Healthy Workplaces Summit 2013
‘Working together for risk prevention’

Successful networking and campaigning in OSH:
“healthy skin @ work”

How to run a campaign – some recommendations and examples

- **Overall objective (Why?):** to bring about change based on a long-term vision and attain solutions at various levels (e.g. with regard to policies, programmes, positions)

- **Campaigning (What?):** not a single action but a combination of sequenced planning (reports, research, events, publicity, lobbying, evaluation) to achieve objectives

⇒ The EADV healthy skin @ work campaign fulfills both
Most Frequent Occupational Diseases: Skin

22-yrs

Contact dermatitis

Sick @ work: 90% of all occupational diseases in the age 15 – 25 yrs: skin
(2,400 cases p.a. in Germany)
Socio-economic Burden of Occupational Skin Diseases (OSD)

- “Skin diseases of occupational origin outnumber all other work-incurred illnesses in the US.” (National Institute for Occupational Safety and Health [NIOSH], Cincinnati, Ohio, USA; www.cdc.gov/niosh).
- “Skin diseases are one of the most important emerging risks related to exposure to chemicals.” (EU-25 report 2008, European Agency for Safety and Health at Work [EU-OSHA], Bilbao).

Annual loss of productivity by OSD:
- Netherlands: 99.1 million € (van Gils, Boot et al. 2011)
- Germany: > 1.5 billion € (Batzdorfer, Schwantz 2005)
- Denmark: 800 million DKK (J. Duus-Johansen 2011)
- UK: > 200 million £ (English 2004)
- EU: >> 5 billion € (Wulfhorst et al. 2011)
- US: > 11 billion $ (Blanciforti 2010)

OSD1-3:
- Point prevalence: ca. 20 % in risk professions, e.g. hairdressers, health care, metal etc.
- 15% of all occupational diseases in USA, up to 35 % in Europe, particularly in SME
- 30-72 % of OSD-sufferers loose job


EPOS

113 members from 30 countries

European members
109 experts from 26 EU-countries

Overseas members
4 experts from 4 international countries (Australia, Canada, India, Indonesia)

Thanks to everyone who has joined EPOS and made it what it is today!
EADV Campaign „Healthy Skin@Work“: Campaign strategy

Improved prevention of OSD at all levels

National Level
- Austria
- Bulgaria
- Croatia
- Czech Republic
- Denmark
- Germany
- Romania

European Level
- Framework Agreement Hairdressers
- SafeHair 2.0
- COST TD1206

International Level
- WHO Global Workshop
- WHO-ICD Advisory Group for 11th revision of ICD list
- ILO World Congress on Safety and Health at Work
- ILO Experts Workshop on Review of List of OSD

Lobbying
- EU Parliament
- EU Forum Accident Insurances
- EU Administration DG EMPL
- EU OSHA

Campaign milestones:
- Nov. 30th, 2011, EU Parliament, Brussels
Effects of preventive efforts, including workers’ education

Dickel et al. 2002

Hairdressers in Northern Bavaria

> 60% reduction of incidence

Statutory accident insurance (BGW):
Rehabilitation and compensation payments for skin diseases (in millions of euros)

> 75% reduction of costs

Systematic approach to OSD prevention:

- **Tertiary**
  - Individual Prevention (TIP)
  - (3 weeks in-patient treatment by local dermatologist for 6 months)
  - Dermatologist’s procedure
  - Health education
  - Skin protection seminars
- **Secondary**
  - (initial/moderate cases)
- **Primary**
  - (prophylaxis)

EUROPEAN SOCIAL PARTNERS’ FRAMEWORK AGREEMENT ON THE PROTECTION OF OCCUPATIONAL HEALTH AND SAFETY IN THE HAIRDRESSING SECTOR & Declaration of Dresden

Healthy education

Healthy skin @ work campaign
Occupational skin diseases and dermal exposure in the European Union (EU 25): policy and practice overview

2008

EADV

EADV-Campaign 2010:
for Improved Prevention of Occupational Skin Diseases in Europe

Healthy skin @ work / europrevention campaign

EU-Commission
SOCIAL DIALOGUE
PERSONAL SERVICE
uni EU / Coiffeur EU
(Employers/Employees; hairdressing in Europe)

SafeHair:
Development of a common health and safety standard for prevention of occupational skin diseases in the hairdressing trade

www.SafeHair.eu
Expenditure on professional skin protection in everyday working life

Hair salon with 1 owner-operator / 3 employees
6 colourations per employee – Consumption per employee / day

