

LivSafe is a conscious safety initiative of Liberty General Insurance Limited to help people live safer, secure lives through an education series of proactive and preventative suggestions in the safety arena. This document does not purport to promote any product, directly, or indirectly.

### Overview

“Selfie” is a photograph that one has taken of oneself, most often on their cellphone, to post on social media or to send to friends. The selfie trend can be attributed to the need of “performing” on social media.

Unfortunately, there have been some scary instances that people have faced when taking selfies. For instance, when wanting to get the perfect angle, a person may reach too far off the edge of a cliff.

We at Liberty General Insurance understand the importance of human safety against such life-threatening hazards and intend to suggest some useful measures to augment the same.

We sincerely hope that the measures suggested in this document will help follow better practices when it comes to taking selfies.



### Background

It has been estimated that around one million selfies are taken around the world, every single day. A study found that between March 2014 and September 2016, 60% of all “selfie deaths”, where a person dies while trying to take a picture of themselves, occurred in India.

Taking selfies in risky locations for that perfect shot of a “happening life” is turning out to be a life-threatening trend. Such has been the extent of this craze, that the Indian Government has set up 'No Selfie Zones' and barricaded 'Selfie-danger Areas' to avoid tragedies. Most of these deaths and injuries are due to falling from heights and posing with dangerous and moving objects.



### Industry Hazards

Manufacturing plant and warehousing facilities do possess this life-threatening hazard. More often disregarding hazards and in prod of good selfie, selfie-takers (untrained employees, visitors) in manufacturing plant walksclose to dangerous areas and inattentiveness results in accidents. Dangerous areas in plant could be passage engaged for machinery movement, hot surface, furnaces, open tanks of water, corrosive material storage, electrical fitting, conveyor belts, storage racks, material handling equipment like forklifts etc.

### Case Study

Here is an example of inattentiveness resulting in an accident.

- A 20-year-old worker slipped and fell into a pond while taking a selfie near an effluent treatment unit in a manufacturing plant. She did not know how to swim. Her two mates, who also didn't know how to swim, ran for help. She was taken to a hospital where she was pronounced dead.
- A third-party contractor's representative assigned for repairing thermal insulation on a furnace fell from a great height while posing for a selfie. He suffered major injuries on his head and left hand.





## Tips

### • General Tips for Individuals



Do not lean out too far.



Be careful of electrical wiring around you.



Avoid places with fast-moving vehicles/ machinery parts.



Don't take selfies while walking, driving, moving etc.



Have a firm footing before attempting to take a selfie.



Don't take selfies with explosives or dangerous objects.



Avoid any selfie experiments on heights, high-rise buildings, rooftops or bridges, and avoid going too close to the edge.

### • Safety Tips for Employers

- Employers should identify and mark 'selfie danger' areas.
- Visitors and third-party contractors should not be allowed within with camera equipped mobiles.
- Selfie hazard training should be provided to all employees.
- Provision of CCTV monitoring and developing penalizing policy for defaulters should be implemented.



## Fact Sheet

- The Sony Ericson mobile phone, released in late 2003, introduced the concept of a front-facing camera which could be used for selfies and video calls.
- In 2013, the word selfie was added to the Oxford English Dictionary
- Samsung discovered that selfies make up 30% of the photos taken by people between the ages of 18–24
- A 2018 study of news reports showed that between October 2011 to November 2017, there were 259 selfie deaths in 137 incidents reported globally, with the highest occurrences in India followed by Russia, United States, and Pakistan.



### HIGHEST SELFIE DEATHS OCCURRENCES



INDIA



RUSSIA



USA



PAKISTAN

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