



GfK NOP

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Shattered Lives Campaign 2008-09

**A research report for COI on behalf of the
Health and Safety Executive**

Provided by: GfK NOP Social Research

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1 Executive Summary

1.1 Introduction

The evaluation was designed to demonstrate the full impact of phases 1 and 2 of the Shattered Lives Campaigns in 2008 and 2009 by measuring levels of awareness of slips, trips and falls amongst relevant employers and managers, as well as identifying actions taken as a result of the campaign. Consequently, the first phase of research in 2008 involved both quantitative and qualitative approaches and was broken down into three stages: pre-campaign, post-campaign and six month follow-up. In 2009 the second phase of research was carried out immediately after phase 2 of the campaign. This involved quantitative research but no qualitative research was undertaken. The details are described below.

A) Pre 2008 Campaign

Before the 2008 campaign took place, a 15 minute telephone survey was conducted with direct line managers in the five industries that the campaign was aimed at:

- Building and plant maintenance - site or facilities managers;
- food and drink manufacture - production works or shift managers;
- catering (restaurants, bars, canteens or contract caterers) - production works or shift managers;
- food retail (the sale of food products and tobacco) - managers of shops or a retail managers or facilities managers;
- construction - foremen or site or facilities managers.

Samples for these sectors were obtained from Experian. Simultaneously a 10 minute telephone survey of employees from these five sectors was carried out. These workers were found through a standard random digit dial (RDD) sample supplied by UK Changes. Interviewing ceased before the campaign began.

B) Post 2008 Campaign

Shortly after the 2008 campaign ended a second survey of 20 minutes was carried out with direct line managers to test awareness. The survey used a new sample so there was no longitudinal element to the consultation. There was no corresponding survey of workers at this time.



Accompanying the quantitative survey with line managers, qualitative research was carried out immediately after the 2008 campaign. The sample consisted of line managers (at different levels of seniority, depending on the particular organisation). Ten focus groups were carried out across England, Scotland and Wales to assess reactions to the campaign in greater detail, exploring how respondents had been made aware of it and the impact it had had in a variety of different workplaces. The focus groups also examined the extent to which managers and employers had taken action as a result of the campaign and to determine the different types of action taken.

C) Follow-up to 2008 campaign

Six months after the end of the 2008 campaign, another 15 minute survey of direct line managers was undertaken as well as a second 10 minute survey of employees from the five key industries. The focus of this survey was on any action taken in the workplace as a result of the campaign.

Simultaneously, follow up qualitative interviews were carried out amongst respondents to the 2008 post-campaign survey who had said (at that stage) that they had taken action or were considering taking action as a result of the campaign. These qualitative interviews enabled detailed consideration of the types of action taken. They were conducted in each respondent's workplace, which allowed researchers to examine documents and other physical evidence of the action taken. Therefore, the interviews did not rely entirely on self-reporting but on direct observation as well.

D) Post 2009 campaign

Immediately after the smaller scale 2009 campaign, a 15 minute survey of direct line managers in seven industry types was carried out as well as a 10 minute survey of employees from those seven industries. Two additional sectors were targeted in phase 2, these were health and education. To enable comparison to be made with the 2008 campaign, in this report the results from the additional two sectors have been removed. A stand alone report is also available analysing the results of the 2009 survey in isolation which includes the findings from the additional two sectors. This survey had a smaller sample size than on previous waves (see section 3.2 on sample structure) which reflected the fact that the campaign was a continuation of an existing campaign and therefore a similar scale project to those carried out in 2008 was not justified.

1.2 Industry Survey – Key Findings

Health and Safety at Work:

- For most issues there was greater recognition of hazards in the workplace immediately after the 2008 campaign but this dropped back 6 months later with many issues gaining recognition again following the 2009 campaign.
- Respondents were consistently very confident that they already knew how to prevent accidents caused by slips, trips and falls.
- There was no change in respondents' views about what more they could do to prevent these accidents across all waves of the research.

Spontaneous Awareness:

- Spontaneous awareness of advertising and publicity rose significantly immediately after the 2008 campaign but fell to pre campaign levels six months later and remained at this level after the 2009 campaign.
- Managers in construction had better awareness of the issues than managers in other sectors.
- Immediately after the 2008 campaign, significantly more people reported that they had seen some advertising/publicity on the HSE website, or heard it on the radio compared with pre campaign. Post 2009 the proportion who reported seeing publicity on the HSE website matched the post 2008 findings, as did the proportion who claimed to have seen publicity in a trade magazine.
- When it came to recall of an image, the top two mentions were 'someone tripping/falling' and a 'broken shattered person/head' immediately after both phases of the campaign.
- Respondents identified that the image of a shattered body/person made the advert/publicity memorable.

Prompted Recall:

- Overall, in the post 2008 campaign survey, adverts and publicity were recognised by 63% – and this remained broadly static across sectors. Recognition of the verbal description of adverts (asked only of those who were unable to access the internet) fell from 37% immediately after the 2008 campaign to 27% 6 months later and then rose to 36% after the 2009 campaign.
- The 'I loved my job' radio mix was heard by the highest proportion of workers in the post 2008 campaign survey (25%).



- Posters/press ads were generally viewed positively. They were seen as striking and eye-catching and the message – that slips, trips and falls shatter lives – was clear.
- It was felt that real case studies of injured people talking about what happened to them and their families would make the message even stronger.
- While the basic message in the adverts was thought to be apparent, a clear 'call to action' was felt to be lacking in the 2008 campaign. A high degree of uncertainty was identified around what action managers were supposed to take. This was not asked in 2009.

Overall Impacts:

- It was often unclear what action managers were expected to take having seen the adverts or visiting the website.
- A small number of people went on to seek further information or advice.
- The proportion who took action dropped 6 months after the 2008 campaign from 12% to 8% of all respondents. Although not strictly comparable the figure rose again in 2009 to 12%.
- Amongst those who had taken action, a range of actions were reported. The following table shows actions taken by respondents from the qualitative research in 2008.

Type of action taken	Detailed actions identified
Call HSE helpline	<ul style="list-style-type: none"> • Direct mail pack ordered • Request for further information • Campaign posters ordered for display in workplace
Visit website	<ul style="list-style-type: none"> • Out of interest (without expectation) • To find additional information (e.g. about working with different floor finishes and risk assessment procedures) • To find training materials (specifically on ladder safety)
Awareness-raising	<ul style="list-style-type: none"> • Conversations and meetings with workers addressing slips, trips and falls • Posters displayed in workplace • Stickers displayed in lavatories • Posters photocopied and placed in workers' packs
Training	<ul style="list-style-type: none"> • Training carried out using Shattered Lives website materials (specifically on ladder safety)
Implementation of standard procedures / practices	<ul style="list-style-type: none"> • Prompted to order new dry mops by print campaign • Encouraged to carry out risk assessment by website information
Introduction of new procedures / practices	<ul style="list-style-type: none"> • Introduction of new scheme for incentivising near-miss reporting prompted by print ads • New floor finishes used as a result of information obtained from website

- Clear indications emerged from the qualitative work that more extensive action (such as delivery of training or the introduction of new practices) was likely to occur where additional factors were present to reinforce the campaign's message. The Shattered Lives advertising appeared to have most impact where managers:
 - > Had recently experienced accidents
 - > Currently perceived problems in the way they were handling slips, trips and falls
 - > Were looking for subjects for rolling training programs
 - > Had procedures in place around slips, trips and falls that the advertising reminded them to implement
- Quantitative findings suggest that the majority of respondents took no action because they felt they were already doing enough.
- It was widely felt that more could be done through the Shattered Lives website to provide training materials and information to employers and managers.

Attitudes to Accidents:

- The vast majority felt that they had a good understanding of the measures that they can take to reduce risks and felt that they take risks such as slipping and tripping and falling from height seriously.
- After the 2008 campaign, fewer managers agreed with the view that there will always be some accidents in the workplace no matter what is done but this rose to pre 2008 campaign levels in 2009.

1.3 Workers Survey – Key Findings

Research with employees was conducted immediately after and again six months after the 2008 campaign and immediately after the 2009 campaign.

