



European Week for Safety and Health 2003

Peter H Rimmer
Director of Information, HSE
Chair of the UK European Week Project Group

EUROPEAN WEEK



- **THEMATIC CAMPAIGN:**
 - to improve safety and health
 - by promoting action in the workplace
 - through the active involvement and participation of the workforce
 - with an incentive to generate feedback



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□ *Organisation:*

- European Week Project Group
 - Social partners - TUC, CBI, ROSPA, British Safety Council, IOSH and Back Care
 - Health Education Board for Scotland, HSE Northern Ireland, National Assembly for Wales and HSA Ireland
 - Local authorities
 - Insurance and banking sectors
 - Departments of Health, Work & Pensions

EUROPEAN WEEK FOR SAFETY AND HEALTH 2002





EVALUATION OF EW2002

□ NPD Associates commissioned:

- 1400 Feedback Forms analysed
- 200 participants; 100 interviewed in depth
- 400 non-participants; 50 interviewed in depth
- discussions with Project Group members
- comparisons with EW2001 and EW2000



HEADLINES

- ❑ A successful campaign but a difficult theme
- ❑ Demand for Action Packs up 78%
 - 185,000 packs
- ❑ Feedback Forms down 47%
 - 1,400 compared to 2,654
- ❑ Estimated 15,000 enterprises participated
- ❑ About 6.3m employees affected
- ❑ Many found *Stress* theme difficult
- ❑ Only a minority confident to send feedback

WHY PARTICIPATE?

- ❑ 49% - stress is important
- ❑ 46% - raise awareness internally
- ❑ 34% - raise profile of OSH department
- ❑ 22% - successful in a previous year
- ❑ 9% - latch on to a major campaign



PARTICIPANTS

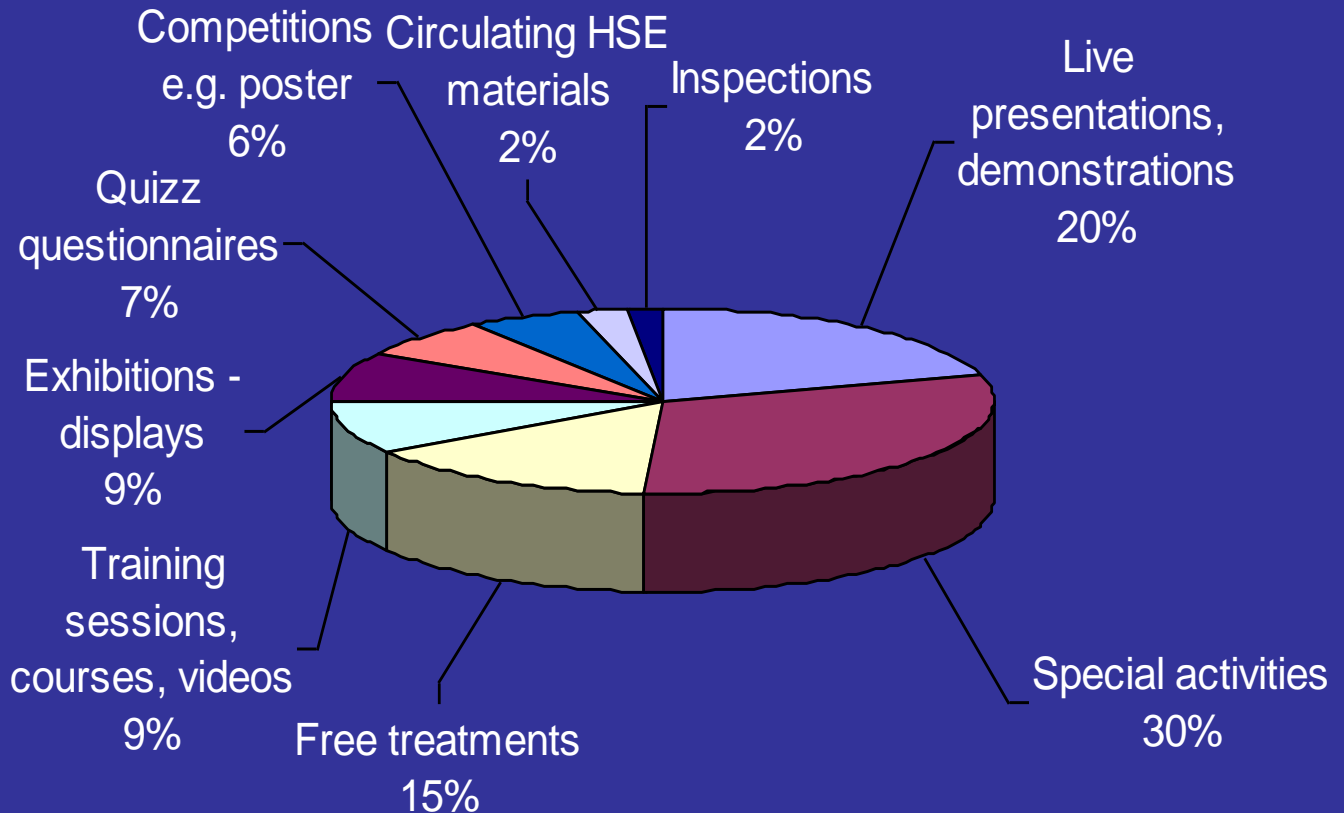
- ❑ over 70% of employees in participating businesses were affected
- ❑ 91% of staff feedback was positive
- ❑ 45% of participants from SMEs
- ❑ 100% felt that participation justified
- ❑ 53% made specific changes
- ❑ 41% expect changes to have lasting effect

