

# No Accident

*Johnson & Johnson, winner of this year's Robert W. Campbell award, proves that safety and business success go hand in hand.*

Safety doesn't happen by accident. To prevent injuries, illnesses and environmental damage, a business must plan carefully, train rigorously, communicate constantly, and show commitment from the boardroom to the shop floor.

And it is no accident that companies with strong safety records are successful in other respects as well. A company's commitment to safety, health and environmental management is a leading indicator of its overall quality and competence.

Johnson & Johnson proves the point. Throughout their organization, they have developed stringent systems to raise safety awareness and hold managers accountable. They are taking advantage of information technologies to embed best practices. They are building partnerships with contractors and government. And they are delivering for shareholders, too.

For these reasons, Johnson & Johnson is this year's winner of the Robert W. Campbell award for business excellence through safety, health and environmental management, co-founded by the National Safety Council and ExxonMobil. The runner-up, the MTR Corporation of Hong Kong, has similarly shown that safety-minded companies are successful ones.

But awarding the Campbell trophy is just the start. Working with our winners and the award's global partners, Minerva Canada and Georgetown University, we are developing a series of business case studies for business leaders of today and tomorrow to learn from.

The National Safety Council and ExxonMobil congratulate both companies — and are committed to encouraging more companies to excel, by spreading Campbell award stories of safety, health and environmental management excellence.



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