Health and Safety at Work:

- Most safety issues were of less concern six months after the 2008 campaign than before but concern increased after the 2009 campaign.
- Any drop in levels of concern about slips and trips that was identified in sector or size of company 6 months after the 2008 campaign recovered to their pre 2008 campaign levels following the 2009 campaign.
- Most respondents were consistently confident that they and their managers knew what to do to reduce slip, trip and fall accidents at work.



Actions Taken:

- There was a significant rise in the proportion of respondents who said they had been asked to do something different by their managers over the last 6 months in order to reduce the risk of slips and trips 6 months after the 2008 campaign but this fell back to below pre 2008 campaign levels in 2009.
- Actions which were mentioned 6 months after the 2008 campaign which had not been mentioned before the 2008 campaign included meetings, using different working at height equipment, having new ladder use guidelines, improved risk assessments and having a new policy to follow. Most of these fell back in 2009.

Attitudes to Accidents:

- The proportion agreeing with the statement 'It's my company's responsibility to ensure people don't slip or trip over things or fall from height in the workplace, not mine', decreased significantly from the pre 2008 campaign survey to the post 2009 campaign. All other statements remained static across the 3 waves.

2 Background and Aims

In 2000, the Government and HSC set national targets for health and safety improvements by 2010 as part of 'Revitalising Health and Safety' (RHS). The RHS indicators have been adopted as part of a new Public Service Agreement (PSA), committing HSE's parent department, the Department of Work and Pensions, to:

"By 2008 improve health and safety outcomes in Great Britain through progressive improvement in the control of risks in the workplace."

The PSA is underpinned by a number of targets including:

- A 3% reduction in the incidence rate of work-related fatal and major injuries;
- A 6% reduction in the incidence rate of cases of work-related ill health;
- A 9% reduction in the incidence rate of days lost due to work-related injuries and ill health

These targets were to be achieved by 2007/08 against a baseline of 2004/05. In addition, the HSE has its own Revitalising Health and Safety (RHS) targets. These are to:

- Reduce the number of working days lost per 100,000 workers from work-related injury and ill health **by 30% by 2010**;
- Reduce the incidence rate of fatal and major injury accidents **by 10% by 2010**;
- Reduce the incidence rate of cases of work-related ill health **by 20% by 2010**;
- Achieve **half** the improvement under each target **by 2004**.

Quoting from the HSE website pages on fatal injury statistics,

- "The provisional figure for the number of workers fatally injured in 2006/07 is 241, and corresponds to a rate of fatal injury of 0.80 per 100,000 workers. In 2005/06, the finalised figures were 217 and 0.72 respectively; these were the lowest annual figures on record.
- Although a long-term downward trend is still clear, the rate of decrease has slowed over the last 15 years and there has been very little change in the overall rate over the last five years.

- Of the main industrial sectors, agriculture and construction have the highest rates of fatal injury. Together these two sectors account for 46% of fatal injuries to workers.
- Falling from a height continues to be the most common kind (type) of accident, accounting for 19% of fatal injuries to workers in 2006/07. Over the last decade there has been steady and significant reduction in fatal injuries due to this type of accident.
..."

The rate of fatal injuries has risen slightly in 2006/7 compared with 2005/6, though there is an overall downward trend and a three-year rolling downward trend.

Concerning major injuries, according to the HSE's statistical progress report published in 2007:

"The rate of employee major injury reported under RIDDOR shows a falling trend from 1997/98 to 2002/03, and again from 2003/04 to 2006/07. Modelling the major injury rate shows a fall between 1999/2000 and 2006/07 within the range 7% to 11%. Furthermore, evidence for the over-3-day injury suggests that overall reporting has improved over the period. Altogether, indications are that the major injury rate is falling and is below the level in 1999/2000."

However, while,

"the number of major injuries to employees occurring as a result of slipping and tripping decreased slightly in 2006/07 from 10,955 to 10,790. Slipping and tripping remained the most common kind of major injury, accounting for 38% of all major injuries, a similar proportion to that seen in 2005/06",

It was also reported that,

"There was an increase in the number of major injuries due to falling from a height in 2006/07, from 3,385 in 2005/06 to 3,409. Of these, 68% (2,324) were as a result of falling from a height of less than 2 metres."

In that progress report, overall, the HSE was assessed to be on track to meet the RHS and PSA targets. However, there were concerns that the number of major injuries arising specifically from slips and trips has "plateaued" in spite of efforts to reduce them.

Falling from height is the most common cause of fatal injuries at work, and in addition caused 3,750 major injuries to workers in 2006/7. Slips and trips are the most common cause of major injuries in the workplace, causing over 11,000 injuries in 2006/7.



2.1 The Campaign

In February 2008, the Health and Safety Executive (HSE) conducted a campaign to raise awareness of the risks of working at height, slips and trips and how these risks can be controlled within particular high risk industries.

The main objectives of the campaign were to:

- Increase awareness of slips, trips and falls among employers by 7% and publicise how simple it is to prevent them
- Increase the percentage of employers in the target sectors taking preventative action as a result of the campaign by 6%
- Inspire 70,000 dutyholders to adopt their own initiatives
- Evaluate the effectiveness of the campaign so that lessons learned can be incorporated into future initiatives

The advertising element of the campaign started in the last week of February 2008 and ran for approximately 6 weeks. It had two key elements: a national paid media / publicity campaign, with local activity in all areas except North West England (a pilot asbestos campaign was running in that region at the same time), supported by promotional activity at events in conjunction with stakeholders for the targeted sectors; and operational activity in 2008/09. This report highlights any differences from the North West where local advertising did not take place. The target audience for the campaign were primarily duty holders and managers, clients and procurers of work, and subsequently workers (employees and the self-employed) in the building and plant maintenance sector, food manufacture and catering and hospitality, retail and construction.

In February 2009 the HSE conducted a second phase of the campaign. Phase 2 of the campaign built upon Phase 1 by continuing to target the priority sectors and extending the campaign further into the health and education sectors. Notably, Phase 2 involved a 'call to action' in terms of encouraging individuals to take action to reduce slip, trip and fall risks. This call to action was supported by the launch of STEP (Slips and Trips E-learning Package). STEP is an eLearning package developed by the HSE, to provide slips and trips guidance through interactive learning.

Aims of the Evaluation

The evaluation which this report covers aimed to measure:

- the specific impacts of the campaign on behavioural change, by testing different communication channels, different advertising executions with consideration of sector and region;
- in-depth audience reaction to HSE campaign elements in terms of the appropriateness of the messages, method of execution and relevance of issue and advice to their business, with a view to informing any future campaigns with these sectors or on these issues.
- The extent to which fulfilment/collateral motivate respondents to take action.



3 Survey Design

3.1 Methodology

The evaluation was designed to demonstrate the full impact of the Shattered Lives Campaign by measuring levels of awareness of slips, trips and falls amongst relevant employers and managers, as well as highlighting any action taken as a result of the campaign.

Consequently, the research involved both quantitative and qualitative approaches and was broken down into three stages: pre-campaign, post-campaign and follow-up. These are described below.

A) Pre 2008 Campaign

Before the campaign took place, a 15 minute telephone survey was conducted with direct line managers in the five industries targeted by the campaign:

- building and plant maintenance - site or facilities managers;
- food and drink manufacture - production works or shift managers;
- catering (restaurants, bars, canteens or contract caterers) - production works or shift managers;
- food retail (the sale of food products and tobacco) - managers of shops or a retail managers or facilities managers;
- construction - foremen or site or facilities managers.

The sample for these sectors was obtained from Experian. Simultaneously a 10 minute telephone survey of employees in these five sectors was carried out. These workers were identified through a standard random digit dial (RDD) sample supplied by UK Changes. Interviewing ceased before the campaign began.

B) Post 2008 Campaign

Shortly after the campaign ended a second survey of 20 minutes was carried out with direct line managers to test awareness. The survey used a new sample so there was no longitudinal element to the consultation. There was no corresponding survey of workers at this time.



