Peter Rimmer

Report from Workshop 3
Successful networking and campaigning in OSH

OSH communications consultant
# Planning

<table>
<thead>
<tr>
<th>Checkpoints</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you need a campaign?</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Do you involve your stakeholders?</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Do you set a SMART target?</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Is your message clear &amp; simple?</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Can the audience play the message back?</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Does the audience get the main message?</td>
<td>✓</td>
<td></td>
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Focus on your audience and try to get the message across in the simplest possible manner is the first ground rule in communication.
Leadership

Checkpoints

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<td>Has a meaning &amp; significance for them?</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Triggers an emotional response (passion, joy)?</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Think senior? – is the message coming from a person of authority and trusted by the audience?</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Is the message energetic and have “talk”?</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Has the message the potential to motivate the target?</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Do you have your stakeholder communication roadmap?</td>
<td></td>
<td>✔</td>
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</table>
Successful campaigning will not work without:

A. Campaign partners
B. A large budget
C. Media involvement
D. Good planning
Communications Strategy

- A new concept based on education and entertainment
Reaching out to new audiences
Participation

STAKEHOLDERS
- Internal: Entire Brewery Staff (including Senior Management), Human Resources, Accounting/Finance, Engineering (Utilities and Planned Maintenance), Brewing, Quality Control, Packaging, Warehouse/MRP, Todd Hunter Mitchell.
- External: Security, Contracts, National Insurance Board, the Ministry of Health, Tavish Bell (Bahamas Emergency Safety Education Consultant), Local Vendors (e.g., Nassau Agencies, Symmetry Dietary, CJ Fruits and Vegetables), HelpAge Bahamas, Advanced Medical Clinic and Total Fitness Gym.
- External for wiring: Digital and Foto Xtraondata (Videographer/Photographer) and NB-12 (broadcasting network).

WINNER
“First of all I was very impressed by all initiatives. I believe that Health & Safety is very much a matter of the right culture. What I saw was that in all these countries the initiatives were carried out in a way that fits the specific broach culture and guarantees maximum impact on that culture.

What I think is very positive about CBL is the fact that CBL admitted that there is a need to improve the H&S performance of the company. Change begins with the acknowledgement that the present situation is not good and needs improvement. A compliment for the openness about this issue. The fact that this event was mandatory for 100% of staff is very strong. This underlines the importance of this topic. I believe that CBL struck the best balance between both health and safety. Both topics got plenty of attention. And finally, I would like to notice the high level of “real-good” OHS in the Bahamas and the quality of the materials. The event proved that H&S can be something very positive and engaging for everyone involved.

Bahamas makes a good impression with a very structured, thorough and complete approach.”

JUDGE
“We are very proud that we won this competition. We were very satisfied with the organized event at CBL and are very glad that the jury shares our enthusiasm and appreciates our efforts. It’s really great that a small OCPA like us also has a chance to stand out in a competition like this.”

Rami van Breda, Brewery Manager

www.healthy-workplaces.eu
Stakeholders

Low Level of interest High

Power

High
Evaluation

- **Quantitative:**
  - Number of enquiries
  - Counting hits
  - Requests for materials
  - Conference/workshop attendees
  - Requests for newsletters/booklets

- **Qualitative**
  - Conference evaluation surveys
  - Awareness surveys
  - Market research
Which social media do you use personally?

A. Twitter  
B. Facebook  
C. Other social media  
D. None of these
What is your opinion of the value of the workshop?

A. Excellent
B. Very good
C. Good
D. Average
United Colours of Benetton