

2.

2012-2013

**A EUROPEAN CAMPAIGN ON RISK
PREVENTION**





Prevention is about managing risks.

Risks are managed by people working together.

Why prevention?

- **Cornerstone of European approach to OSH and prerequisite for creation of a culture of risk prevention.**
- Anticipating and analysing the various aspects of work
- Managing work-related risks
- **Responsibility for managing risks lies with employers and their top management, but their efforts are bound to fail without active worker involvement.**
- Importance of leadership and worker participation.

Campaign structure

- build on past success
- further develop and strengthen the Campaign's network-based approach, involving various important networks of partners:
 - National Focal points
 - Official Campaign partners
 - Enterprise Europe Network
 - European social partners
 - European institutions and their networks



Campaign objectives

- **Essential that employers and workers and their representatives work together in partnership;**
- **The importance of OSH leadership for the prevention of work-related accidents and illnesses;**
- **The legal responsibility and the practical need to manage occupational risks in the workplace;**
- **Provide the involved actors with practical information and tools, particularly within SMEs;**
- **Provide clear and simple guidance for employers to manage work-related risks in partnership with workers and their representatives;**
- **Foster the inclusion of OSH management in organisations' corporate social responsibility (CSR) policies;**

A more sustainable risk prevention culture in Europe.



Campaign target groups

Core target audience:

1. **Employers and employers' organisations**
2. **Workers, safety and workers' representatives, and trade unions**

Special emphasis on employers and workers in SMEs and micro-firms.

Secondary audience- intermediaries:

- **Policy makers (European and national)**
- **Focal Points and their networks**
- **European institutions and their networks**
- **NGOs**



Campaign messages I

- Employers/Leaders of organisations:
 - **It is for the top management to lead the way and set an example for the whole organisation.**
 - **Worker participation is one of the key elements in building a sustainable risk prevention culture.**
 - **The pay-off for doing it right is enormous:**
 - prevention of human suffering and distress
 - elimination of huge costs to business
 - real engagement and loyalty from staff



Campaign messages II



- Workers and their representatives:
 - **The responsibility for managing work-related risks lies in the hands of the employers, but their efforts are bound to fail without active worker involvement.**
 - **Worker participation is crucial in helping managers to identify issues**
 - **Worker participation in health and safety means:**
 - knowing your rights and responsibilities and how to engage effectively with your employer;
 - actively contributing to identifying issues, finding solutions and dealing with OSH related problems;
 - increasing the number of confident, trained worker and safety representatives who are representative of the workplace they come from;
 - working in partnership with the management to prevent work-related accidents and illnesses

Campaign activities & resources

- Campaign resources:
 - Campaign website and FOP websites
 - Campaign promotion material
 - Campaign information products
- Campaign events and media and PR activities:
 - Campaign launch: European and national
 - Good Practice Awards
 - European Week: PR and national events
 - Closing event
- Financial and logistical support for FOPs via the ECAP scheme





Campaign information products I

- **Co-branded publication with ETUC on worker participation in OSH**
- **Co-branded publication with BusinessEurope on OSH leadership**
- **REPORT: Factors associated with effective management of OSH, ESENER secondary analysis**
- **REPORT: Factors associated with effective involvement of workers, ESENER secondary analysis**
- **State of the art review on worker involvement (based on ESENER results)**
- **Factsheet: Success factors of effective prevention**
- **REPORT: Expert analysis of case studies on leadership and OSH**
- **Database: Case studies on leadership and OSH**

Campaign information products II



- **REPORT: Expert analysis of case studies on worker participation**
- **Database: Case studies on worker participation**
- **State of the art review on safety culture assessment**
- **State of the art review on workplace innovations**
- **Sectoral OSH catalogues – solutions for prevention**
- **REPORT - OSH in the supply-chain**
- **REPORT: Case studies on taking a whole-school approach to risk education and risk prevention/ OSH management**
- **Risk assessment tool database**
- **Online interactive Risk Assessment (OiRA)**

Timetable & milestones



2012

- 18 April** Official Campaign launch & GPA Launch
- Q3/4** Campaign promotion, including distribution of Campaign products
- Q3/4** National partnership meetings organised by national focal points
- CW 43** European Week for Safety and Health at Work
- Q4** Planning of regional, local and sector focused activities

2013

- Q1** Evaluation of European Good Practice Awards
- 28 April** GPA Ceremony with Irish EU Presidency
- Q2/3** Topic based activities; local and sector focus
- CW 43** European Week for Safety and Health at Work
- November** Closing event with Lithuanian EU Presidency

2014

- Q1** Reporting and evaluation

Good Practice Award 2011

- 12th edition
- Identify examples of good practice in the management of occupational safety and health during maintenance.
- Recognize organizations that have made an outstanding and innovative contribution to Safe Maintenance.
- 40 entries from 22 Member States and Turkey received
- variety of industrial sectors.
- An evaluation panel – the Good Practice Awards Jury including representatives of the four interest groups of the EU-OSHA Board and an expert in the subject
- A small number of award winners and commended examples selected

World No Tobacco Day – It's Time to Stamp out Smoking at Work

31st May 2011

NAPO in... Lungs at Work



<http://www.smoke-at-work.eu/>

**THANK
YOU!**