Accompanying the quantitative survey, qualitative research was carried out immediately after the campaign with line managers (at different levels of seniority, depending on the particular organisation). Ten focus groups were carried out across England, Scotland and Wales to assess reactions to the campaign in greater detail, exploring how respondents had become aware of it and its impact in a variety of different workplaces. The focus groups also examined the extent to which managers and employers had taken action as a result of the campaign and to determine the different types of action taken.

C) Follow-up to 2008 campaign

Six months after the end of the 2008 campaign, another 15 minute survey of direct line managers was undertaken as well as a second 10 minute survey of employees from the five key industries. The focus of this survey was on any action taken in the workplace as a result of the campaign.

Simultaneously, follow up qualitative interviews were carried out amongst respondents to the 2008 post-campaign survey who had said (at that stage) that they had taken action or were considering taking action as a result of the campaign. These qualitative interviews enabled detailed consideration of the types of action taken. They were conducted in each respondent's workplace, which allowed researchers to examine documents and other physical evidence of the action taken. Therefore, the interviews did not rely entirely on self-reporting but on direct observation as well.

D) Post 2009 campaign

Immediately after the smaller scale 2009 campaign, a 15 minute survey of direct line managers in seven industry types was carried out as well as a 10 minute survey of employees from those seven industries. Two additional sectors were targeted in phase two, these were health and education. To enable comparison to be made with the 2008 campaign, in this report the results from the additional two sectors have been removed. A stand alone report is also available analysing the results of the 2009 survey in isolation which includes the findings from the additional two sectors.

3.2 Sample Structure

A) Quantitative Research

The tables below show the proportion of each sample type interviewed at each stage of the process. Targets were set for an even number from each sector but lack of some sample from Experian meant that these targets could not always be met. Finding workers in the relevant industries also proved very difficult.

Industry survey of direct line managers – achieved interviews

		Number of employees				Total
		1-9	10-49	50+	DK	
Pre '08 campaign survey 4 th - 25 th Feb 08	Building and plant maintenance	79	72	48	1	200
	Food and drink manufacture	66	65	67	2	200
	Catering	55	57	85	3	200
	Food retail	84	71	64	1	220
	Construction	72	71	56	1	200
	Total	356	336	320	8	1020
Post '08 campaign survey 21 st Apr - 18 th May 08	Building and plant maintenance	69	28	13		110
	Food and drink manufacture	73	64	51		188
	Catering	81	67	43		191
	Food retail	85	89	85		259
	Construction	84	87	82		253
	Total	392	335	274		1001
Six months post '08 campaign survey 8 th Sep - 17 th Oct 08	Building and plant maintenance	80	37	17		134
	Food and drink manufacture	78	75	44		197
	Catering	80	80	80		240
	Food retail	80	80	80		240
	Construction	78	80	31		189
	Total	396	352	252		1000
Post '09 campaign survey 14 th Apr – 22 nd May 09	Building and plant maintenance	32	25	9		66
	Food and drink manufacture	27	37	43		107
	Catering	27	36	40		103
	Food retail	35	37	34		106
	Construction	36	39	28		103
	Total	157	174	154		485

Residential survey of workers in the industry

Pre '08 campaign survey 4 th - 25 th Feb 08	Building and plant maintenance	51
	Food and drink manufacture	119
	Catering	222
	Food retail	179
	Construction	229
	Total	800
Six months post '08 campaign survey 8 th Sep - 17 th Oct 08	Building and plant maintenance	109
	Food and drink manufacture	91
	Catering	170
	Food retail	183
	Construction	247
	Total	800
Post '09 campaign survey 14 th Apr – 26 th May 09	Building and plant maintenance	100
	Food and drink manufacture	51
	Catering	112
	Food retail	110
	Construction	112
	Total	485

The survey results reported on have had minimal weighting applied using an average across the 2008 waves of research with 2009 results aligned to ensure like is compared with like.

B) Qualitative Research

Qualitative research was only carried out with line managers. No focus groups or interviews were conducted with workers and there was no qualitative research in 2009. The line managers included in the sample ranged widely, from junior managers to those in charge of the company they worked for (usually these were smaller companies).

No qualitative research was carried out before the 2008 campaign. During the follow-up stage, 10 focus groups were carried out. 8 participants were recruited to each, and each focus group lasted 1½ hours. Fieldwork was carried out between 12 May 2008 and 23 May 2008 by GfK NOP qualitative researchers in Edinburgh, Cardiff, Newcastle, Birmingham and London. The same five industry sectors were represented as in the quantitative research. These were:

- Building and plant maintenance – responsible for maintaining and managing buildings and plants (e.g. office buildings and factories)
- Food manufacture
- Catering and hospitality
- Food retail
- Construction – building contractors, etc.



However, in each focus group, a range of sectors were represented:

- Respondents working in catering and hospitality, food manufacture and food retail were recruited to discrete focus groups (at least two respondents were recruited from each sector)
- Respondents working in building and plant maintenance and construction were recruited to discrete focus groups, (at least three participants from each sector were recruited to each group)

Sectors were evenly represented across locations, as shown in the table below.

Location	Total	Sector	
		Catering and hospitality, food manufacture, food retail	Building and plant maintenance, construction
Scotland (Edinburgh)	2	1	1
Wales (Cardiff)	2	1	1
North (Newcastle)	2	1	1
Midlands (Birmingham)	2	1	1
South (London)	2	1	1
Total	10	5	5

In each focus group, all respondents were from different companies. To ensure a spread of company size, at least three respondents from companies with 1-49 employees and at least three respondents from companies with 50+ employees were recruited. In total, 53 respondents were male, 27 respondents were female and a spread of ages was represented, from 21-60.

Given that one of the core aims of the qualitative research was to examine the action participants had taken, GfK NOP attempted to recruit only individuals who were aware of the campaign to the post-campaign qualitative research. However, we were not able to achieve total awareness at recruitment. Out of a total of 74 respondents, 59 were aware of the campaign.

The qualitative 'follow-up' stage involved case study interviews with managers, who had health and safety responsibilities, and took place between 23 September and 8 October 2008. The purpose of the research was to understand the action these people had taken, to examine the motivations for implementing changes, and the potential costs and barriers.



Ten face to face depth interviews were carried out across England with managers from across the five industry sectors. The sample consisted of participants who had said that they 'had taken action' or 'would take action' as a result of seeing the Shattered Lives campaign during the post-campaign stage of the quantitative survey. Each interview lasted one hour and took place at the participant's place of work. The table below illustrates the sample for the follow-up stage.

Location	Total	Sector				
		Building/ plant maintenance	Construction	Food & drink manufacture	Food & drink retail	Catering & hospitality
Berkshire	1	-	-	1	-	-
Cheshire	1	-	-	-	1	-
Derbyshire	1	-	1	-	-	-
Essex	2	-	1	-	1	-
London	3	-	2	-	1	-
Worcestershire	2	1	-	-	-	1
Total	10	1	4	1	3	1

3.3 Research Materials

The questionnaires (and qualitative discussion guides) for these surveys were devised by GfK NOP in consultation with COI and HSE. For the industry survey the full questionnaire was developed (i.e. for waves 1 and 2) before the first round of interviewing took place. Both residential and industry questionnaires were piloted and revealed the need for some slight amendments to wording. For the second wave of fieldwork some amendments were made to the earlier design, and radio and poster ads were supplied. This was again piloted before main fieldwork took place. For wave 3 there was no need for piloting since the questionnaires used questions from the existing surveys that had already been tested. In 2009 the line managers' questionnaire was based on the immediate post campaign questionnaire in 2008 but with some significant changes which mean that some parts of the survey are not comparable. The workers survey followed that used in 2008 before the campaign and 6 months after it, with some additional material added.

A copy of the quantitative questionnaires is included in the appendices.



3.4 Caveats and Reporting Conventions

It should be noted that the surveys were not conducted with a representative sample of businesses or residents, nor were they conducted with a representative sample of the 5 key industries surveyed as they were not sampled in proportion to their weight within Great Britain. In the main findings, all significant differences for quantitative data are indicated by a circle around values. The 2009 survey had a smaller sample size than the 2008 survey (485 compared to 1000 for the survey of managers and 485 compared to 800 for the survey of workers) and due to changes to the questionnaires some questions about the impact of the campaign are not comparable between the two years.

