Workshop 3 – Including results:
Getting the message across – how do we reach and support companies and other stakeholders?

Room: Koningszaal (plenary room)
Moderators and reporter: Peter Rimmer (PR Independent Communications Ltd) and Andrew Smith (EU-OSHA)

Introduction and assignment to the workshop group
Strategic communication, how do we influence companies and stakeholders? What should be done in the coming years to get the message across? Do we need more evidence that investing pays off or should we better focus to marketing?
Discuss the evidence base on how to reach companies and stakeholders, define the gaps, discuss the practical implications and define next steps to accelerate.
Discussing target audiences, messages, communication channels etc. in light of what we have heard during the conference. Identify what, if anything, is still missing from the evidence base that is stopping the arguments from being even more convincing.

Workshop structure
1. General introduction by the moderators, aim, assignment
2. Who is who, short introduction round by participants
3. Analysis of the problem and challenges, how are we currently proceeding, is that a problem? How do we improve and get results?
4. Arguments and messages: rational/emotional and positive/negative
   a. Discuss theory
   b. Bring in good (and bad?) communication-examples with those 4 aspects; what can we learn from these?
   c. Looking at 2 examples of winning films from the Media Festival of the World Congress Frankfurt: which approach is good for what kind of companies or kind of problems? What can we learn or use from these?
5. Sustainability: placing OSH in a broader context of economic, social and environmental limits
   a. Discuss theory
   b. Are there any good examples or cases to learn from?
   c. How to use this for ‘our case’?
6. Actors, partners: who do we need to get to companies?
   a. Discuss theory and practice examples
   b. The use of special actors, like ‘champions or ambassadors’ or intermediary organizations and their role.
7. Media, what works well for whom?
   a. Do we really need social media?
   b. ...
8. What would be your communication dream (on this topic), regardless costs or other barriers? How can we fulfil those dreams?
9. Finally wrap-up of the conclusions and results on paper and preparation of what and how to report into the plenary.
Relevant questions that can be used

- What should be communicated?
- How can we incorporate “return on prevention” in the curriculum of business management students?
- Which are the right communication channels, e.g. get away from expert magazines to general public newspapers and TV?
- Are social media the future also for marketing of OSH topics?
- Is it just a matter of good marketing?
Results

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"

**STAKEHOLDERS**

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<tr>
<th>Power</th>
<th>Level of Interest</th>
<th>Low</th>
<th>High</th>
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<td></td>
<td></td>
<td>INFORM</td>
<td>CONSULT</td>
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<td>INVOLVE</td>
<td>PARTNER</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

**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.
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')
Conclusion 6

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