

Workshop 3

Getting the message across – how do we reach and support companies and other stakeholders?

CAMPAIGN PLANNING

- **Think about:**
 - **Aims / long-term strategic goals**
 - **Specific campaign objectives**
 - **Target audience(s)**
 - **Timetable**
 - **Message(s)**
 - **Media**
 - **Evaluation**

TARGET AUDIENCES

- **Consider:**
 - **Who is the target audience?**
 - **What do they know about the topic?**
 - **What do they need to know?**
 - **What do they want to know?**
 - **Reading habits / media consumption**

EVALUATION

- **Measure what you know and what you do:**
 - **Planning stage – what do you know?**
 - **Qualitative / quantitative**
 - **Research materials and messages**
 - **Pre and post market research – awareness, action and understanding**
 - **Follow up research, e.g. Focus Groups**

Conclusion 1

- There are numerous, diverse audiences from high level policy makers to students, they also include:
 - employers and employer associations
 - workers and trades unions
 - insurance companies, banks and financial bodies
 - OSH specialists and consultants
 - the media
 - the general public

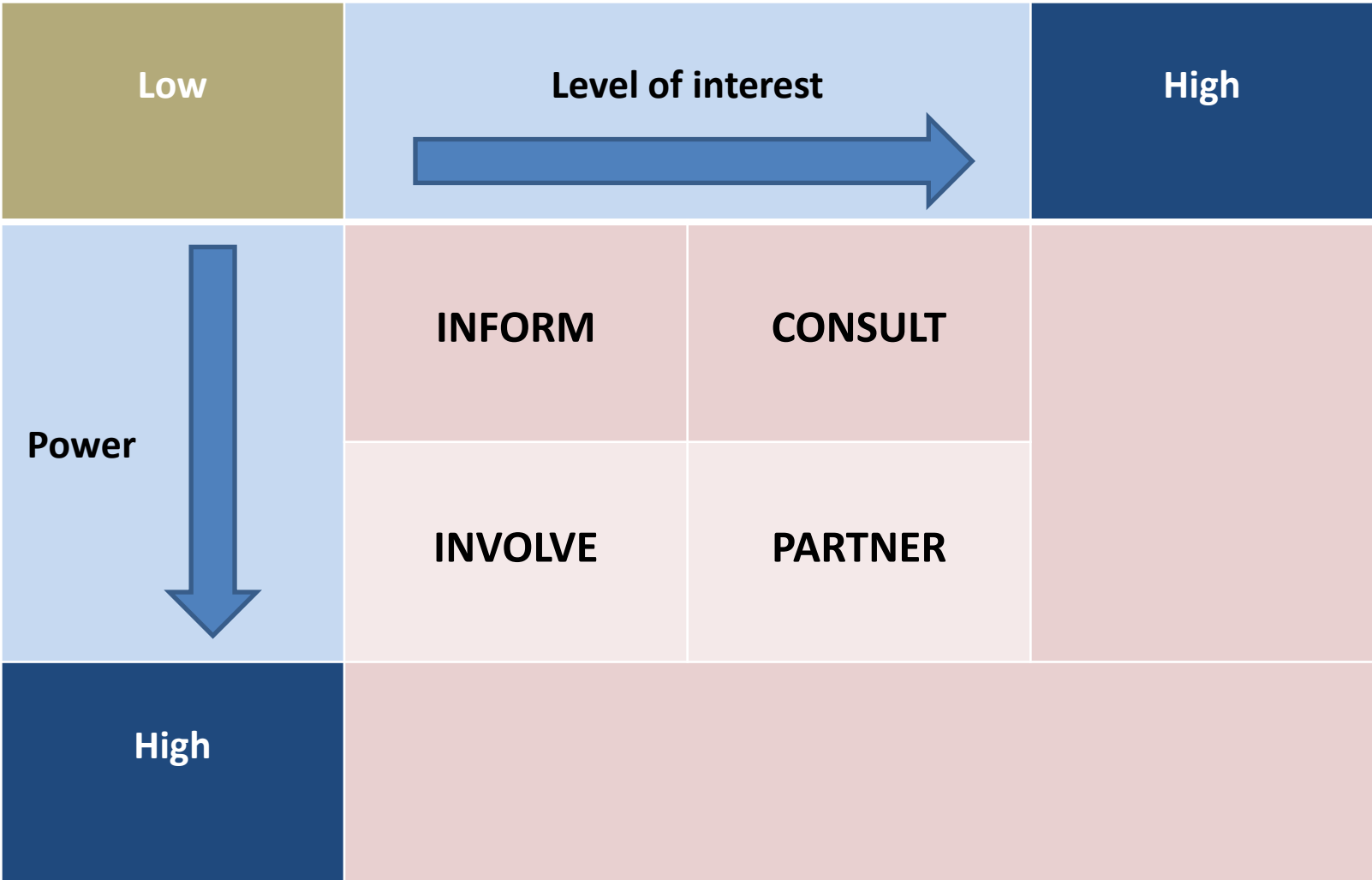
REACHING OUT

- Reaching large numbers of individual businesses is expensive and time-consuming
- Therefore a strategy needs to embrace partnerships, working through others, convincing them of the Business Case for OSH, and using their networks and channels to reach SMEs in particular

