Healthy Workplaces campaign
Media partner
Iris Cepero, Safety Management magazine
British Safety Council, United Kingdom
About us

Monthly print magazine, online, website

Publishes news and features related to health, safety and environment.

Aimed at anyone with health and safety responsibilities, other experts on occupational health and people who are interested in health and safety issues.

Relevant and thought-provoking news, features, profiles and opinions All industries and business sectors.

98,000+ 10,000+ 19,000+ 8,000 copies 80% executives & managers

www.healthy-workplaces.eu
Newsletter and website

Newsletter: 40,000 readers

Website: average 4,000 unique visitors & more than 7,000 page views/month
How did we cover the campaign topic?

Print articles: 20

Online articles: 40

One Round table (A safer conversation) about stress in the workplace.

Stress as a main topic in the annual conference “Putting health up on the agenda” (2014). (Panel discussion with national and international experts. Huge social media activity around it).

Campaign videos used in all BSC conferences

Poster of campaign used in 5 newsletters

Poster printed 10 times in print magazine and distributed in national conferences (6)
Talking about stress

Resilience is not the answer to stress

Ingrained cultures of silence about mental health are all too common in many workplaces. Creating open, honest cultures is vital. It’s time to talk, and keep on talking.

Safety Management

Stress: join the conversation

NHS

Ingrowned cultures of silence about mental health are all too common in many workplaces. Creating open, honest cultures is vital. It’s time to talk, and keep on talking.

Squeezed in the middle

As the bridge between individuals and their organisation, line managers can protect their team from stressors. They are expected to be endlessly resilient, but to what extent do they absorb the pressure themselves?

www.healthy-workplaces.eu

Sm.britsafe.org
Interview opportunities with EU-OSHA experts

Julia Flintrop, Project Manager, Prevention and Research Unit
Christa Sedlatschek, Director EU-OSHA

Together against stress

Christa Sedlatschek
Director
European Agency for Safety and Health at Work (EU-OSHA)

EU-OSHA’s Europe-wide campaign for 2014-15, Healthy Workplaces Manage Stress, made an impact showing employers and workers that stress and psychosocial risks can be successfully prevented and managed.

The Healthy Workplaces Campaign is the EU-OSHA’s first successful workplace stress management programme. EU-OSHA, in partnership with the European Centre for Environment and Health (ECEH), took a new approach to workplace stress management and launched the Healthy Workplaces Manage Stress initiative. The programme has now been running for two years and has shown promising results.

The programme’s main aim is to raise awareness among employers and workers of the risks posed by psychosocial work environments and to encourage managers to take action to improve working conditions. The Healthy Workplaces Campaign has been developed in response to growing demand from EU-OSHA’s partners for guidance on managing psychosocial risks.

The initiative has been successful in raising awareness of the issues and has helped many employers to improve their working conditions. EU-OSHA has also been able to demonstrate the effectiveness of the programme through a series of case studies and other research.

The programme’s success has been achieved through a combination of awareness-raising activities, including workshops, seminars, and publications. EU-OSHA has also worked closely with stakeholders to ensure that the programme is tailored to the specific needs of different sectors and countries.

The Healthy Workplaces Campaign has been a clear success and has shown that psychosocial risks can be successfully managed in the workplace. EU-OSHA will continue to work with its partners to ensure that the programme is effective and that the benefits of good working conditions are realised for all workers.

www.healthy-workplaces.eu
Sm.britsafe.org
Interview opportunities with EUOSHA’s national focal points and campaign partners

Christa Sedlatschek, Director EU-OSHA

Sm.britsafe.org

Bernadette Ségol: General Secretary
European Trade Union Confederation (ETUC).
Opportunities to network with other journalists and media outlets

Safety Management

Sm.britsafe.org

PPE.org

Blog Aragon Valley

www.healthy-workplaces.eu
EUOSHA at our events

Safety Management

Healthy Workplaces Summit 2015

Reporting about the campaign achievements

Sm.britsafe.org

www.healthy-workplaces.eu
Stress posters

Break the silence
95% of people off work with stress will give a different reason for the absence. It’s time to talk.
www.britsafe.org

Don’t let stress be your world
264,000 self-reported new cases of stress, depression or anxiety caused or made worse by work 2013/14 (LFS). Talk to your manager.
www.britsafe.org

www.healthy-workplaces.eu
Ready for the new campaign

Healthy Workplaces for All Ages

Supporting young people into work
Join the conversation

Facebook.com/britishsafetycouncil

Youtube.com/user/britishsafetycouncil

LinkedIn group and updates on our company page. Search British Safety Council.