safety equipment on Brian's job?
 - a. His safety glasses
 - b. His steel-toed boots
 - c. His hardhat

4. What should you do if you see a co-worker doing something unsafe?
 - a. Step up and stop them
 - b. Talk to them about it at the end of their shift
 - c. Mind your own business and focus on your own work

5. If you perform a task unsafely and get away with it, it's safe to do it that way again.
 - a. True
 - b. False