INVESTING TIME

- Investing time in a relatively small number of intermediaries is key to success; people trust and believe 'people like them'
- Testimonials and endorsements are valuable
- Consider 'Champions' - people outside the OSH world who believe in and support the message that "Good Health is Good Business"

STAKEHOLDERS



Conclusion 2

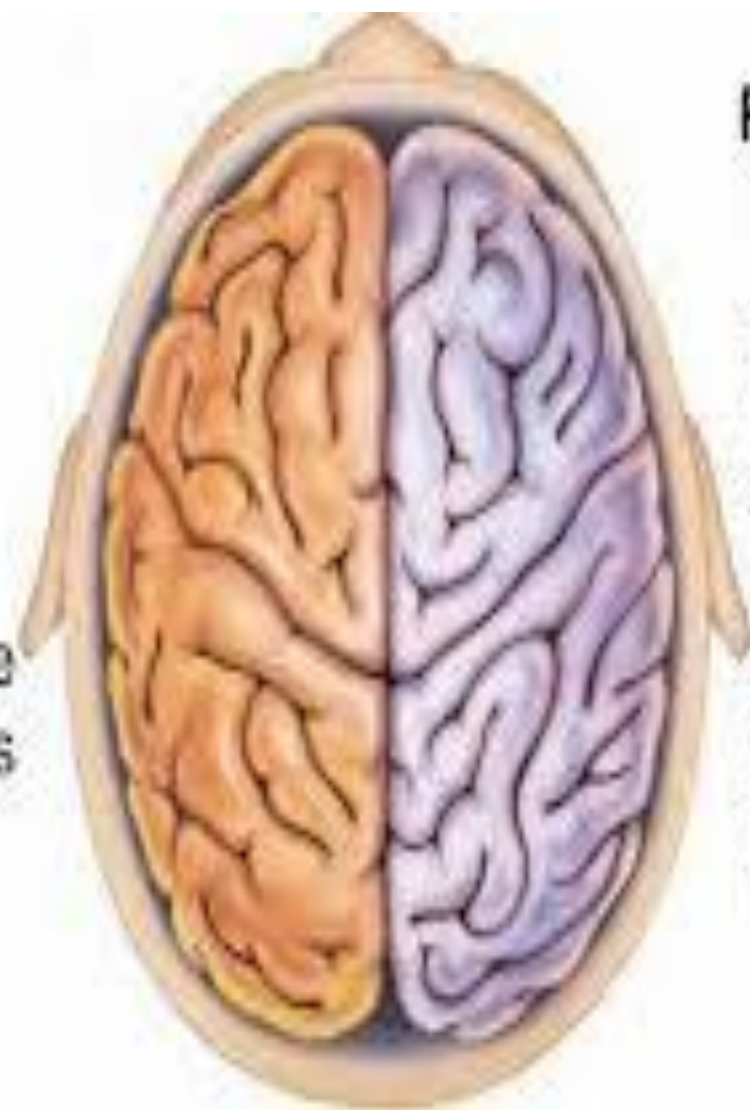
- Working through key stakeholders is key to success, and the most economical way to achieve the objective

LEFT BRAIN –RIGHT BRAIN

- The Business Case for OSH is not new
- It is a sensible, logical and rational way to look at things; but it is only part of the argument!
- Left-brain people are more organised and systematic - the rational argument about costs and benefits works with them
- Right-brain people, however, are more creative and intuitive; for them the emotional rather than the rational argument is attractive

Left Brain

Logic
Analysis
Organization
Administration
Maths & science
Knowledge/facts
Detail



Right Brain

Emotion
Intuition
Spirituality
Interpersonal skills
Art & music
Belief
'Big picture'

LOW RISK – HIGH RISK

- In relatively 'low-risk' sectors - commercial, retail etc - there is little value in describing fatal accidents that are never going to happen
- In these sectors health - MSDs and stress for example - rather than safety are the likely causes of absence, lost time, lost productivity and claims for compensation

USING EMOTION

- In agriculture, construction, mining and some 'heavy', more traditional industries accidents have more immediate and fatal consequences
- Surprisingly, perhaps, it is in these sectors where the emotional message can be most powerful - the loss of a loved one, a colleague, a friend, a father, a brother, a husband - a man more often than a woman

POSITIONING



Conclusion 3

- In communicating the message use both rational and emotional arguments with different target groups / audiences / stakeholders
- Consider both positive and negative messages

HOW DO WE LEARN?