PARTICIPATION

- ❑ 68% - previous participants
- ❑ 32% - first timers
- ❑ 26% of non-participants had participated before but decided against in 2002
- ❑ How well did the stress theme work?
 - 67% - very well
 - 25% - quite well
 - 8% - found it difficult

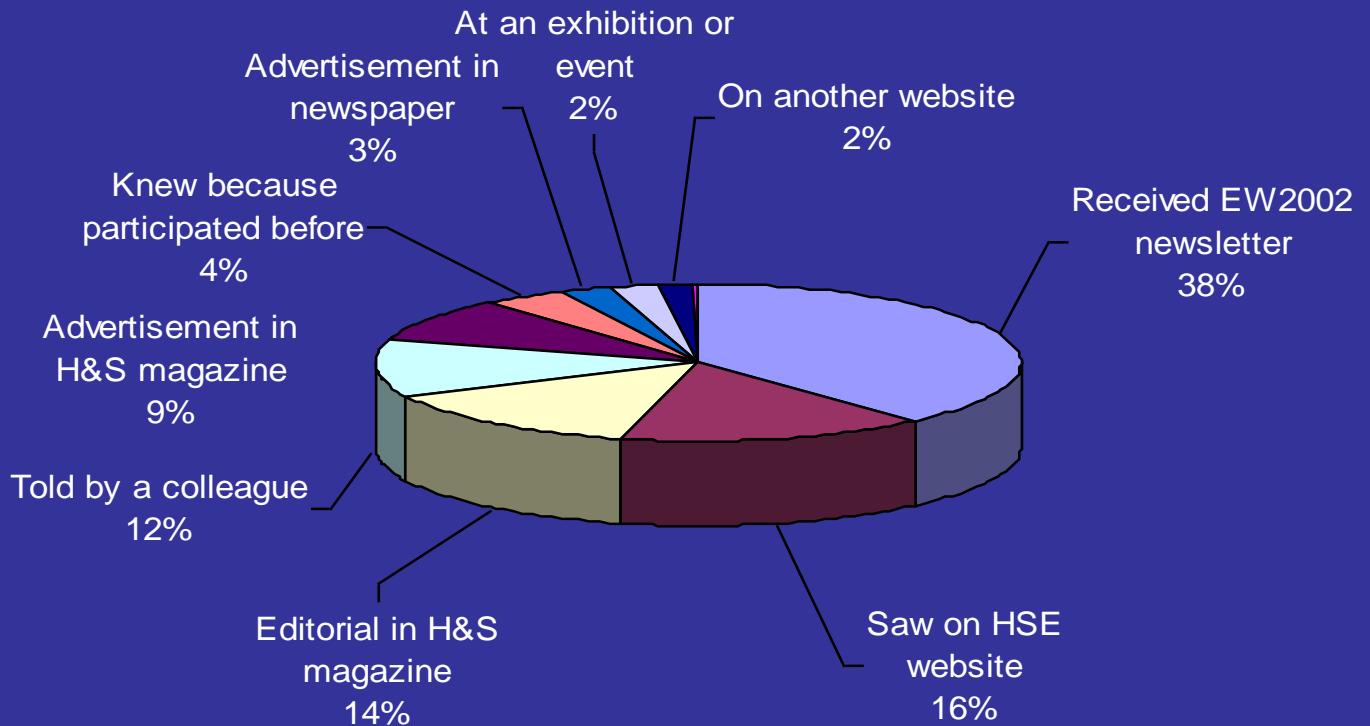
PARTICIPATION

Chart 17 Which activities during the Week gave the best results



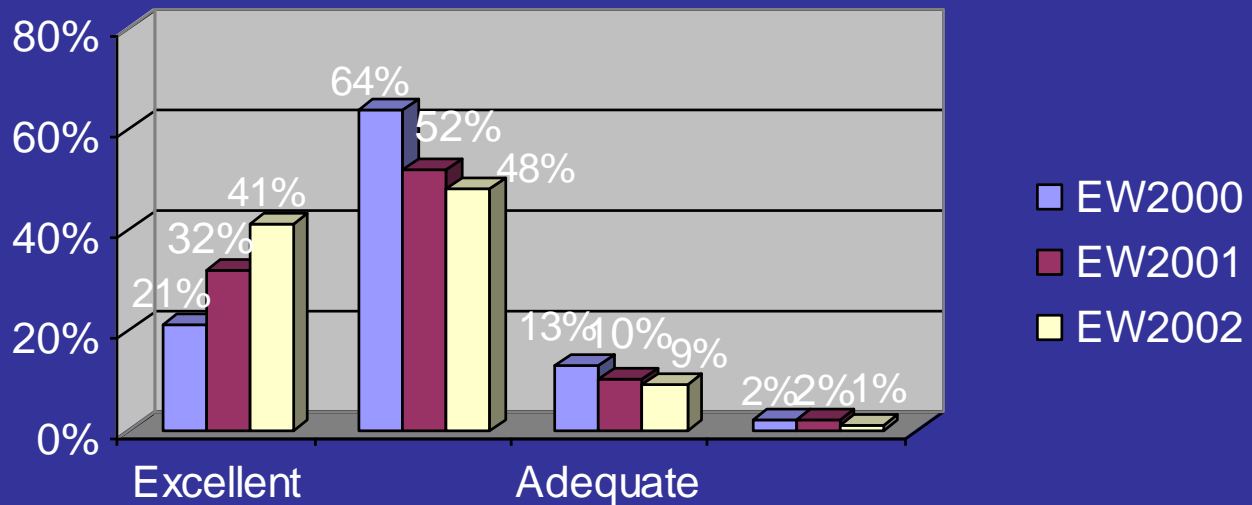