Source: CLIPS Chef-Info April 2010, EVA-Studie WELLKA

<table>
<thead>
<tr>
<th>Material</th>
<th>Application frequency</th>
<th>Amount</th>
<th>Cost/€</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hand protection cream</td>
<td>6 x 1ml</td>
<td>6 ml</td>
<td>0.23</td>
</tr>
<tr>
<td>Gloves</td>
<td>Colouration 6 x 2 pairs; No colouration 6 x 1 pair</td>
<td>18</td>
<td>2.40</td>
</tr>
<tr>
<td>Liquid soap</td>
<td>6 x 1 ml</td>
<td>6 ml</td>
<td>0.16</td>
</tr>
<tr>
<td>Paper tissues</td>
<td>2 per wash</td>
<td>20 units</td>
<td>0.10</td>
</tr>
<tr>
<td>Moisturiser</td>
<td>3 x 1 ml</td>
<td>3 ml</td>
<td>0.44</td>
</tr>
</tbody>
</table>

ca. 1% of the total turnover in the salon 2.99

Every Cent on prevention is a Cent well spent!
“…we are waging war against the excessive health and safety culture that has become an albatros around the neck of British business. So this coalition has a clear New Years' resolution: to kill off the Health and Safety culture for good.“

UK Prime Minister Mr. David Cameron. Jan 5th, 2012
• Modular SafeHair Skin & Beauty Toolbox
• Easy access multilingual web platform (English, German, French, Danish, Dutch, Slovenian, Maltese)
• Multiplier model (educational authorities, teachers, tutors, masters)
• Medical reference document
• Didactical information at all levels
• Educational games e.g. puzzle, quiz...
• Learning certificate
Teachers:

Educational game description for teachers, Module A "Quizmaster"

<table>
<thead>
<tr>
<th>short description</th>
<th>In this game a so-called &quot;Quizmaster&quot; reads a question with four possible answers.</th>
</tr>
</thead>
<tbody>
<tr>
<td>goal of procedure</td>
<td>The goal is to answer as many as possible of a total of four question cards correctly. There is no time limit.</td>
</tr>
</tbody>
</table>
| learning objectives | The students should …  
… communicate and work cooperatively.  
… accept the opinions of others.  
… justify their opinions.  
… involve all team members.  
… assign roles within the team.  
… remain fair and on-topic.  
… take responsibility for the work results of the group. |
| materials | “Quizmaster” quiz question cards, Solution Guide |
| creative alternatives | All students receive the same informational materials on the subject. The entire class is divided into two teams. Each team creates questions based on the materials, which are posed to the opposing team. One student from each team competes, and may consult with his/her teammates. After each question, both teams appoint a new player. Wrong answers result in lost points. The teacher keeps score for both teams.  
The teacher can also assume the role of Quizmaster. She/he divides the class into two teams and poses a Quizmaster question to each team in rotation. The groups consult among themselves and give an answer. The team with the most correct answers wins.  
additional materials needed:  
Informational and learning materials, Quizmaster cards, small prizes if desired |

Employees

1) Practice example "critical customer!"  
Sara works as a hairdresser may now shampoo a new customer.  
She accompanies the customer to the sink and puts on her gloves.  
Suddenly the female customer says:  
"Why are you wearing gloves?  
Because you don't want to touch me?  
My hair is not that dirty and besides, gloves pull on my hair!"

How can you react in this situation?  
BRIEF COUNTERARGUMENT  
"I'm sorry you have that impression. I'm not wearing gloves because of you, but rather for myself, because I have to protect my skin from so much contact with moisture. Hairdressers often suffer from contact dermatitises of the skin.  
"Besides, we use single-use gloves that don't pull on the hair. We'll try it out and you let me know if it is uncomfortable."
What should a campaign do?

- **draw** attention to a problem and have a simple message
  - EADV/national campaign(s) focus: OSD (healthy skin@work)

- **communicate** facts – do not overload, avoid complexity
  - EADV campaign: data from the 2008 European Risk Observatory report on *Occupational skin diseases (OSD) and dermal exposure in the EU (EU-25)*
  - German campaign: data resulting from OSD-registry, research (e.g. intervention studies) and other sources
What should a campaign do?

- build support for action

www.epos2010.eu

What should a campaigner do?

- build support for action

- EU-funded SAFEHAIR 1.0 & 2.0 projects: together with workers’ and employers’ associations of hairdressers

- EU-funded COST Action “Development and Implementation of European Standards on Prevention of Occupational Skin Diseases (StanDerm)”(TD1206)

- EADV Project #18 : Scientific Evaluation of “Healthy Skin@ work”
COST Mission Statement

COST enables break-through scientific developments leading to new concepts and products and thereby contributes to strengthen Europe’s research and innovation capacities.

