



Healthy Workplaces Campaign 2018-19

Manage dangerous substances in the workplace
Brussels 5-6 March 2019





Getting the message through is a challenge for occupational safety and health (OSH).

During the workshop we will:

- **Explain different and new ways of communication to get the OSH message through**
 - Make OSH more attractive
 - Frame in a positive way
 - Engage people
- **Show practical examples**



The Speakers



Regine Maegerlein,
Senior Regional Manager
Environment, Health & Safety,
ZF Friedrichshafen AG



Victor Santos,
Medical Coordinator Iberia,
PSA



José Ramon Ferradas,
Global Health & Safety
Director,
Iberdrola



Andrew Stephenson,
Vice President North America,
HBD International



Greg McLoughlin, CEO,
HBD International,



Birgit Mueller,
Communications Officer,
EU OSHA

Agenda of the workshop *Effective Communication in OSH*



- **15.15 hrs**
 - Aims and Objectives of Workshop
 - Brief introduction of speakers and of subjects to be discussed
- **15.25 hrs**
 - Driving prevention – Engagement and Behaviour Change (Andrew Stephenson, Greg McLoughlin; HBD International)
- **16.00 hrs**
 - Examples of innovative OSH communication concepts (Regine Maegerlein)
- **16.20 hrs**
 - Chemical Safety Box (Victor Santos)
- **16.40 hrs**
 - Practical examples of OSH communication (José Ramon Ferradas)
- **17.00 hrs**
 - Use of social media for OSH communication (Birgit Mueller)
- **17.10 hrs**
 - Wrap up
- **17.15 End**





- **OSH Communication can have many forms**
- **It works well if it is:**
 - Customized to the receiver in terms of content and media
 - Eye catching and simple to understand
 - Creating emotions and engagement
 - Frequent enough to drive change



Thank You!