

Conway, Jennifer

From: Conway, Jennifer
Sent: Friday, October 04, 2013 2:51 PM
To: Mull, Kathy; Johnson, Leanne; Hanna, Jeannie
Cc: Keller, Melanie Kennedy
Subject: RESULTS: Emergency Scenario #4
Attachments: Emergency Scenario Metrics.xls; https://surveys.hersheys.com_ss2_wswebtop.pdf

Here are the results of the September Emergency Response Scenario #4, which was promoted in the September 16, 2013, myHR News and on vision screens from September 9 –30.

For metrics, I attached a comparison between September 2013 and June 2013 and November and August 2012. I used the March 2013 Global Headcount Report for counts for June and September (the most recent available). For some reason, it only shows 1 salaried employee at ICA, 175CA and the 14E Fitness Center. I believe ICA is correct and 175CA and 14E FC are not.

Highlights

- Abandon rate continued to drop (-84%)
- Responses dropped -1.9%. Not a significant decrease, but still evidence of a downward trend. Of the 61 responses, 3 of them are our “Save a Life” communications team (me, Kathy and Leanne)
- Correct responses dropped -3%, but “Yes” responses to the question “Was scenario helpful?” remained at a high of 93.3%. Based on 61 responses, only 4 people answered this incorrectly (and 2 gave justification for their answer)
- The most helpful statistic is participation within location. This measures how many participated from that building. The graph shown on page 5 of the results is misleading as it rates each location against each other (regardless of population of each location). Other than the locations that only have one person in them, 19E Admin saw the largest increase (4.9%) in participation and the highest participation (7.9%). 19E Admin had the largest decrease in participation in June 2013. This time, 200CA had the largest decrease (-5.7%)

History of Emergency Scenarios

- Prior to August 2012, quarterly reminders were sent by stand-alone email to each location with their specific emergency medical response process, along with a link to the information on the myHR website
 - No metrics were garnered other than one time a “Read Receipt” was requested. This is not an accurate measurement since emails can be marked as Read without having done so
- With the push to consolidated emails and reduction in stand-alone emails, four Emergency Scenarios have been launched through the myHR News (or the previous “myHR e-News”) since August 2012
 - The scenarios provide employees with a hypothetical medical situation and four options for handling that situation
 - After selecting the response, the employee is given the correct response and then redirected to the myHR website page with the emergency and non-emergency medical response processes for their location
 - The scenarios were created to give employees a real-life example to apply their knowledge (or lack thereof) of Hershey’s corporate emergency-response process
 - Response rates and other metrics are available through Websurveyor. We know who and where completed the scenario

Assessment

- For those who complete the scenarios, they overwhelmingly rate them as helpful – they provide value
- Response rates continue to drop, and they have never been high

Recommendations

- Set a goal for each scenario of x% participation (participation is more important than the number who get the answer correct as the answer is provided)
- Are employees continuing to demonstrate lack of knowledge as demonstrated through incorrect responses to emergencies?
- How many HEART Team members should we have at each location to facilitate correct responses in actual emergencies? At 19E, we only have nine for a large population, and on any given day, at least one or two are not available to respond. Does this benchmark low?
- If the second and third bullets continue to hold true, more direct education is needed, and I would advocate for moving the scenarios to a push/stand-alone email every six months on a trial basis and track response rates via this method over those pushed through the myHR News

I hope you find this information useful. All of the files are also located in our shared folder.

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