



KAL TIRE PHOTO

Safety is a priority at the 150 mining sites Kal Tire operates at around the world.

# Safety drives Kal Tire

**RICHARD ROLKE**

*Morning Star Staff*

You can't completely eliminate risk on the job site, but Kal Tire is on the road towards that goal.

The Vernon-based global corporation has established safety as a priority among its managers and employees.

"The company has always had a strong focus on safety and we wanted to take that to the next level," said Tracy Cobb-Reeves, director of communications.

Reaching that next level falls under the Journey to Zero campaign.

"It takes time to go on a journey and people do it at their own pace," said Robert Foord, president.

"We provide the resources and environment so people can look after their own safety and the safety of team members."

Risks can occur anywhere, whether it's in a retail store, on a mine site or in the head office.

"There are potential hazards we need to be aware of and we need to train people and make them aware of them," said Foord.

"We are worried about the health and safety of our team members. We want an attitude that says, I care for others. It goes from just complying to believing. It takes an attitudinal shift."

But doing so isn't easy when the company has 5,500 employees across 17 countries, including more than 150 mine sites and retail outlets.

Foord admits that promoting safety in Africa or South America may take a different approach than in Canada, especially because languages vary.

"There are different cultures that view safety differently than Canada but we're trying to work within those cul-



*"It takes an attitudinal shift."*

— Foord

tures," he said.

"We are ensuring leaders in those areas are trained and aware of the cultural aspect in that area so they can deliver the message."

As a result of Journey to Zero, lost time incidents have decreased as have doctors' visits for employees.

"Our absolute objective is to operate as safe as we can," said Foord.

As part of the campaign, team workers have been asked to treat safety as a puzzle by providing feedback and filling in the pieces that improve conditions.

"Everyone has embraced this," said Cobb-Reeves.

"There have been incredible stories of team members and their journey to zero."

Kal Tire has also gone as far as amending its company aims to reflect the significance of the campaign.

"The aims are our guiding principles and health and safety is mentioned specifically," said Foord.

"We want it to be the foundation of what we do for our team members and our customers."

Foord says the goal of reducing potentially dangerous situations will be a success because everyone at all levels of the company gets involved.

"If you see someone not working safely, speak up and say, 'Let's take a look at it,'" he said.

**Doug Cuthbert**

Professional,  
personalized guidance



Cell: 250 550 4203 Bus: 250 549 4161

[dougcutbert@remax.net](mailto:dougcutbert@remax.net)

RE/MAX Vernon • 5603 27th Street, Vernon, BC V1T 8Z5

**"Building Community  
Participating Locally"**



ARMSTRONG SPALLUMCHEEN  
CHAMBER OF COMMERCE

3550 Bridge Street, Armstrong, BC

250-546-8155 [f](https://www.facebook.com/aschamber) [t](https://twitter.com/aschamber) [p](https://www.pinterest.com/aschamber) [aschamber.com](http://aschamber.com)



**powerhouse theatre**



*The Leader in Community Theatre for 52 Seasons*

CHECK OUT OUR WEBSITE for Current & Future Productions, Audition Online, Become a Member, Enter Contests, Rent the Powerhouse and Watch for News on the Okanagan Zone Festival!

**POWERHOUSETHEATRE.NET**

