

Health and Safety Executive SMT Paper		SMT/08/67	
Meeting Date:	1 October 2008	FOI Status:	Fully Open
Type of Paper:	For discussion	Trim Ref:	2008/484097
Exemptions:			

HEALTH AND SAFETY EXECUTIVE

Senior Management Team

The Shattered Lives Campaign 2008/09: Progress Report and Future Plans

Advisors: Frank Dolan

Cleared by Vivienne Carlton and Jane Willis on 23 September 2008

Issue

1. At its last meeting the Campaign Project Board, chaired by Vivienne Carlton agreed it was timely to provide the HSE Board with the key interim evaluation results and a summary of its plans for phase 2 of the campaign for which funding has been allocated from the Communications Budget 2008/09.

Timing

2. For clearance at the 1st October 2008 meeting prior to circulation to HSE Board members.

Recommendation

3. The SMT is invited to consider the attached draft paper and agree its circulation to the HSE Board prior to their next meeting.

Background

4. See attached draft paper

Health and Safety Executive Board					
Paper Number:	MISC/08/16	FoI Status:	Open	Internet Embargo:	None
THE SHATTERED LIVES CAMPAIGN 2008/09: PROGRESS REPORT AND FUTURE PLANS					

Purpose of this paper

1. This paper provides the HSE Board with a report on the outcome of the Shattered Lives Advertising Campaign run in February/March 2008; and plans to build on its momentum throughout 2008/09.

Background

2. In August 2007, the then HSE Board decided to fund a major advertising campaign to address the risks of slips, trips and falls from height in workplaces across Great Britain. (Falls from Height being the most common cause of workplace fatalities, while slips and trips remain the most common kind of major injury).
3. The campaign was targeted at those sectors where there is a prevalence of slips, trips and falls injuries: Food & Drink Manufacturing; Food Retail; Catering & Hospitality; Building and Plant Maintenance; and Construction.
4. This sector focus was reflected in the press, radio and on-line advertisements and the content of the designated website. The adverts were designed to raise awareness and interest in the issues and push readers/listeners to the campaign website (<http://www.hse.gov.uk/falls/shatteredlives.htm>) where they could learn more about the injured person depicted in the advert, their accident, the consequences of their accident (personal and business costs) and guidance on the prevention of such accidents and other likely slips, trips and falls accidents in their workplace. Case studies and campaign material including downloadable posters could also be accessed through the campaign website.
5. The advertising was supported by direct mailing and a media handling plan delivered primarily through the (then) GNN, supported by standard articles and a photocall, 'the Porcelain Princess'. Given its scale, much effort was made to publicise 'Shattered Lives' internally than had been attempted with any other HSE campaign.
6. GfK NOP was appointed (after a competitive tender exercise) to undertake a quantitative and qualitative evaluation of the impact of the campaign. The key interim outcomes of this evaluation were considered by the Campaign Project Board in July 2008 (see Para 13).

Argument

7. GfK NOP's methodology consisted of a telephone survey of 1020 businesses across the five targeted sectors immediately prior to the campaign and another during April and May 2008, following the publicity and complemented by 10 qualitative focus groups in May 2008.
8. The key interim findings need to be seen in the context of the familiarity of the issues with the target audience with over 90% of surveyed businesses stating

that they took slips, trips and falls risks seriously and knew what to do to address them. Nevertheless, there was a 12% reduction after the advertising campaign in businesses agreeing “There will always be some slip, trip and fall accidents for which there is very little you can do to prevent”. This encouraging change in attitude was translated into action with 15% of those who had seen the adverts taking action¹ and a further 6% planning to. This equates to around 44,000 businesses in the targeted sectors taking action and almost 15,000 businesses planning to take action².

9. This is testimony to the impact of the powerful imagery which resonated with 75% of the surveyed businesses, was recognised by 63% of them and was awarded ‘Campaign of the Day’ by the Newspaper Marketing Agency. ‘Shattered Lives’ is also featured in the creative material highlighted in the Central Office of Information’s Annual Report 2007-08.
10. This emerging independent evaluation by GfK NOP confirms other evidence indicating that ‘Shattered Lives’ is HSE’s most successful campaign to date. During the advertising phase of the campaign the impactful adverts attracted over 800,000 website visitors to our campaign website (a vast increase on the numbers for previous campaigns such as ‘Height Aware 2006’ with 92,000 visitors).
11. The Echo Media Evaluation Report identified 191 articles published between January and May 2008, of which 96% were assessed as favourable (4% neutral) and none unfavourably, giving the campaign “..a highly impressive 66.7” overall rating³. This compares very favourably with all the leading HSE campaigns over 2007/08. (Ladder Exchange 2007 was also rated highly favourably (see Para 13)).
12. Together this evidence demonstrated that ‘Shattered Lives had:
 - a. Raised awareness of slips, trips and falls issues by 12 % [target 7%];
 - b. Increased preventative action by businesses by 15% [target 6%]; and
 - c. Inspired 44,000 - 64,000⁴ businesses to adopt their own initiatives [target 70,000].
13. The Campaign Project Board, Chaired by Vivienne Carlton⁵, met on 7 July 2008 to explore how to build on the momentum of the campaign, in line with the HSE Business Plan 2008/09. In the light of the emerging evaluation results, and a communications budget allocation of £700k, the Project Board decided that Phase 2 should target the same sectors, but opportunities would be exploited to spread the messaging more widely. It agreed that Phase 2 would focus primarily on promoting action by businesses. Projects being

