Prevention is the only way...
Mobilization Strategies for Safety at Work

Healthy Workplaces Summit on Safe Maintenance

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1. SESI
2. Safety and Health at Work Campaign
3. The hip-hop video
4. Results
**SESI**

- **SESI – Social Service of Industry**
  - Brazilian non-profit private institution established in 1946, supported by Brazilian industries
  - MISSION: Promote quality of life of workers with focus on basic education, health and leisure, and stimulate the socially responsible management of the industrial enterprise.

- **Healthy Industry Programme**
  - Increase productivity of the industrial companies through actions that promote workers’ quality of life.
Safety and Health at Work Campaign

Access to Knowledge
- Provide useful information for employers and workers.
  - Educative materials (tool kits)
  - Informative websites
  - Continuing education

Mobilization strategies
- Advertisement – TV, Newspapers, Magazines, internet, “Teasers” (Hip Hop video)
- Mobilization events for employers – companies and employers associations/ unions
Com o material educativo de Segurança e Saúde no Trabalho do SESI, sua equipe fica muito mais segura.

Você já conhece a importância da Segurança e Saúde do Trabalho (SST) para sua indústria. Mas, para obter resultados efetivos, é preciso o envolvimento de todas as áreas - do operário ao executivo. Tudo começa na conscientização.

Foi pensando nisso que o SESI preparou um roteiro completo para ações de esclarecimento sobre o tema: a campanha Segurança e Saúde no Trabalho. Confira aqui o material gratuito da campanha, conheça os pré-requisitos para participar e acompanhe notícias sobre SST.

**Qualidade de Vida Para o Trabalhador. Crescimento para a Empresa.**
Hip-hop videoclip

“Prevention is the only way”
Hip-hop video

Why a hip-hop videoclip?

- Brazilians love music!
- Hip hop carries a protest / alert message.
- It allows the use of long lyrics.
- Hip Hop is well accepted especially by young workers.
- The videoclip is a good “hook” for presenting the educational materials of the campaign.
- Explores the potential of internet media.
Hip-hop video

1. Lyrics

- Definition, by SESI’s OSH team, of key elements to be transmitted.
- Composition of the lyrics of the song by a professional.
- Since then SESI holds a yearly contest among students – 2010: 1,500 works submitted in three categories (music, drawings and technical solution).
2. The Performer

- MV Bill, is a Brazilian writer and rapper.
- 4 albums, 3 books, 3 films
- Produced award winning documentary “Falcão – Meninos do Tráfico” (Hawk – Drug Dealers Boys - Best Documentary at King of Spain Award and the Milan Film Festival)
- He is a social activist, has created the non-governmental Central Unica das Favelas (“United Shantytowns Movement”), present in all states of Brazil.
Hip-hop video

3. Footage site and cast

- Construction sector: main focus due to number of accidents and workers.
- Real construction site
- Real workers
- Actors who seem to be ordinary people
Campaign results

- Educational material requests (2009-11)
  - 18,274 industries requested educative materials
  - 4,637,433 workers covered.

- SESI
  - Top of Mind 2011 Award

- Accidents reduction at industry
  - 2008-2010: < 5 %
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