Better Schools by promoting musculoskeletal health

- Reach schools with a campaign -

Supavadi Reich, German Social Accident Insurance (DGUV)
EU-OSHA and ENETOSH Online-Seminar, 3rd December 2020
AD CAMPAIGN

- Resources
- Strategy
- Content

- Budget
- Research

- Design
- Statistics
- Social Media
- Content
How to reach schools with a campaign - four main aspects

1. successful access
How to reach schools with a campaign – aspect one

1

Define your target group

School setting

- Principle
- Teacher
- Children
- e.g.
How to reach schools with a campaign – aspect two

2 What young people are interested in?
How to reach schools with a campaign – aspect three

3 Derive measures that are based on the interests of young people.
How to reach schools with a campaign – aspect four

Go out there – and link on where the young people are. Use interests, environment, events, trends the future generation use to.
How to reach schools with a campaign - four main aspects

1. Definition of the target group.
2. What are young people interested in?
3. Derive measures that are based on the interests of young people.
4. Go out there – link on where the young people are.

successful access

Supavadi Reich, German Social Accident Insurance (DGUV) - EU-OSHA and ENETOSH Online-Seminar on 3rd December 2020
Thank you for your attention.

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