

# Drilling rigs and Band-Aids™

These items are pretty dissimilar, most people would agree.

But they are linked, if indirectly. One company, which provides offshore drilling services to the oil industry, and another, a giant in health care products, are being honored for their commitment and success in safety, health and environmental performance.

Last year, the National Safety Council and ExxonMobil created the Robert W. Campbell Award to honor companies that show productivity growth and sustained profitability that are clearly linked to exemplary leadership and performance excellence in workplace safety, occupational health and responsible environmental management.

This year's first winner of the Robert W. Campbell Award is Noble Corporation of Houston. And the runner-up is Johnson & Johnson.

Nearly two dozen companies expressed interest in the Campbell Award, and a panel of independent international reviewers assessed each applicant.

The assessment emphasizes three categories: Management, where leadership and commitment figure prominently; Technical, which looks in detail at the integration of safety, health and environmental systems into the overall business; and Behavioral, where employee involvement, motivation and training are assessed.

Points are given in each category, with Noble and Johnson & Johnson earning in-depth visits by lead members of the review panel.

Their precise scores are not the point. The true point is to show that companies can achieve superior safety, health and environmental performance without compromising financial performance. In fact, the thoroughness, commitment and discipline that lead to safety, health and environmental leadership are the qualities that also underpin economic success.

Accomplishing all this is not always easy, which is why leadership is so important. Listen to the words of James C. Day, chairman and CEO of Noble: "Balancing financial demands with good environmental stewardship and a safe working environment tests all of us. Our initiatives are implemented

because it is the right thing to do." He continues: "These efforts entail costs, but they are returned many times over."

The management commitment at J&J is equally robust. This is a firm whose long-standing credo encapsulates the values of the company and guides its actions. The credo commits J&J to "clean, orderly and safe" working conditions, to "protecting the environment and natural resources," and to "the doctors, nurses and patients,... mothers and fathers and all others" who use J&J products and services.

The assessments done for the Campbell Award show that Jim Day's insight and J&J's credo are far more than empty aspirations. The award is above all an indicator that a disciplined foundation of quality and caring can form a strong base for financial success.

We and the National Safety Council congratulate both fine companies for their achievements.

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## Recognizing exemplary leadership and performance excellence

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