10% of what we read

20% of what we hear

30% of what we see

50% of what we see and hear

70% of what is discussed with others

80% of what is experienced personally

95% of what we teach someone else

William Glasser, US psychiatrist

A MARKETING APPROACH...

Attention - attract the attention of the audience

Interest - tell them the benefits, not the features

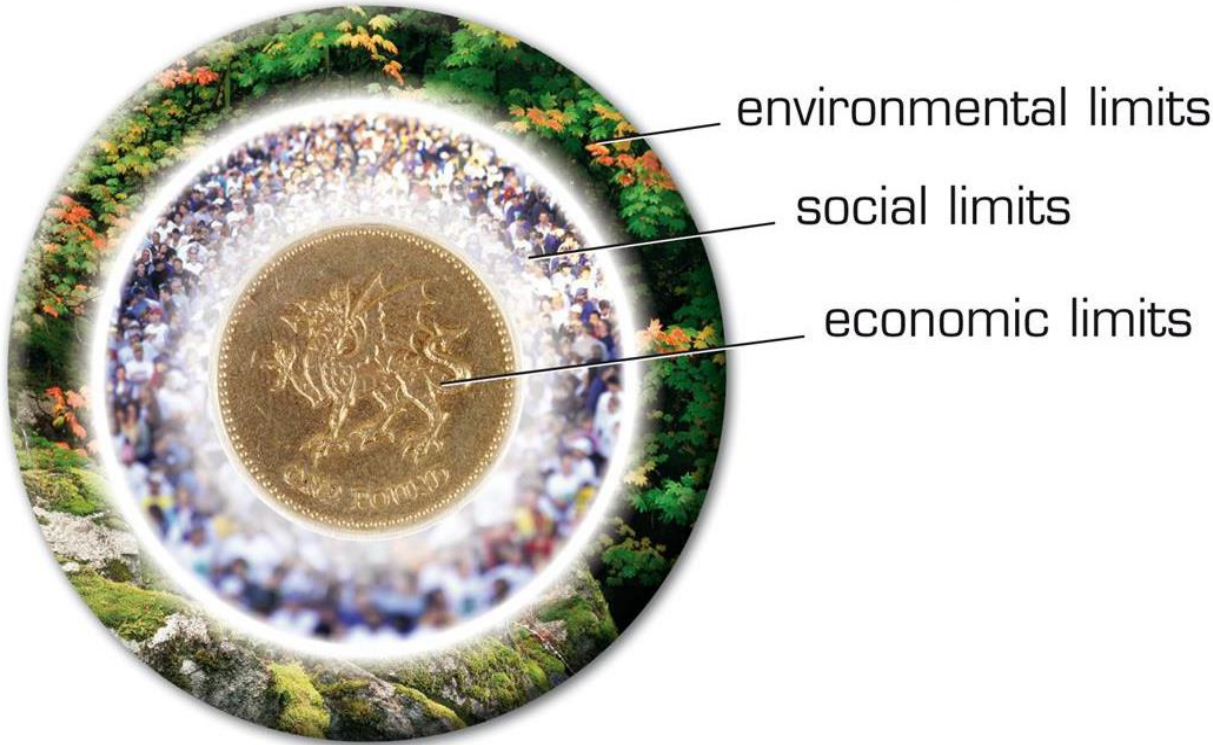
Desire - convince them they want what you're offering

Action – lead them towards a commitment

Conclusion 4

- It is not enough to tell, it is essential to listen, persuade and discuss too

Sustainable Development



SUSTAINABILITY

- In a wider context position OSH as an integral part of Sustainability
- For businesses to survive they must be sustainable
- That means taking care not only of economic but also the social and environmental issues that affect the business
- The Business Case for OSH is not only about money – it is about people and the wider community

Conclusion 5

- Position OSH in the movement for Sustainable Development (a key objective of the EU 2020 strategy, creating a 'smart, sustainable and inclusive Europe')

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**UNEMPLOYEE
OF THE YEAR**

**MICHEL, 24, NON-CHEF
FROM ITALY.**

**JAMES, 23, NON-SOUND
ENGINEER FROM THE UK.**

**JOSYMARE, 27, NON-JOURNALIST
FROM BRASIL.**

**DJANGO, 19, NON-FILMMAKER
FROM THE UK.**

**VALENTINA, 30, NON-LAWYER
FROM ITALY.**

**FAM, 22, NON-POLITICIAN
FROM SENEGAL.**

OLYVIA, 26, NON-PHYSICIAN

**7 OF THE NEARLY 100 MILLION
PEOPLE UNDER 30 YEARS OF AGE
IN SEARCH OF A JOB.**

Tell us about your non-work experience.
Enter the Unemployee of the Year
contest with your project
or vote for the one that inspires you:
100 of them will be supported.

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Conclusion 6

- Do it like the professionals – use the power of visual images to communicate the business case