4 Main Findings – Industry Survey

4.1 Health and safety at work

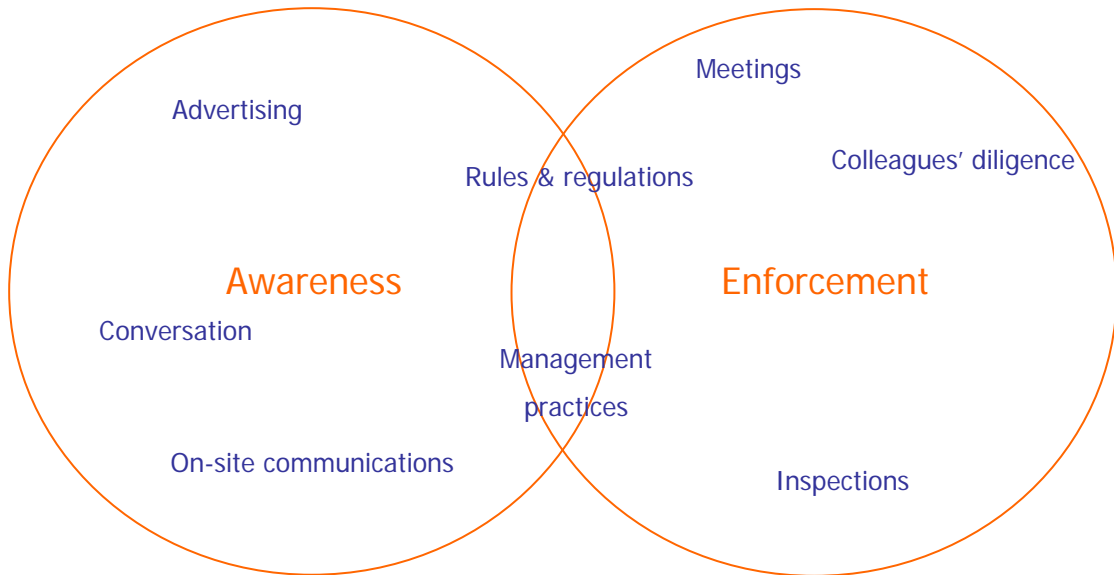
4.1.1 *The workplace context*

Before looking at the key issues around workplace safety identified by respondents, it is worth considering the context in which these are being addressed and in which messages about them are received. It was evident during the qualitative research that managers' propensity to address health and safety issues and their receptiveness to health and safety messages was largely dependent on two factors: awareness and enforcement.

Awareness of the importance of a particular health and safety issue (be it slips, trips, falls or another issue, such as cuts or burns) was seen as key to addressing it. Where managers were unaware of the potential impact of an issue in their workplace they admitted that they would be less concerned to address it. Therefore, awareness-raising is an important part of the successful management of health and safety. Awareness-raising was seen to take place internally (i.e. within an organisation) and externally (i.e. via outside agencies) and could include advertising (both on and off site), as well as policies, rules, regulations and management practices. Informal conversations amongst co-workers were also seen to play a role, as was the level of accidents in the workplace.

The culture of enforcement prevailing in a given industry or workplace also had a strong effect on managers' perceptions of health and safety and the action required from them to address it. The extent to which an organisation was seen to be 'serious about' or 'tough on' health and safety affected the level of seriousness respondents in the qualitative research attributed to it and a company's policies and practices, in tandem with the diligence with which they are implemented, can affect attitudes to health and safety. Similarly, frequency and thoroughness of inspections were seen to affect the pro-activity of a manager's approach to health and safety as well as the regularity of on site meetings at which health and safety was addressed and colleagues' diligence in reporting accidents and hazards.

Awareness, combined with the culture of enforcement, was therefore found to be critical to managers' overall views of health and safety. The interlocking nature of these two factors is illustrated in the diagram below. It is worth pointing out that managers commonly felt that where enforcement was weak, advertising on a given health and safety issue would have little impact.



The qualitative research found that the impact of awareness and enforcement was critical to the way managers in different organisations thought about slips, trips and falls. Overall, in companies where enforcement appeared to be less stringent, managers seemed less responsive to the advertising. Those managers who had taken action were usually from organisations where enforcement of health and safety procedures was seen as a priority.

Finally, it should be noted that the size of the organisation concerned was seen to have a major impact on their ability to communicate health and safety messages effectively to their workforce. Larger organisations often had larger budgets for health and safety and teams or departments dedicated to maintaining health and safety standards and frequent training for staff. They were also more likely to have communal areas (such as canteens), where health and safety information could be displayed.

Smaller organisations (with fewer than 50 members of staff) often had more limited resources. Health and safety was rarely overseen by managers with expert knowledge and training was more limited. Importantly, many of the smaller organisations involved in the qualitative research were subcontractors and personnel were working across numerous sites. This limited the ability of managers to communicate to the workforce as a whole or via posters and displays in communal areas.

“Large scale contractors, large companies already have posters up and they drum health and safety into their employees, it’s smaller companies that haven’t got offices and the like – where would they put the posters up?”

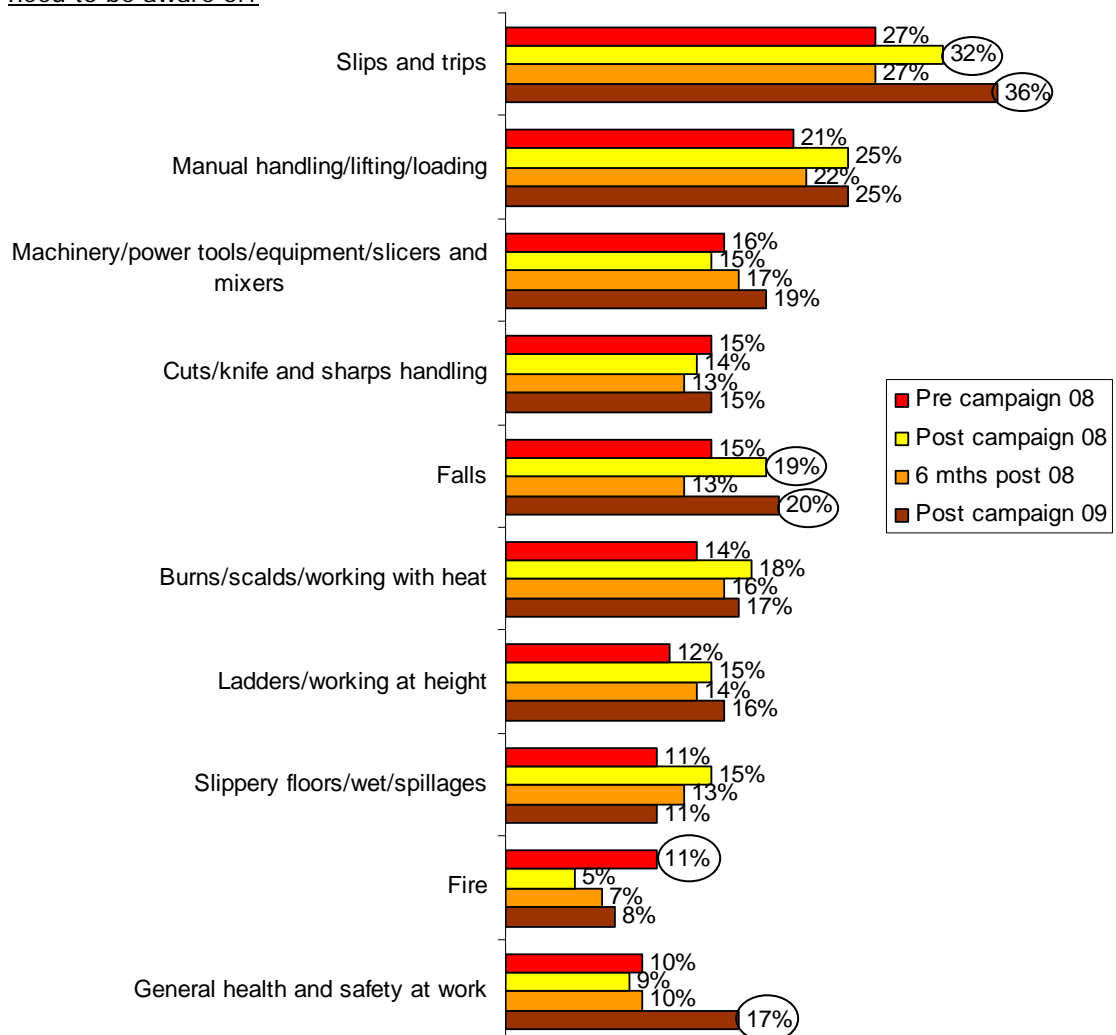
(Birmingham Construction)

Having considered the context in which health and safety messages are received, we will now turn to the quantitative data to examine the key health and safety issues identified in different workplaces.