MARKETING

Chart 14 How participants had first heard about EW2002



RATING OF MATERIALS

Chart 9 Appeal and usefulness of HSE printed material supplied 2000 - 2002

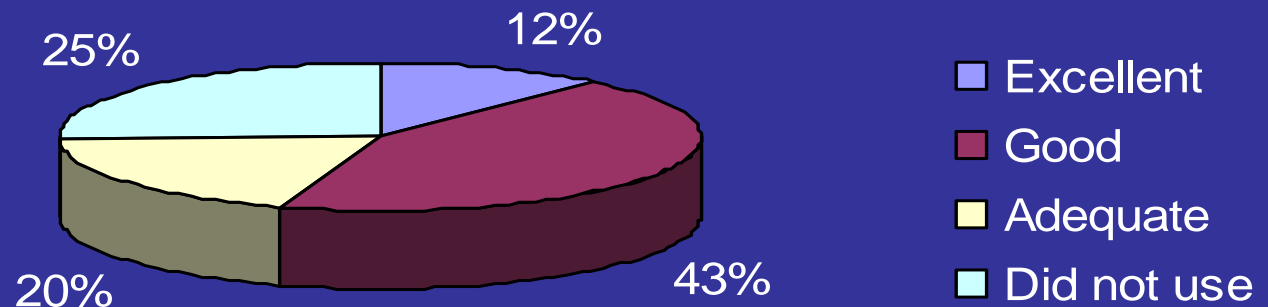


41% of participants rated it "Excellent"

Averages score 3.3 out of 4

HSE EW2002 WEBSITE

Chart 12 Appeal and usefulness of HSE's EW2002 website content to participants

