

Healthy Workplaces **MANAGE DANGEROUS SUBSTANCES**

Campaign media partnership 2018 - 19



#EUhealthyworkplaces

www.healthy-workplaces.eu



Healthy
Workplaces
MANAGE
DANGEROUS
SUBSTANCES



Introduction

The 2018-19 'Healthy Workplaces Manage Dangerous Substances' media partnership offer gives you the opportunity to join an exclusive pool of journalists and editors from all over Europe. By becoming a media partner, you will raise your media organisation's profile within the occupational safety and health (OSH) community and gain access to EU-OSHA's extensive networks and stakeholders in Europe and worldwide. If you are interested in actively supporting the objectives of the campaign — and becoming recognised as a media organisation that supports safe and healthy workplaces — read on!

What are the benefits of becoming a campaign media partner?

Visibility

- Your logo and a description of your organisation will be displayed in the media partners section of the campaign website.
- You can publish your news and descriptions of events on the campaign website, a key forum for the OSH community.
- Your news and activities will also be promoted through:
 - the campaign website www.healthy-workplaces.eu
 - the monthly newsletter *OSHmail*, which has more than 75,000 subscribers
 - EU-OSHA's social media channels ([Twitter](#), [Facebook](#), [LinkedIn](#)), which have more than 50,000 followers.
- You will have the opportunity to promote and distribute your organisation's material at campaign events.
- Your organisation will be recognised as one of EU-OSHA's official campaign media partners, dedicated to promoting safety and health at work. Each media partner will receive a certificate of participation.

Networking

- You will have the opportunity to interview and take part in round table discussions with OSH experts and other stakeholders.
- You will have access to EU-OSHA's network of [national focal points](#), [official campaign partners](#), [Enterprise Europe Network](#) and the winners of the [Healthy Workplaces Good Practice Awards](#).
- There will be opportunities to network with other journalists and exchange experiences.

Events

- You will be invited to attend EU-OSHA events. Funding will be provided to travel to specific events or for press trips organised during the campaign.
- The most active partners will receive additional invitations and funding for travel.
- You will have the opportunity to present at a workshop, conference or other event during the campaign.

Campaign material

- You will have access to press and audio-visual campaign materials, such as banners, photos and videos, ahead of their general release.
- You will receive a welcome pack containing campaign publications, promotional materials and give-aways.
- All campaign partners will receive a subscription to a bi-monthly newsletter.

Who can become a campaign media partner?

- Journalists and editors from European, national and regional media organisations interested in OSH or in issues related to work — including human resources, business and management — in the EU.
- Those responsible for print or online publications, or radio or TV broadcasters.
- The list of [campaign media partners of the 2016-17 Healthy Workplaces for All Ages campaign](#) is available for your consultation.

Requirements

- The partnership is open to media outlets that are committed to getting actively involved in the campaign.
- Media partners should actively promote the strategic objectives of the campaign and not act against their spirit.
- Media partners must publish at least five articles (online or print) throughout the campaign based on EU-OSHA's news stories or expert interviews.
- The media partner should display the campaign logo, partner stamp or banner on their website, with a link to www.healthy-workplaces.eu.
- The main contact person should have a professional working knowledge of English, as all communication will be in English.
- Media partners can use any European language to publicise news or events on the dedicated sections of our campaign website — but summaries in English must always be provided.
- Media partners must not use the name, slogan or logo of the Healthy Workplaces Campaign (or EU-OSHA) in any manner that suggests a direct endorsement of their products or services by EU-OSHA.
- Media partners should report to EU-OSHA on their campaign-related activities at least once a year.

How can you get involved?

- By using your media channels to share information about the campaign and other EU-OSHA activities.
- By disseminating and promoting campaign press materials, including news stories, interviews with EU-OSHA experts and audio-visual content.
- By promoting the Healthy Workplaces Good Practice Awards and encouraging nominations.
- By promoting the campaign among your social networks.
- By organising and promoting events related to the campaign topic.

The 2018-19 Healthy Workplaces Manage Dangerous Substances campaign

Many Europeans are exposed to dangerous substances at work, which presents major safety and health concerns for workers, not to mention unnecessary costs for employers and society. The 2018-19 campaign, Healthy Workplaces Manage Dangerous Substances, aims to create a prevention culture by raising awareness of the prevalence of dangerous substances in workplaces and the risks they pose and by providing resources for the effective management of these risks.

The specific objectives of the 2018-19 Healthy Workplaces Campaign are:

- to raise awareness of dangerous substances in the workplace by providing relevant facts and figures;
- to promote risk assessment and the hierarchy of prevention measures with practical tools and resources;
- to increase awareness of, in particular, the risks associated with workplace exposure to carcinogens;
- to ensure that the needs of specific groups of workers are met through, for instance, good practice examples;
- to provide easy-to-follow information and guidance on policy developments and legislation.

The campaign is backed by EU institutions and European social partners, and is coordinated at the national level by EU-OSHA's network of focal points.

Timetable and milestones

March 2018	EU partnership meeting
April 2018	Official campaign launch and call for nominations for the Healthy Workplaces Good Practice Awards
9 May 2018	Europe Day
22-26 October 2018	European Week for Safety and Health at Work
November 2018	Announcement of the winners of the Healthy Workplaces Film Award
March 2019	Healthy Workplaces Good Practice Exchange event
9 May 2019	Europe Day
21-25 October 2019	European Week for Safety and Health at Work
November 2019	Announcement of the winners of the Healthy Workplaces Film Award
November 2019	Healthy Workplaces Summit and Good Practice Awards Ceremony

Further information and resources

A wide range of campaign materials, tools and publications can be downloaded in 25 languages from the campaign website www.healthy-workplaces.eu:

- a leaflet including campaign information and a flyer for the Healthy Workplaces Good Practice Awards;
- the campaign toolkit, containing information on running an OSH awareness-raising campaign;
- PowerPoint presentations, posters, infographics and audio-visual materials;
- an e-tool to manage dangerous substances to support small and medium-sized enterprises;
- animated, language-free videos featuring Napo, including classification, labelling and packaging of chemicals, tobacco smoke, and dust;
- the campaign newsletter;
- publications on dangerous substances, including info sheets, factsheets, [OSHwiki](#) articles and detailed reports.

You can also keep up to date with our activities and events through social media: find us on Facebook, Twitter (#EUhealthyworkplaces, @EU_OSHA), LinkedIn and more.

About EU-OSHA

The European Agency for Safety and Health at Work (EU-OSHA) contributes to making Europe a safer, healthier and more productive place to work. Set up by the European Union in 1994 and based in Bilbao, Spain, EU-OSHA researches, develops and distributes reliable, balanced and impartial safety and health information, networking with organisations across Europe to improve working conditions.

How to apply?

Please contact: news@osha.europa.eu

Birgit Müller — International press +34 944 358 359

Marta Urrutia — Spanish press +34 944 358 357