4.1.2 Safety issues to be aware of at the workplace

As the chart below indicates, the primary issues that the industry survey respondents mentioned in this open question were slips and trips and manual handling/lifting and loading, with the respondents immediately after the campaigns more likely to identify slips and trips as an issue. While the pre 2008 and 6 months post samples also mentioned machinery as a concern, the post 2008 survey respondents were more likely to mention falls, burns/scalds and, in 2009, general health and safety at work as concerns. All significant differences indicated by circles appear at the post campaign surveys except fire, which is of higher concern before the 2008 campaign.

Chart 1: What would you say are the safety issues that people who work in your workplace need to be aware of?



Base: all (pre '08 1020, post '08 1001, 6 mths post '08 1000, post '09 485)

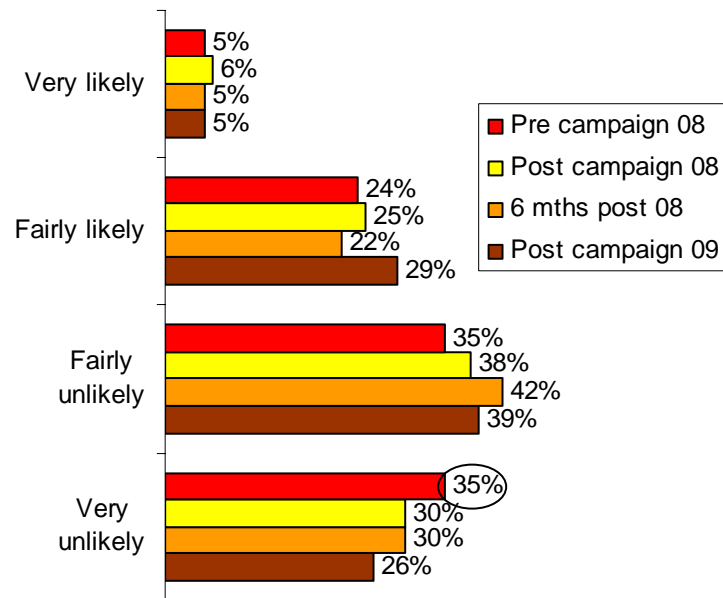
○ indicates significant differences



4.1.3 Likelihood that staff could have an accident from slipping or tripping in the workplace

The view across all four waves was that it was unlikely that staff would have an accident from slipping or tripping in the workplace, although the proportion who considered it very unlikely went down from pre 2008 campaign to post campaign.

Chart 2: One common type of accident in the workplace is slips and trips. Thinking specifically about slip and trip accidents in the workplace how likely is it that you or the staff you are responsible for could have an accident from slipping or tripping over in the course of their work?

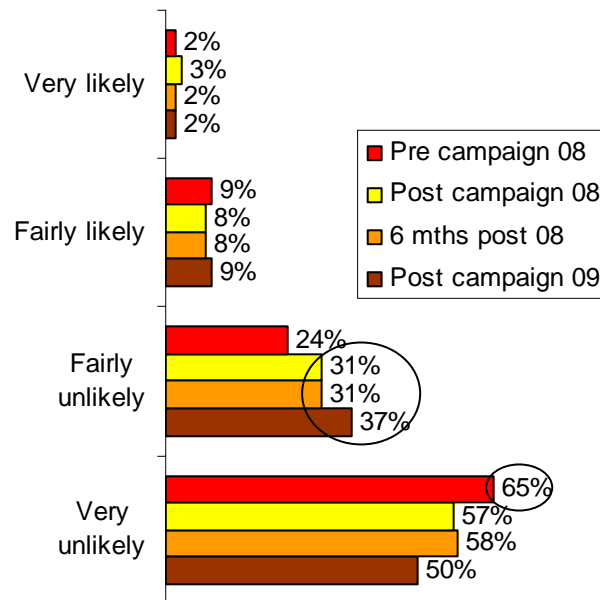


Base: all (pre '08 1020, post '08 1001, 6 mths post '08 1000, post '09 485)
 ○ indicates significant differences

4.1.4 Likelihood that staff could have an accident from falling in the workplace

As with slipping and tripping it was considered unlikely that staff would be involved in a fall at work. The proportion who said they considered it very unlikely decreased from the pre 2008 campaign survey whilst those who considered it fairly unlikely increased immediately following the 2008 campaign.

Chart 3: Another type of workplace accident is falls from anywhere above floor level. This includes falls from below head height, perhaps from a counter top, chair or desk, or from the lower rungs of a ladder, as well as falls from above head height such as from the top or higher rungs of a ladder, or from a scaffold or harness. Thinking about falls from above floor level, how likely is it that you or the staff you are responsible for could have an accident falling in the course of their work?



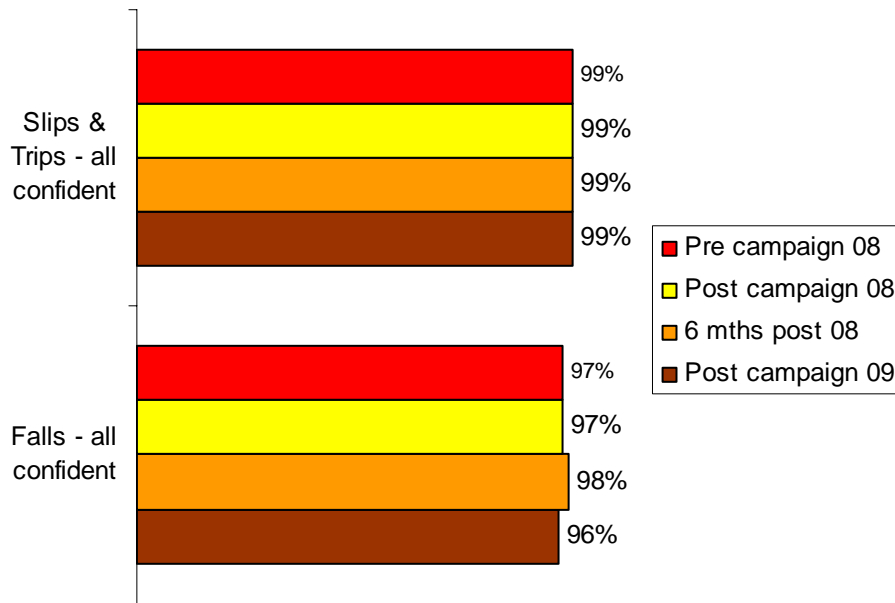
Base: all (pre '08 1020, post '08 1001, 6 mths post '08 1000, post '09 485)

○ indicates significant differences

4.1.5 Confidence that they know what to do to reduce slipping, tripping and falls in the workplace

Respondents' confidence that they knew what to do to reduce the risk of slipping, tripping and falls was consistently very high across all 4 waves.

Chart 4: And how confident are you that you know what to do to reduce the risk of peopling slipping and tripping/falling in the place where you usually work?