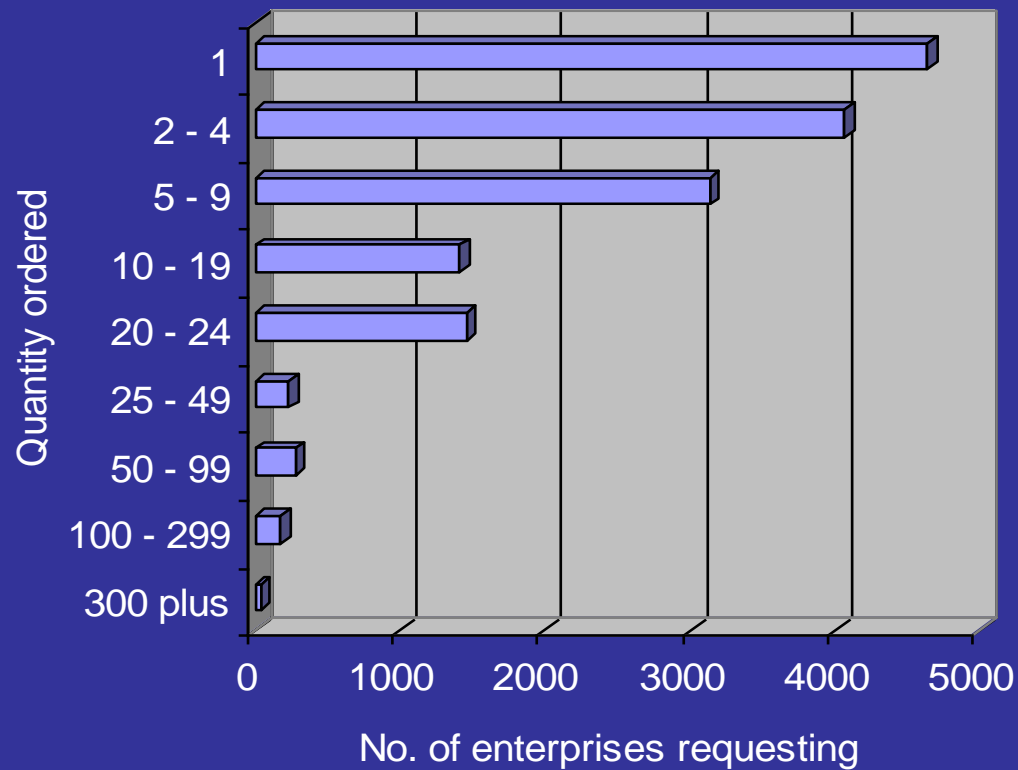


75% of participants had used the website whilst organising participation

Averaged score 2.9 out of 4

ACTION PACK

Chart 16 Numbers of enterprises requesting different quantities of Action Packs



CERTIFICATES

- ❑ 64% displayed on notice board
- ❑ 19% displayed elsewhere
- ❑ 9% passed on to senior management
- ❑ 4% copied to all concerned
- ❑ 4% filed for future reference