COST key features are:
- building capacity by connecting high-quality scientific communities throughout Europe and worldwide;
- increasing the impact of research on policy makers, regulatory bodies and national decision makers…

http://www.cost.eu/TD1206

ESF COST Action TD 1206: StanDerm

“Development and Implementation of European Standards on Preventing Occupational Skin Diseases (OSD)”

Aims

- Evidence-based standards for prevention of OSD
- Safer work environment
- Improved health and work capacity of workers
- Diminished socio-economic consequences of OSD
- Increased competitiveness of small & medium sized enterprises
- Sustainable process of implementation across Europe, with all stakeholders

http://www.cost.eu/TD1206
How to run a campaign –
an example
and an unexpected outcome...

Concerted action. National Press-Conference kick off
• 20.-24. September 2010 „Week Of Occupational Skin Diseases (WOOD)“
• 05.-09. December 2011 „Week Of Occupational Skin Diseases (WOOD)“
• 05.-09. November 2012 „Week Of Occupational Skin Diseases (WOOD)“
• 04.-08. November 2013 „Week Of Occupational Skin Diseases (WOOD)“

• Free service by dermatologists, free information by occup. physicians, statutory accident insurances, vocational schools…
• www.hautgesund-im-Beruf.de
Prof Dr S M John, Univ Osnabrueck / EADV

PK der ABD, DDG, DDKG, BVDD, DGUV, BfG, BMAS in der Bundespresskonferenz, Berlin am 8.9.2010

Damit der Beruf nicht krank macht...

Nach einer Studie der Europäischen Akademie für Dermatologie und Allergologie (EADV) leiden 55 bis 60 Million Menschen in Europa an hauterkrankungen, von denen 16 Milliarden pro Jahr aus dem Arbeitsalltag resultieren. 25.000 Menschen sterben jedes Jahr an Hauterkrankungen. Der hohe Anteil an Hauterkrankungen macht eine starke gesundheitspolitisches Engagement erforderlich.

Die Dermatologische Gesellschaft (DDG), der Deutsche Konsensuskreis für Allergologie (DDKG) und die DVA beraten der Bundeswehr und den Gesundheitswesen zu Verbesserungen in der Beratung und Behandlung von Hauterkrankungen.

Weitere Informationen:
- [Website der EADV](http://www.eadv.org)
- [Website der DDG](http://www.ddg-online.de)
- [Website der DDKG](http://www.ddkg.de)
- [Website der BVDD](http://www.bvdd.de)
- [Website der DGUV](http://www.dguv.de)
- [Website der BfG](http://www.bfg.de)
- [Website der BMAS](http://www.bmas.de)

*Informationen zu Hauterkrankungen auf [arztezeitung.de](http://www.arztezeitung.de)*

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**Weitere interessante Links**

- [Europäische Akademie für Dermatologie und Allergologie (EADV)](http://www.eadv.org)
- [Deutsche Dermatologische Gesellschaft (DDG)](http://www.ddg-online.de)
- [Deutscher Konsensuskreis für Allergologie (DDKG)](http://www.ddkg.de)
- [Bundesverband der Deutschen Dermatologen (BVDD)](http://www.bvdd.de)
- [Deutsche Gesellschaft für Allergologie und Immunologie (DGAI)](http://www.dgai.de)
- [Berliner Bund für Gesundheit (BBG)](http://www.bbg.de)
- [Bundesministerium für Arbeit und Soziales (BMAS)](http://www.bmas.de)

**Weitere Informationen zum Thema**

- [Hauterkrankungen und Arbeit](http://www.arztezeitung.de)
- [Hauterkrankungen und Gesundheit](http://www.bundesgesundheitsministerium.de)
- [Hauterkrankungen und Beruf](http://www.arztezeitung.de)

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**Bildquelle:**

- [Frankfurter Rundschau](http://www.frankfurter-rundschau.de)
- [Der Merkur](http://www.merkur.de)
- [Mittlbayerische](http://www.mittlbayerische.de)
- [Deutsche Presse](http://www.deutsche-zeitung.de)

**Artikelquellen:**

- [Hauterkrankungen und Arbeit](http://www.arztezeitung.de)
- [Hauterkrankungen und Gesundheit](http://www.bundesgesundheitsministerium.de)
- [Hauterkrankungen und Beruf](http://www.arztezeitung.de)
Other countries report that setting quantitative targets for the reduction of occupational diseases does not make sense, as for example, the big national campaigns organised in Germany on specific hazards (i.e., skin diseases, musculoskeletal disorders) first led to an increase in notifications of suspected occupational diseases, which were in some cases recognised and compensated. The measurable success of such campaigns does not mean the reduction in number of diseases on a short-term basis, but an increase in noticess on entitlement to benefits and a generally improved level of information - as well as an increased awareness of the problems and workers acting in a more health-conscious way. Only if progress is measured over a longer time period will this result in a decrease in the number of occupational diseases. Moreover, improved prevention and improved health-consciousness of the persons concerned can only have a favourable effect on the many diseases which are due to long-term exposures.
Underreporting (ca. 80 fold)