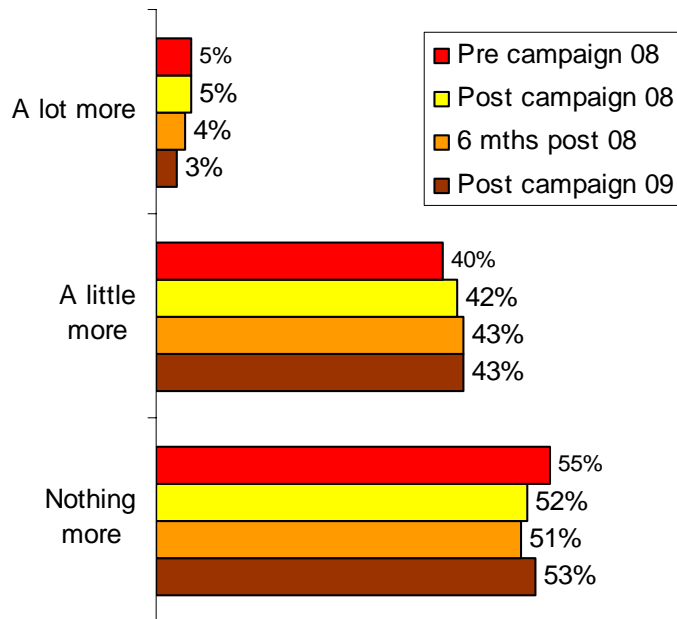


Base: all (pre '08 1020, post '08 1001, 6 mths post '08 1000, post '09 485)

4.1.6 How much more can be done to prevent slips, trips and falls accidents?

Respondents were asked how much more, if anything they think they could be doing to prevent slip and trip accidents in the workplace. The apparent upward trend of 'a little more' and downward of 'nothing more' is not significant.

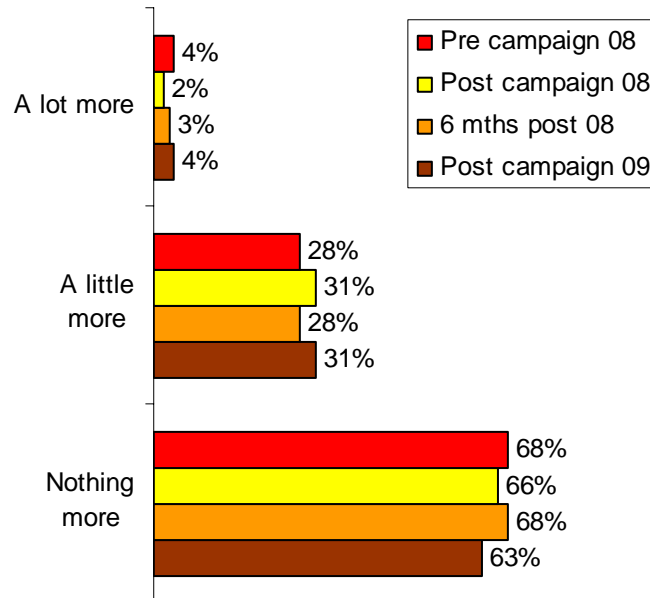
Chart 5: How much more, if anything, do you think you could be doing to prevent slips and trips accidents where you usually work?



Base: all (pre '08 1020, post '08 1001, 6 mths post '08 1000, post '09 485)

Respondents were also asked how much more they think they could do to prevent falls accidents and again there was little change over time. Compared with slips and trips, a higher proportion thought there was nothing they could do to prevent falls.

Chart 6: How much more, if anything, do you think you could be doing to prevent falls accidents where you usually work?



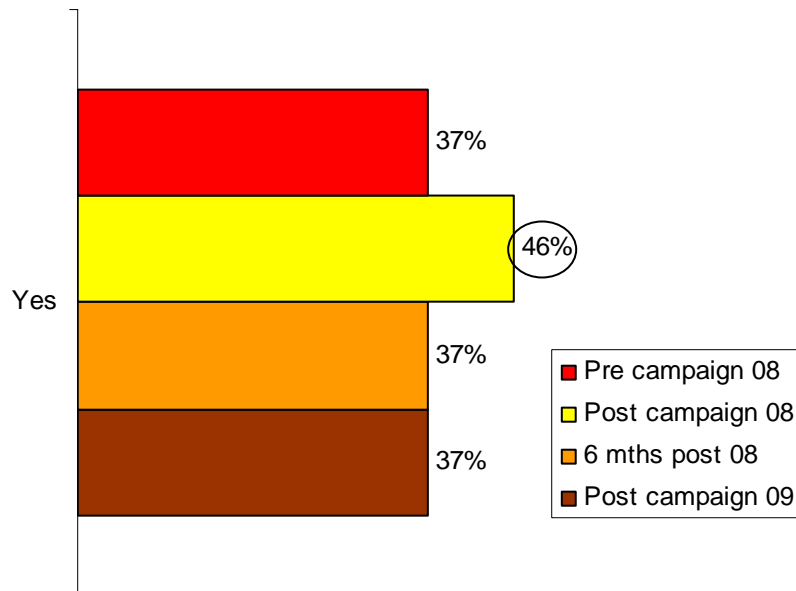
Base: all (pre '08 1020, post '08 1001, 6 mths post '08 1000, post '09 485)

4.2 Spontaneous Awareness and Key Messages

4.2.1 Spontaneous awareness of advertising re slips, trips and falls

The chart below is made up of all who mentioned something related to the HSE adverts in response to an open question about what respondents had seen, as well as all those who remembered seeing advertising that was specifically about slipping, tripping or falling when asked. There was a significant rise in awareness immediately after the 2008 campaign, but this diminished 6 months later to the same proportion as before the campaign started and there was no rise in awareness following the 2009 campaign.

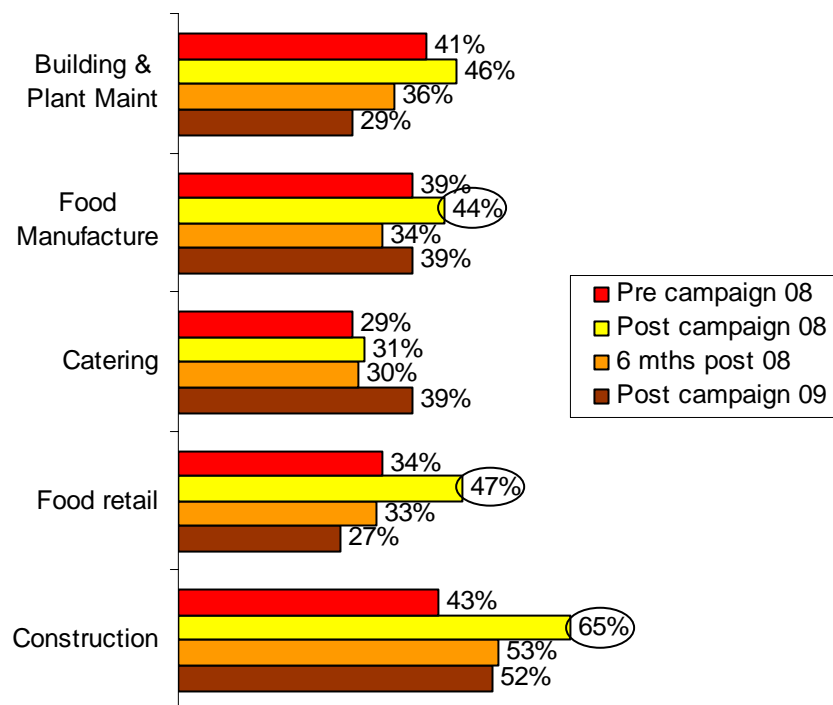
Chart 7: What do you specifically remember seeing (all relevant mentions)? + Have you seen or heard any advertising about the risk of workers slipping or tripping over in the workplace / falling in the last 6 months (unprompted)



Base: all (pre '08 1020, post '08 1001, 6 mths post '08 1000, post '09 485)

A change in awareness was more apparent in some industries as the chart below shows. The post survey results in 2008 for food retail and construction are significantly different from the pre campaign result and food manufacture shows a significant drop in spontaneous awareness 6 months after the campaign.