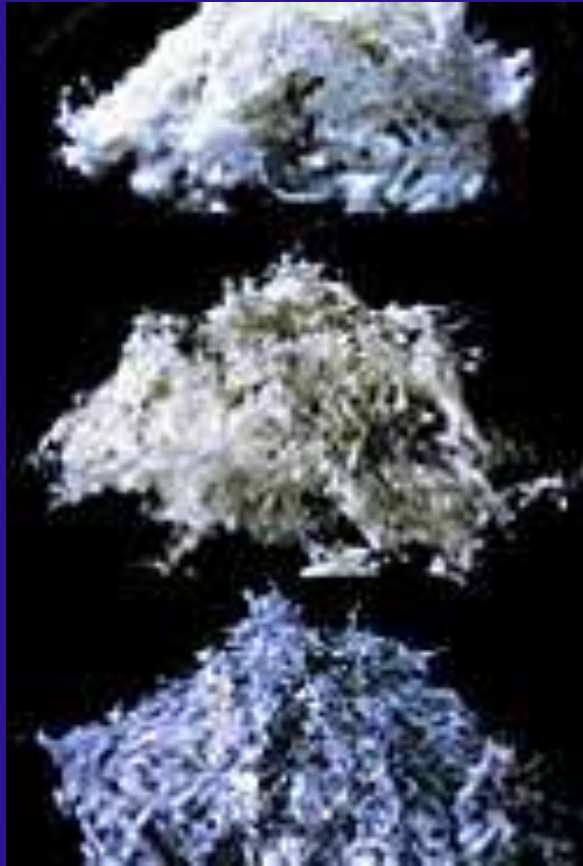
EW2002 cf to EW2001

	EW2002	EW2001
Estimated number of enterprises participating	15,000	25,000
% of employees directly affected within participating enterprises	71.5%	77.6%
% who felt that specific changes had taken place in their organisation	53%	55%
% who felt that these specific changes were long lasting (years)	41%	36%
% who felt that the Week had been worthwhile	100%	98%
% who felt that the Week had been very much justified economically	82%	70%
% of SMEs participating	45%	54%

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Dangerous substances
Handle with care

