Workshop 3

Getting the message across – how do we reach and support companies and other stakeholders?
CAMPAIGN PLANNING

Think about:

- Aims / long-term strategic goals
- Specific campaign objectives
- Target audience(s)
- Timetable
- Message(s)
- Media
- Evaluation
TARGET AUDIENCES

Consider:

- Who is the target audience?
- What do they know about the topic?
- What do they need to know?
- What do they want to know?
- Reading habits / media consumption
EVALUATION

- Measure what you know and what you do:
  - Planning stage – what do you know?
  - Qualitative / quantitative
  - Research materials and messages
  - Pre and post market research – awareness, action and understanding
  - Follow up research, e.g. Focus Groups
Conclusion 1

• There are numerous, diverse audiences from high level policy makers to students, they also include:
  – employers and employer associations
  – workers and trades unions
  – insurance companies, banks and financial bodies
  – OSH specialists and consultants
  – the media
  – the general public
REACHING OUT

• Reaching large numbers of individual businesses is expensive and time-consuming

• Therefore a strategy needs to embrace partnerships, working through others, convincing them of the Business Case for OSH, and using their networks and channels to reach SMEs in particular
INVESTING TIME

• Investing time in a relatively small number of intermediaries is key to success; people trust and believe 'people like them'
• Testimonials and endorsements are valuable
• Consider 'Champions' - people outside the OSH world who believe in and support the message that "Good Health is Good Business"
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<th>Low</th>
<th>Level of interest</th>
<th>High</th>
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<td>Power</td>
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Conclusion 2

- Working through key stakeholders is key to success, and the most economical way to achieve the objective
LEFT BRAIN – RIGHT BRAIN

• The Business Case for OSH is not new
• It is a sensible, logical and rational way to look at things; but it is only part of the argument!
• Left-brain people are more organised and systematic - the rational argument about costs and benefits works with them
• Right-brain people, however, are more creative and intuitive; for them the emotional rather than the rational argument is attractive
Left Brain

Logic
Analysis
Organization
Administration
Maths & science
Knowledge/facts
Detail

Right Brain

Emotion
Intuition
Spirituality
Interpersonal skills
Art & music
Belief
‘Big picture’
LOW RISK – HIGH RISK

• In relatively 'low-risk' sectors - commercial, retail etc - there is little value in describing fatal accidents that are never going to happen

• In these sectors health - MSDs and stress for example - rather than safety are the likely causes of absence, lost time, lost productivity and claims for compensation
USING EMOTION

• In agriculture, construction, mining and some 'heavy', more traditional industries accidents have more immediate and fatal consequences

• Surprisingly, perhaps, it is in these sectors where the emotional message can be most powerful - the loss of a loved one, a colleague, a friend, a father, a brother, a husband - a man more often than a woman
POSITIONING

Positive

Negative

Emotional

Rational
Conclusion 3

• In communicating the message use both rational and emotional arguments with different target groups / audiences / stakeholders

• Consider both positive and negative messages
HOW DO WE LEARN?

10% of what we read
20% of what we hear
30% of what we see
50% of what we see and hear
70% of what is discussed with others
80% of what is experienced personally
95% of what we teach someone else

William Glasser, US psychiatrist
A MARKETING APPROACH...

**Attention** - attract the attention of the audience

**Interest** - tell them the benefits, not the features

**Desire** - convince them they want what you’re offering

**Action** – lead them towards a commitment
Conclusion 4

• It is not enough to tell, it is essential to listen, persuade and discuss too
Sustainable Development

- environmental limits
- social limits
- economic limits
SUSTAINABILITY

• In a wider context position OSH as an integral part of Sustainability
• For businesses to survive they must be sustainable
• That means taking care not only of economic but also the social and environmental issues that affect the business
• The Business Case for OSH is not only about money – it is about people and the wider community
Conclusion 5

• Position OSH in the movement for Sustainable Development (a key objective of the EU 2020 strategy, creating a 'smart, sustainable and inclusive Europe')
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UNEMPLOYEE OF THE YEAR

MICHEL, 24, NON-CHEF FROM ITALY.
JAMES, 23, NON-SOUND ENGINEER FROM THE UK.
JOSYMARE, 27, NON-JOURNALIST FROM BRASIL.
DJANGO, 19, NON-FILMMAKER FROM THE UK.
VALENTINA, 30, NON-LAWYER FROM ITALY.
JAM Mutation, 27, NON-POLITICIAN FROM SENEGAL.
OLIVIA, 26, NON-PHYSICIAN

7 OF THE NEARLY 100 MILLION PEOPLE UNDER 30 YEARS OF AGE IN SEARCH OF A JOB.

Tell us about your non-work experience. Enter the Unemployee of the Year contest with your project or vote for the one that inspires you: 100 of them will be supported.
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Conclusion 6

• Do it like the professionals – use the power of visual images to communicate the business case