¹ Of those taking action, 39% were providing more training for staff, 33% more advice on avoiding slips, trips and falls to staff, and 14% were undertaking new risk assessments and consultations with staff.

² These figures are estimated using 2006 ABI survey data for illustrative purposes.

³ The Echo Rating system applies a rating to each article from 0 (most negative) - 100 (most positive) with 50% being neutral.

⁴ This may be a conservative estimate given that volume of webpages requested e.g. over 100,000 on 27 March alone.

⁵ Membership comprising of Jane Willis, Director Fit3 Programme; Stephen Williams, Director of the Construction Programme; Elizabeth Gibby, Director of the Injuries Reduction Programme; Nick Ratty, Head of Operations, FOD Midlands Division; and Alison Gilbert, Central Office of Information

undertaken by the Slips, Trips and Falls Programme in 2008/09 would be incorporated under Phase 2 and further publicity would concentrate around initiatives and new products promoting action. Specifically, these are Ladder Exchange 2008 (began on 1st September); STEP (Slips and Trips e-Learning Package) (to be published late autumn 2008); and the Access Equipment Decision Matrix (early 2009). The latter will be planned to coincide with a re-run of the adverts to further raise awareness and the release of TV filler films.

- a. Further revision of the campaign website is planned to support the launch of these initiatives and where appropriate HSE will work with business partners. For example, building on the success of last year's Ladder Exchange, this year is working with four hire companies and the Ladder Association and around a quarter of local authorities to remove 5,000 'dodgy' ladders from the workplace. The Ladder Exchange homepage has been revised to promote this year's exchange
<http://www.hse.gov.uk/falls/ladderexchange.htm>
 - b. STEP is an interactive tool providing practical guidance to help users successfully tackle slips and trips in the workplace. It consists of a general course, plus four specific courses including ones for the food manufacturing, and the hospitality and catering target sectors. STEP is comprehensive, aimed at workers, managers, business owners and health and safety professionals etc. through Introductory, Intermediate and Advanced level courses. External stakeholders have been actively engaged in its development.
 - c. The Access Equipment Decision Matrix is another interactive tool to assist businesses select the most appropriate access equipment, taking account of the outcome of their risk assessment. A weighting system applied to a range of criteria such as weather conditions etc would help to determine the most appropriate choices of access equipment.
14. Supporting work to promote 'Shattered Lives' has been on-going – and will continue - including the development of a campaign homepage with toolbox talks and videoed case studies with victims talking about their accidents and their consequences. We have also sought opportunities to promote the campaign at events such as the Safety & Health Expo 2008 in May where the HSE stand had a 'Shattered Lives' theme, an early version of STEP was available to view, and talks were provided in support of the Access Industry Forum. We have also promoted 'Shattered Lives' through trade associations (e.g. the Small Business Trade Association Forum) and trade unions (e.g. TUC Health & Safety Specialist Group).

Financial/Resource Implications

15. The 2007/08 Shattered Lives Campaign (Phase 1) cost a total of £3.1m of which included £3m communications spend and £ 105k of staff effort in Policy Group and CDS. This expenditure was affordable within allocated budgets. Phase 2 of the campaign in 2008/9 will cost £770K which includes £700k from the Communications budget and £70K affordable within the Policy Group and CDS budget allocations.

Next Steps

16. The full results of the evaluation exercise will be known by the end of 2008, and a further update will be provided at that time.

Paper clearance

17. This paper was produced by John Holland and Frank Dolan, and was cleared by Vivienne Carlton, and Jane Willis prior to circulation.

Contacts:

John Holland, Slips, Trips and Falls from Height Programme
e-mail: john.holland@hse.gsi.gov.uk tel: 0207 717 6991

Frank Dolan, Strategic Communications
e-mail: frank.dolan@hse.gsi.gov.uk tel: 0151 951 3823