- ❑ Asbestos
- ❑ Asthma
- ❑ Skin diseases
- ❑ COSHH Essentials

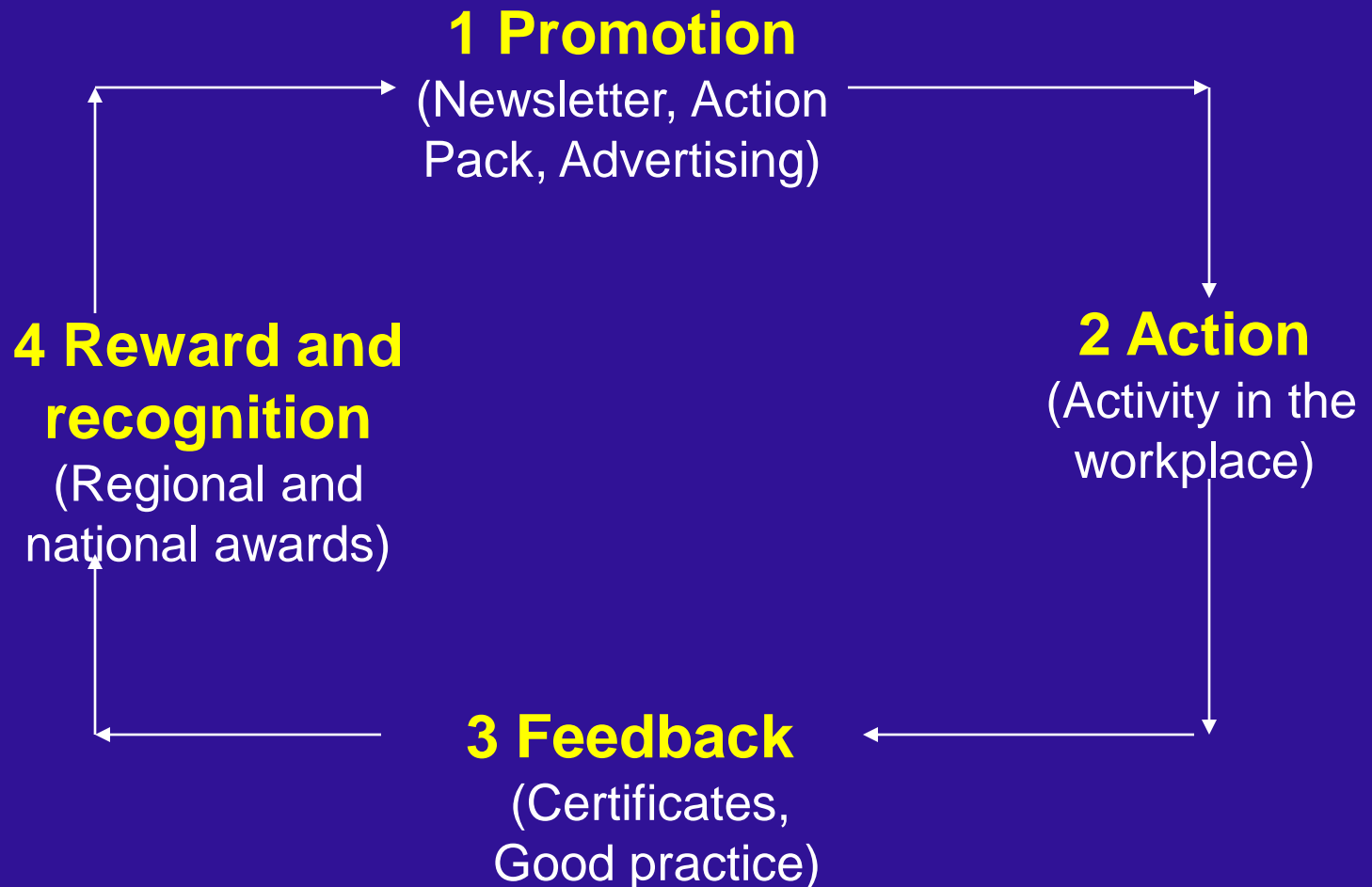




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- Dangerous substances can be divided into four main groups
 - Chemicals used in manufacturing/processing
 - Proprietary products - paints, dyes, cleaning
 - Dusts and fumes - from soldering and welding, and food preparation for example
 - Natural substances such as blood and bacteria
 - Also includes substances that could cause harm from fire and explosion - petrol, LPG etc

PLANNING MODEL





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1. *Promotion*

- Newsletter
 - distribution and mailings
- Action Pack
 - Fact sheets, leaflets, posters, stickers
- Advertising and promotion
 - in newsletters, magazines
- Web site
- Press notices



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2. *Involve*

- Ideas for action:
 - risk assessments – COSHH assessments
 - exhibitions and displays
 - competitions and quizzes
 - training and information
 - working with suppliers and contractors
 - publicity in newsletters and local press
 - working with schools and young people
 - involving emergency services – fire, police

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3. *Encourage feedback*

- We want to know:
 - Who participated and what they did
 - Identify good ideas and good practice
- Simple questionnaire and web feedback
- Certificate of participation
- Evaluate for regional awards



