Healthy Workplaces for All Ages

HWC Summit, Bilbao 21-22 November
Session 3: Twenty years of Napo — our versatile partner in promoting OSH
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Napo & Metro Bilbao- why this Information Campaign?

From 25 April to 9 May 2017

2 main target audiences: metro users and metro staff

10 copies of a bilingual poster (Spanish-Basque) showing Napo and his work mates (from the film Napo in…working together)

A bilingual ad-hoc short advert in HTML format (800 x 500 pix) with animated gifs (produced for the occasion)
Other actions implemented – Napo actors

Two Napo characters were travelling (5 days/2 hours) in the 2 different metro lines and stations handing out Napo DVDs and backpacks.

The total impacts of the campaign on metro users of all actions (poster, adverts and Napo character) - as provided by Metro Bilbao - was of 7,613,610.
EU-OSHA social media channels – FB and Twitter

Facebook
42,780 People Reached
1,161 Likes
329 Shares
1,461 Post Clicks

Twitter
5,668 impressions
135 engagements
25 retweets
24 Like
23 clicks
28 April is the World Day for Safety and Health at Work. Metro Bilbao and the European Agency for Safety and Health at Work have joined forces to carry out an information campaign to raise awareness of workplace safety and health risks. The campaign is addressed to Metro Bilbao staff and all subway commuters. It will run from 26 April until 9 May, which is Europe Day, particularly important in 2017 for commemorating the 60th anniversary of the Treaty of Rome.

Napo and his colleagues will be displayed on posters in 10 metro stations and several ticket dispensers. At the same time, Napo will be travelling on different Metro lines and visiting Metro stations handing out his DVDs.

Information about the event (including the poster) is published here: https://osha.europa.eu/.../information-campaign-healthy-workp...
Napo’s visit to Metro Bilbao facilities

On 8 May, one of Napo character visited the Metro installations in Ariz

750 Metro Bilbao workers received in their lockers Napo DVDs with an explanatory/thankful letter
From 24 April to 15 May

200 copies of the campaign poster (100 in Spanish and 100 in Basque) were displayed on public notice boards of 53 venues of the County Council of Biscay.

Team involved: 5 people from the Occupational Safety and Health Unit
Info Campaign – Employees’ Intranet portal (Atarileku)

For 2,500 workers – computers’ users

The information displayed on the Intranet included:
- A news item
- Napo film (scenes)
- A questionnaire
- A raffle/draw
Napo – Employees’ Intranet portal (Atarileku)

- **24th – 27th April**: a news item and a different Napo scene (*Napo in…back to a healthy future*) every day
  - “Positive Position”
  - “Pianissimo”
  - “A step in the right direction”
  - “Learning for all”
• **28th April**: a news item and a questionnaire

• **28th April – 15th May**: 48 questionnaires were completed (34 by women and 14 by men) and 14 of them correctly
  - All winning respondents entered a raffle and 5 bracelets to monitor physical activity were handed out
Thank you!

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