Healthy Workplaces for All Ages

HWC Summit, Bilbao 21-22 November
Session 3: Twenty years of Napo —our versatile partner in promoting OSH
Peter Rimmer
Napo – safety with a smile...

Peter Rimmer
How 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

William Glasser, US psychiatrist
The best way to use Napo

- **For training and education with a facilitator:**
  - In PowerPoint presentations
  - ‘Toolbox talks’ (on the shop floor)

- **For training and education without a facilitator:**
  - On company Intranet sites

- **For awareness raising**
  - In reception and ‘public’ areas
  - On public transport
The Napo Consortium

Austria
France
Germany

Italy
Switzerland
UK

European Agency for Safety and Health at Work, Bilbao, Spain
Napo and the EU-OSHA Director
Napo in Korea
Napo and salt miners in Chile
Napo and children...
Napo in Valencia, Spain
Napo in Peru
Some statistics

- Napo reaches 177 countries
- 5000 friends on Facebook
- 15,600 YouTube subscribers
- Over 4 million website contacts
Why is Napo so popular?

- Humour
- Emotion
- Each scene is a single-minded proposition
- Each film is based on a theme or topic
- Short and simple
- Relationships, clear and consistent
- Easy to relate to the characters
Key points

- Visual communication is powerful in learning
- Discussion adds to what we see and hear
- Animation is culturally neutral
- Humour enhances learning