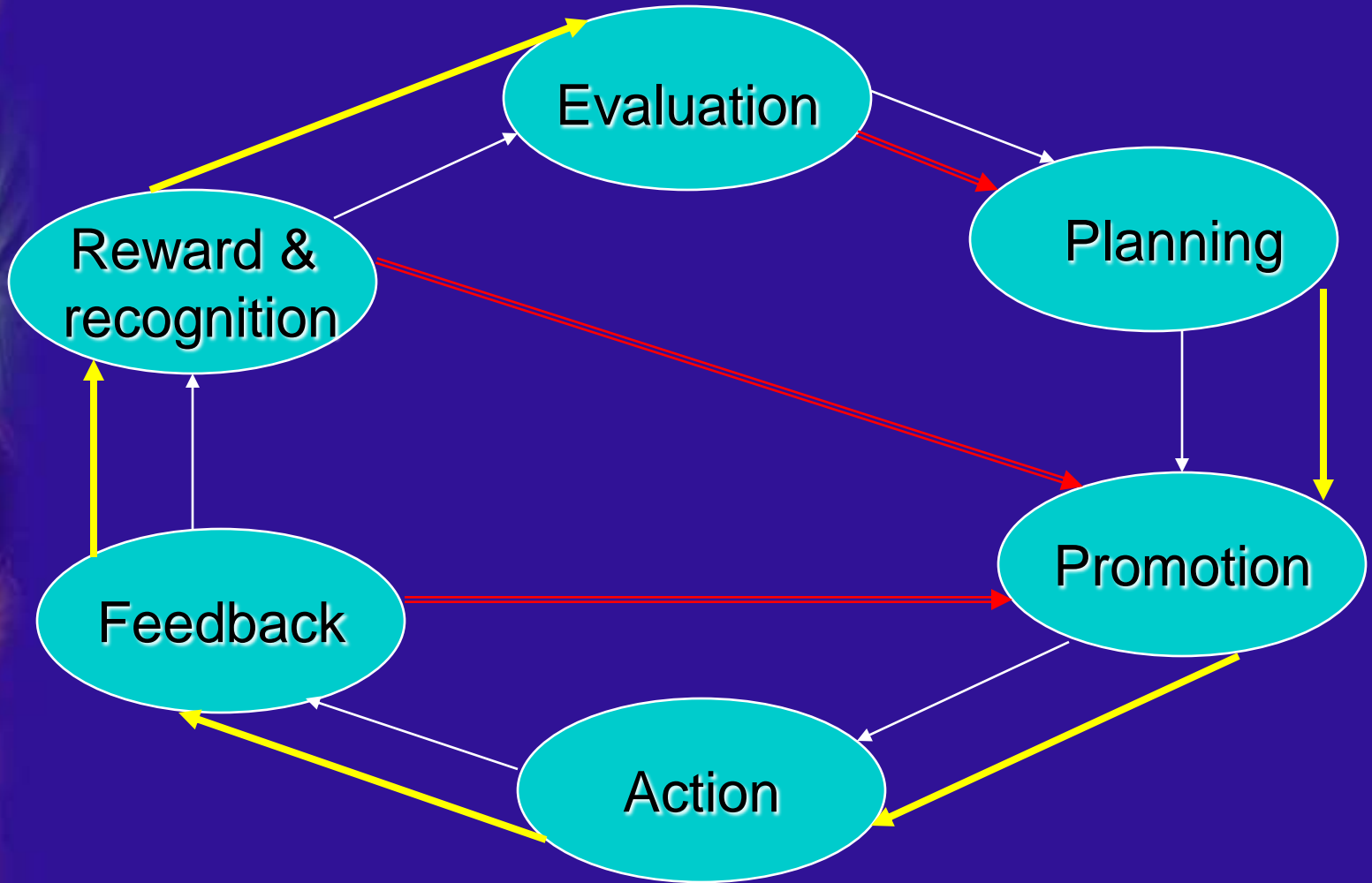
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4. *Recognition and reward*

- Everyone who returns a feedback form receives a personalised certificate
- Sifted into 12 regions
- Regional awards
- Lots of press coverage!



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□ *Why should you take part?*

- **Because you could:**

- Save lives and prevent injuries
- Improve the quality of work
- Improve productivity
- Save money
- Achieve positive media coverage and publicity
- Receive a personalised certificate
- Win an award
- Have fun!



GOOD PRACTICE AWARDS

❑ ***Good Practice Awards:***

- Solutions that tackle risks at source through good management
- Show real improvements
- Sustainable over time
- Consultation, compliance and capable of transfer to other workplaces

❑ ***Closing date 18 July 2003***

GOOD PRACTICE AWARD WINNERS




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