Kätting R, Diepgen TL, Droeschel et al. (2005) Überlegungen zu notwendigen Konsequenzen für arbeitsmedizinische Praxis... durch die Novellierung der Gefahrstoffverordnung... Arbeitsmed Sozialmed Umweltmed 40: 308-11.

Skin (N_total=19,210): 29% of all notifications of occup. Diseases 2009 (66,951);
Skin (N_total=24,384): 35% of all notifications of occup. Diseases 2012 (70,566);
Source: DGUV (German statutory accident insurance)
Notifications of occupational skin diseases 2009 vs. 2012

- Occupational origin accepted
- Notifications unconfirmed
- Recognized Occupational Disease (Job resignation)

Skin (N_total=19,210): 29% of all notifications of occup. Diseases 2009 (66,951);
Skin (N_total=24,384): 35% of all notifications of occup. Diseases 2012 (70,566);
Source: DGUV (German statutory accident insurance)

Costs of occupational skin diseases
German Accident Insurance 2006 vs. 2011

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th></th>
<th>2011</th>
<th></th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Nr. of cases</td>
<td>Costs per case (€)</td>
<td>Total Costs (€)</td>
<td>Nr. of cases</td>
<td>Costs per case (€)</td>
</tr>
<tr>
<td>Medical Costs</td>
<td>26,246</td>
<td>656</td>
<td>17,214 €</td>
<td>43,368</td>
<td>560</td>
</tr>
<tr>
<td>Job retraining</td>
<td>4,739</td>
<td>9,074</td>
<td>43,003 €</td>
<td>3,710</td>
<td>7,009</td>
</tr>
</tbody>
</table>

Cost reduction 2011 vs. 2006: ~10 million €
(not adjusted for inflation)

Increase of dermatology-treated cases by 65%

Source: German Accident Insurance (DGUV), 2013
cost reduction for employers (who pay the statutory accident insurance fees) by preventive measures

Amount of contribution for insurance (BGW) in €/1000 € wage
Prof Dr S M John, Univ Osnabruceck / EADV

31.10.2013

Results for 15 participating countries
Quantitative effects of OSH

<table>
<thead>
<tr>
<th>Prevention costs (for companies)</th>
<th>Prevention benefits (for companies)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value in € per employee per year</td>
<td>Value in € per employee per year</td>
</tr>
<tr>
<td>Personal protective equipment</td>
<td>168</td>
</tr>
<tr>
<td>Guideline on safety technology and company medical support</td>
<td>278</td>
</tr>
<tr>
<td>Specific prevention training measures</td>
<td>141</td>
</tr>
<tr>
<td>Preventive medical check-ups</td>
<td>58</td>
</tr>
<tr>
<td>Organizational costs</td>
<td>293</td>
</tr>
<tr>
<td>Investment costs</td>
<td>274</td>
</tr>
<tr>
<td>Start-up costs</td>
<td>123</td>
</tr>
<tr>
<td>Total costs</td>
<td>1,334</td>
</tr>
<tr>
<td></td>
<td>Total benefits</td>
</tr>
</tbody>
</table>

**RoP = 2.2**

Participating 15 countries (April 2011):
Australia, Austria, Azerbaijan, Canada, Czech Republic, Germany, Hong Kong (China), Romania, Russian Federation, Singapore, Sweden, Switzerland, Turkey, United States, Viet Nam

Walter Eichendorf, German Social Accident Insurance; RoP= Return on Prevention

How to run a campaign – some recommendations and examples

involve your parliamentarians ...

EUROPEAN PARLIAMENT
FORM FOR TABLING PARLIAMENTARY QUESTIONS
To the: COUNCIL COMMISSION
Antigoni Papadopoulou
SUBJECT: (please specify)
Improving the regulatory framework to develop specific prevention standards for occupations susceptible of acquiring occupational skin diseases (OSD)

TEXT:
Occupational skin diseases (OSD) are to date the second most common work-related health problem and cause extensive suffering for the affected workers. In its 2008 report, the European Agency for Safety and Health at Work confirms that: The European Commission is asked:

• Which actions does the Commission propose to undertake in order to improve preventive standards for occupational skin diseases?
• What can the Commission do to pursue the recommendations made in the 2008 report of the European Agency for Safety and Health at Work concerning better recognition of occupational diseases, awareness raising and training of occupational health professionals?
How to run a campaign – some recommendations and examples

However, before starting it is important to

✔ identify the stakeholders
  ✔ potential key players, allies, opponents
    ■ who can provide support?
    ■ who should be influenced?
      (specific organizations, policy makers, society, etc).

