



Hypothetical Inc
Scene Safety Awareness Campaign

Module 1 Voice-over Script

Note: this document describes a hypothetical project, to address a hypothetical problem for a hypothetical organization. It was created for the sole purpose of demonstrating the instructional design and related skills of the author. All project assets shown here are the product of the author. All project results described here are fictional.

[Collage video with news headline style images and audio reporting various workplace injuries, workplace injury statistics and related imagery. Images layer on top of each other like a “photo pile”. Speed of images begins slowly and increases. Video ends with a final image zooming in, or spinning in, to consume the whole frame. Final image is of statistic showing the cost and lost productivity caused by workplace injuries (in the US, in a period of 1 year).]

[Statistic is: \$170.8 billion dollars, 104 million days lost productivity]

Narrator: [while final image of video is showing, narrator reports statistics from final image] In the United States, workplace injuries cost approximately 170.8 billion dollars, and 104 million days of lost productivity every year. With an estimated 4.6 million injuries per year this works out to about \$37,000 dollars and 22.6 days per injury.

Narrator: Let’s put that in perspective for a typical American worker

[show bar graph of these things compared to the per-injury numbers]

- One week at the theme parks in Florida, for a family of 4, could cost around \$6000 including airfare, motel, meals and park admission. Take three of those vacations in a year and you’d be at 21 days but only about \$18000
- Have you dreamed of visiting Hawaii? You and a partner could spend 11 days at a nice, all-inclusive beachfront resort for about \$12000. Do that twice to spend 22 days and you’re barely over half the cost of a workplace injury.
- Maybe a guided Alaska fishing trip is more your style. an amazing trip will set you back around \$3000 per person per week. Let’s say you and 3 buddies go all in and spend the full 22 days – at \$36000 you gave it a good effort but came up short of the cost of a workplace injury.

Narrator: That \$37000 and 22 days is an average for the total cost to the company. It includes the medical bills, but also other things like the time for someone to investigate the accident and file paperwork. The cost to train someone to fill-in for you and the cost of lower productivity while you are out. It even includes the cost of lower morale caused by an accident.

Narrator: Many of those things are tough to measure and they don’t cost you directly. So, let’s look at the part that does cost you directly – the medical bills.

Narrator: These are the costs for an actual emergency room visit. The injury was a severe cut on the finger that required 12 stitches to close.

[whiteboard animation writing out this list]

Description	Cost
Emergency Department Visit	\$629
Xray charges	\$486
12 stitches	\$1690
Tetanus Shot	\$127
	Total \$2932

Narrator: Add another \$1500 if the injury had been serious enough to need an ambulance ride. Depending on your insurance coverage and deductible, you could be responsible for the entire cost of that treatment. Almost half of that theme-park vacation.

[animation of happy family at theme park, theme park disappears with a “poof”, family turns sad]

In addition to the monetary cost, the injury requires 4 weeks of “light use” for the hand. Imagine all of activities that you could not do for 4 weeks.

[animation of dream bubble with work images followed by dream bubble of home images, followed by dream bubble of calendar with 3 weeks crossed off]

Narrator: At Hypothetical Inc, we work hard every day to ensure a safe workplace. We believe that most workplace injuries can be avoided with good training and vigilance. We understand that accidents will happen. And when they do, we must use our training and vigilance to ensure no additional injuries occur.

[workplace setting with injured worker, another worker enters setting and pauses to look around before going to help, thought bubble saying “it looks safe for me to approach”]

Narrator: That is why we are introducing the Scene Safety Awareness Campaign – because nearly 30% of the injuries at Hypothetical Inc last year were secondary to an accident. That is, 30% of the injuries occurred while someone was helping at an accident, not as part of the initial accident.

Narrator: We believe that a few minutes of training can reduce the number of injuries – the number of lives disrupted - by 30%.

[line graph with title of “injuries per year”, several points at approximately the same level, final (right hand) point at approx. 30% lower than previous]

Narrator: Before we move on to the next module, let’s review. Drag the correct value to the blank to complete the sentence.

[animation writing out the sentences with blanks at the appropriate place, narrator reads the sentence as it is being written, sentences are presented one at a time with 4 possible answers for each]

“American workers lose approximately ___104 million ___ days of productivity each year.

On average, a workplace injury will cost the business about ___\$41,000 ___.

Hypothetical Inc aims to eliminate ___secondary___ injuries.

Making our workplace ___30%___ safer.

[when the user drops a correct response, there is an appropriate message and the user can continue. When they drop an incorrect response there is an appropriate message and they are asked to try again.]

Narrator: Great job. You are ready to continue to the next module and learn about how to check for hazards in a workplace setting.