Workshop 3 – Peter Rimmer
“Successful Health and Safety Campaigning”

Bilbao, 22–23 November 2011
Successful health and safety campaigning

- This workshop looked at successful campaigning, analysing some of the challenges, and sharing the effectiveness of different communications and campaign tools to determine what makes a campaign successful.
Speakers

- Four presentations – three on OSH campaigning, and one about a pan-European campaign on poverty
- Presentations covered European, national, company and international campaigns
- In addition, interventions between speakers
- Digital opinion survey
Interventions

- Campaign planning
  - Purpose, objectives, target audience(s), timetable, message(s), media, evaluation

- Target audience(s)
  - Who? What do you know about them? What do they know? What do they need/want to know?

- Evaluation
  - Baseline, qualitative/quantitative, pre and post market research, test materials and messages

- 8 keypad questions
HEALTHY WORKPLACES
GOOD FOR YOU. GOOD FOR BUSINESS.

MULTIPLIER

EFFECT
Cascading into the organisation

- Commitment of senior managers
- Integrated in the culture
- Internal communications
- Involving managers
- Worker participation
Visual identity

2010 European Year for Combating Poverty and Social Exclusion

www.2010againstpoverty.eu
32 EU partnership events and over 660 national events
Journalist Competition

- 1200 entries to the competition
- Print/online and TV and radio reports
- National winners and EU winners
- Award Ceremony in Brussels
Social media

The use of social media in OSH campaigning will grow. Which is the best for us to use?

- Twitter: 11.1%
- LinkedIn: 13.9%
- Facebook: 58.3%
- None of these: 16.7%
Reaching workers

In trying to reach workers with a safety message, what do you think is the most effective media?
Successful campaigning will not work without:

- Campaign partners (58.1%)
- Involving paid communications experts (19.4%)
- Media involvement (19.4%)
- Good planning (3.2%)
Campaigning workshop

Do you think that this campaign workshop should be organised again?

- 64.1% (a) As part of the European campaign
- 20.5% (b) Only at the closing event
- 12.8% (c) At national events
- 2.6% (d) None of these
Campaigning workshop

What is your opinion of the value of this workshop?

- 56.1% (a) Excellent
- 29.3% (b) Very Good
- 14.6% (c) Good
- 0% (d) Average
Hip-hop videoclip

“Prevention is the only way”