■ they may ... support the campaign
  ... be adversely affected
  ... may have the power to bring about changes or
  ... be responsible for the problem identified

for instance ⇒ ....
With glamour, style and beautiful hands
Live your dream
Lebe Deinen Traum.
With glamour, style and beautiful hands
"She DFM!"

Skin protection becomes a second nature

Line of argument that goes beyond ‘protection’ and ‘risk’
prevention goes sexy...

So schön kann Hautschutz sein.

Gute Typen, schicke Frauen und gayer Stil 90er. Jetzt, wenn man JPEG geladen hat, die Prof in punkto Hautschutz ist lange Zeit erwähnt. Im BGV dementer eine willkommene Einnahme für die jungen Start in der Job.

"Fit for Job" als
"Profitroßähnliche Haare
Professionelle Schönheit
Schwerarbeit, Pflege
Sicherheit"

Das BGV dementer kann unter www.gesundheitswissen.de zum Preis von € 0,99 erhalten werden.

FÜR EIN GESUNDES BERUFLEBEN

La CSC veut plus de prévention
et une meilleure législation

Des études européennes ont démontré que les travailleurs de la coiffure sont plus exposés aux maladies professionnelles que les travailleurs d'autres secteurs.

La CSC demande un renforcement de la directive européenne sur les produits cosmétiques et une interdiction des produits les plus nocifs.

La CSC encourage l'industrie cosmétique à se joindre aux efforts de recherche et de développement visant à la promotion de l'utilisation de substances moins dangereuses et plus respectueuses.

La CSC déclare que dans tous les secteurs, les travailleurs exposés à des produits toxiques et à des solvants les plus nocifs. Par ailleurs, elle invite les employeurs à utiliser les produits les moins nocifs possibles pour les agents.

La CSC, en partenariat avec le Institut de l'industrie de la coiffure, a pris des mesures de prévention dans le secteur.

La CSC demande que les écoles et toutes les formations proposant des formations sur les dangers des produits de coiffure, soient attentives aux risques liés aux mesures de prévention.
Who is going to be the heir of Safeh(e)air?

• Future Generations of Hairdressers!
This takes too long!
....Good night!

SafeSex
Tool Box
2.0

KISS
www.safehair.eu
Social networks? Facebook?

World Health Organization
Global Workshop on Occupational Skin Disease
22-23 February 2011 - Geneva

Healthy workplaces: a global model for action

- World-related physical and psychosocial factors
- Prevention and support of healthy behaviors
- Universal social and environmental determinants

KISS
http://www.kiss.info/occupational_health/prof.htm
www.kiss.org.fr
http://www.safehair.eu
Facebook?
How to run a campaign – some recommendations and examples

Also, before starting

✔ analyze in-house resources available
  skills/ financial/ existing partnerships/ others

✔ identify the resources needed
  human resources?
  fund-raising?
  sponsorship?
  specific material?
How to run a campaign – some recommendations and examples

Then …

✔ create a resource pool

✔ get commitment and support for the campaign through partnerships

✔ analyse economical/political conditions:
  ■ is it the right moment?
  ■ important events coming up, which may help to gain momentum?

✔ work effectively with the media (e.g. press conferences, interviews, publish regularly articles)
How to run a campaign – some recommendations and examples

✔ ✔ ✔ ✔

have one campaign logo

✔ ✔ ✔ ✔

develop publicity material and website

www.dermanet.cz

www.healthyhairdresser.nl

www.hautgesund-im-beruf.de
Greatest risk in risk-professions:
Lack of information

„Crime scene“: work place
Important ingredients for a successful campaign are:

- Good planning from the start
- Sound skills and arguments
- Communicating a message
- Using local government, media, the public, social insurances, social partners
- Publicity, leaflets, publications, meetings
- Time and money
  - e.g. research projects EU COST Action TD 1206, EADV Research Project #18, supporting your campaign and evaluation!!

Safety and health at work is everyone’s concern. It’s good for you. It’s good for business.

Healthy Workplaces Summit 2013
'Working together for risk prevention'

Successful networking and campaigning in OSH:
"Healthy Skin @ Work"
Safety and health at work is everyone's concern. It's good for you. It's good for business. Get comfy with campaigning, BILBAO!