Healthy Workplaces Campaign 2018-19

Manage dangerous substances in the workplace

Brussels 5-6 March 2019

Safety and health at work is everyone’s concern. It’s good for you. It’s good for business.
Aims and Objectives

Getting the message through is a challenge for occupational safety and health (OSH).

During the workshop we will:

- Explain different and new ways of communication to get the OSH message through
  - Make OSH more attractive
  - Frame in a positive way
  - Engage people
- Show practical examples
The Speakers

Regine Maegerlein, Senior Regional Manager Environment, Health & Safety, ZF Friedrichshafen AG

Victor Santos, Medical Coordinator Iberia, PSA

José Ramon Ferradas, Global Health & Safety Director, Iberdrola

Andrew Stephenson, Vice President North America, HBD International

Greg McLoughlin, CEO, HBD International,

Birgit Mueller, Communications Officer, EU OSHA
Agenda of the workshop *Effective Communication in OSH*

- **15.15 hrs**
  - Aims and Objectives of Workshop
  - Brief introduction of speakers and of subjects to be discussed

- **15.25 hrs**
  - Driving prevention – Engagement and Behaviour Change (Andrew Stephenson, Greg McLoughlin; HBD International)

- **16.00 hrs**
  - Examples of innovative OSH communication concepts (Regine Maegerlein)

- **16.20 hrs**
  - Chemical Safety Box (Victor Santos)

- **16.40 hrs**
  - Practical examples of OSH communication (José Ramon Ferradas)

- **17.00 hrs**
  - Use of social media for OSH communication (Birgit Mueller)

- **17.10 hrs**
  - Wrap up

- **17.15 End**
Wrap Up

- OSH Communication can have many forms
- It works well if it is:
  - Customized to the receiver in terms of content and media
  - Eye catching and simple to understand
  - Creating emotions and engagement
  - Frequent enough to drive change
Effective Communication in OSH

Thank You!