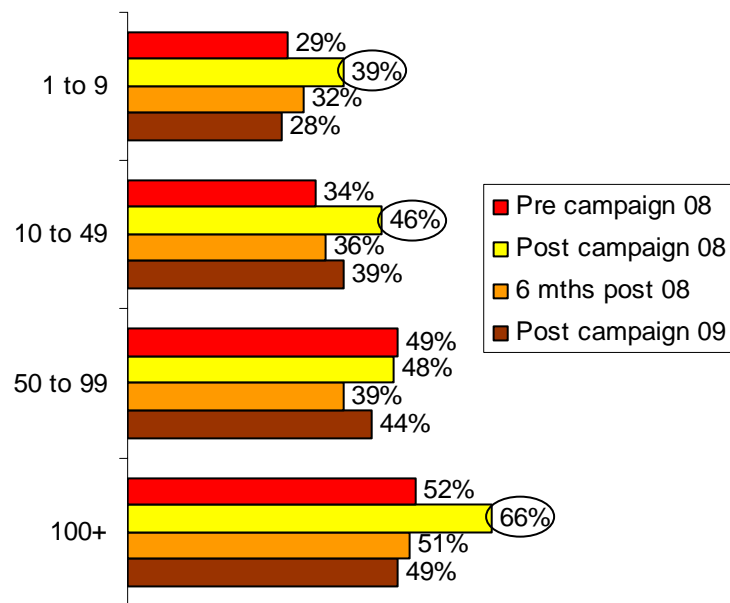
Chart 8: What do you specifically remember seeing (all relevant mentions)? + Have you seen or heard any advertising about the risk of workers slipping or tripping over in the workplace / falling in the last 6 months (unprompted) – by industry type and region



○ indicates significant differences

Larger companies were more likely to suggest they had seen advertising before the launch of the 2008 campaign. All company sizes showed an increase in spontaneous awareness immediately after the campaign in 2008, except those with 50-99 employees. The fall to 39% 6 months later is not significant amongst the 50-99 employee companies.

Chart 9: What do you specifically remember seeing (all relevant mentions)? + Have you seen or heard any advertising about the risk of workers slipping or tripping over in the workplace / falling in the last 6 months (unprompted) – by size of business

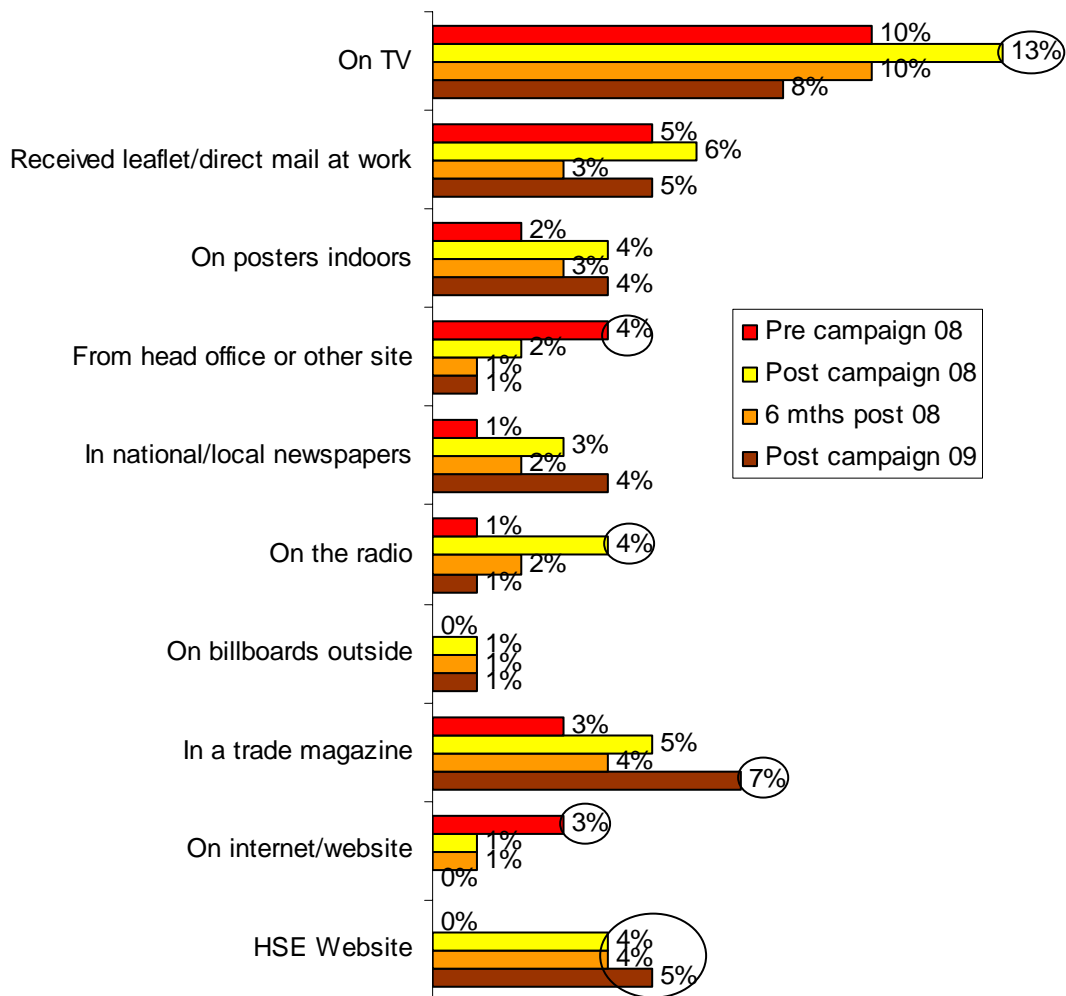


○ indicates significant differences

4.2.2 Where the slips and trips advertising or publicity has been seen

Those who said they had seen or heard advertising about slipping and tripping were asked where they had seen it. Firstly the question was asked unprompted and the chart below is percentaged on all respondents to see if there has been a real rise in awareness of any types of advertising. It shows a small rise immediately following the 2008 campaign in almost all types of advertising. This fell 6 months later and in most cases increased again after the 2009 campaign. Of particular interest is the finding that the HSE website was not mentioned before the launch of the campaign but was mentioned by 5% of respondents in the post 2009 campaign research.

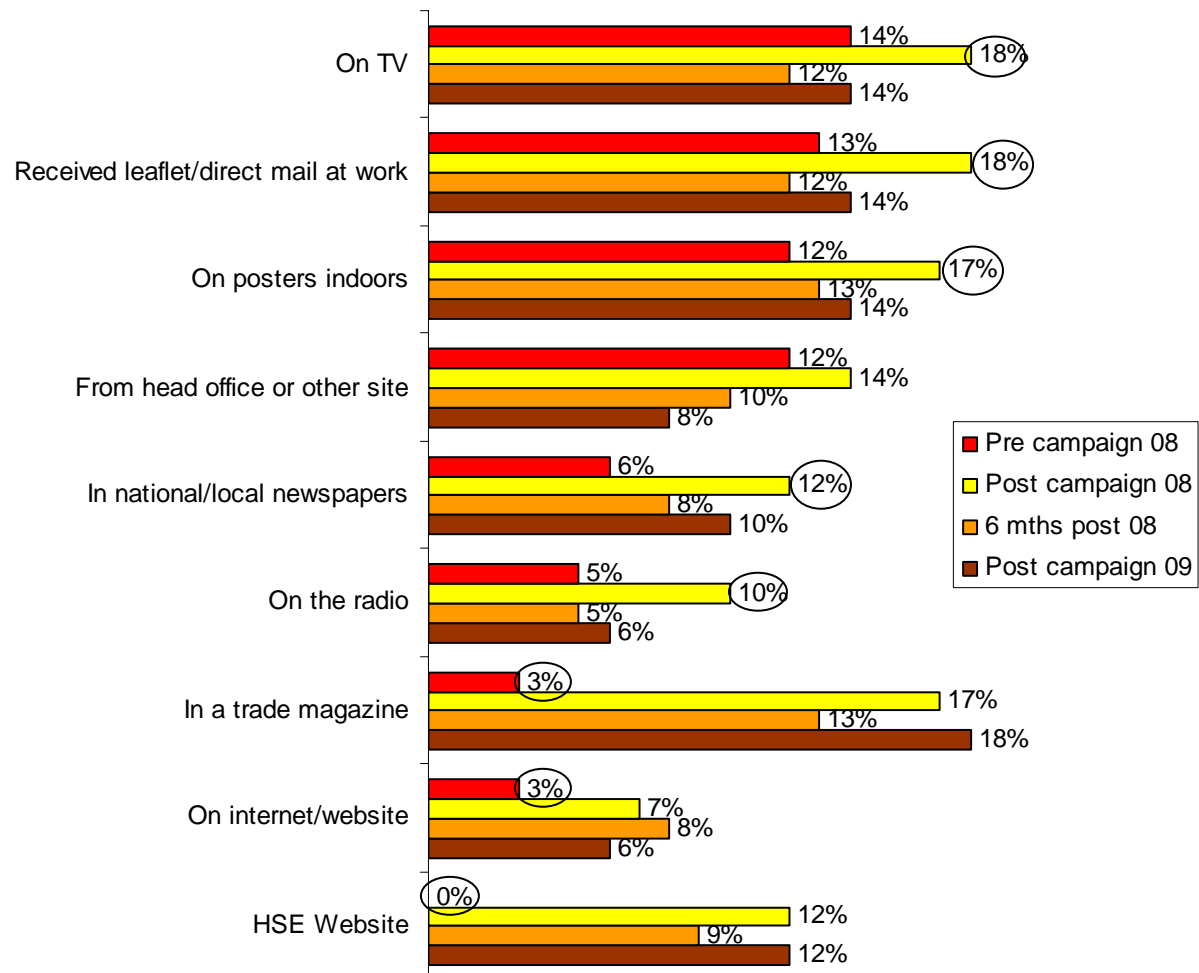
Chart 10: Where did you see or hear the advertising or publicity about slipping or tripping over in the workplace? (unprompted recall)



Base: all (pre '08 1020, post '08 1001, 6 mths post '08 1000, post '09 485)
 ○ indicates significant differences

Respondents were asked the question again, this time using prompts to encourage recollection of items they had not mentioned previously. The chart below indicates the combination of prompted and unprompted responses to get a full list of recall and again has been repercentaged on all respondents to show changes wave on wave. Mentions of most sources of publicity increased immediately after the 2008 campaign and then subsided 6 months later. The 2009 campaign research has not shown a significant rise in awareness since following the second phase of the campaign. Mentions of some publicity sources did not drop back to pre 2008 campaign levels after the 2009 campaign. These include trade magazines, the internet and the HSE website.

Chart 11: Where did you see or hear the advertising or publicity about slipping or tripping over in the workplace? (Prompted and unprompted recall)

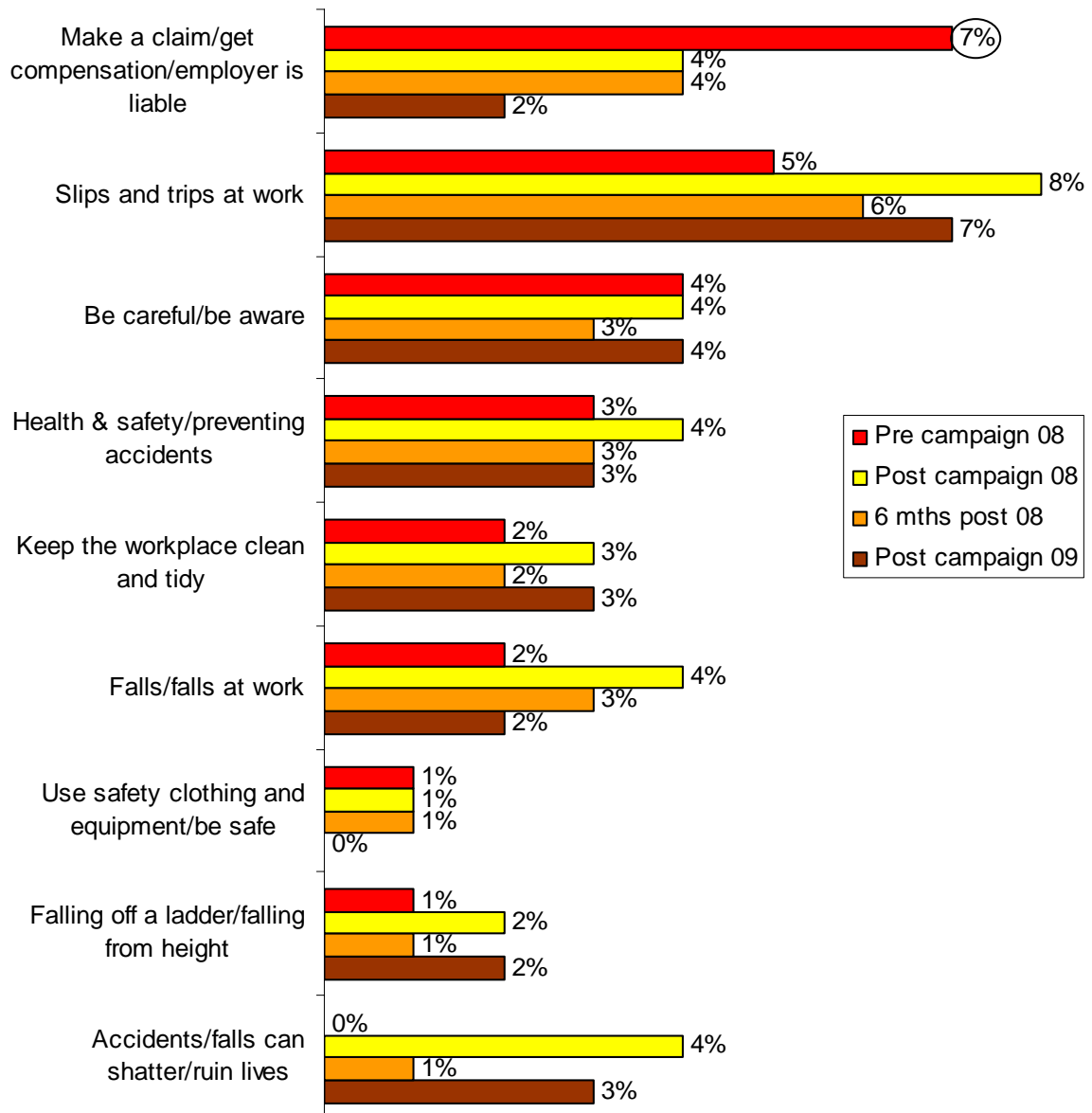


Base: all (pre '08 1020, post '08 1001, 6 mths post '08 1000, post '09 485) Percentages not shown below 4% except for comparison purposes. ○ indicates significant differences

4.2.3 What the advertising or publicity on slips and trips was specifically saying

Those who said they had heard or seen advertising on slipping and tripping were then asked what they could remember the advertising saying. The chart below has been repercentaged on all respondents to enable wave on wave comparison. The mention of slips and trips rose significantly from the pre 2008 campaign survey to immediately after the 2008 campaign and fell somewhat 6 months later going up again slightly in 2009. The mention of falls saw a significant rise immediately after the 2008 campaign but this fell to 3% 6 months on and did not recover in 2009. The slogan 'accidents can shatter lives' was not mentioned at all pre-campaign but was mentioned by 4% of respondents immediately after the 2008 campaign and by 3% after the 2009 campaign. This suggests take out from the campaigns. Those who mentioned that the advert suggested you could make a claim or get compensation from your employer has come down significantly, however it remains at levels that are as high as some of the key campaign issues, which may be due to a general rise in awareness of this issue. However, although an unintended impact, awareness of the potential financial impact of slips and trips is a relevant take out message.

Chart 12: What do you remember the advertising or publicity specifically saying? (No mentions shown at less than 5% except for comparison).

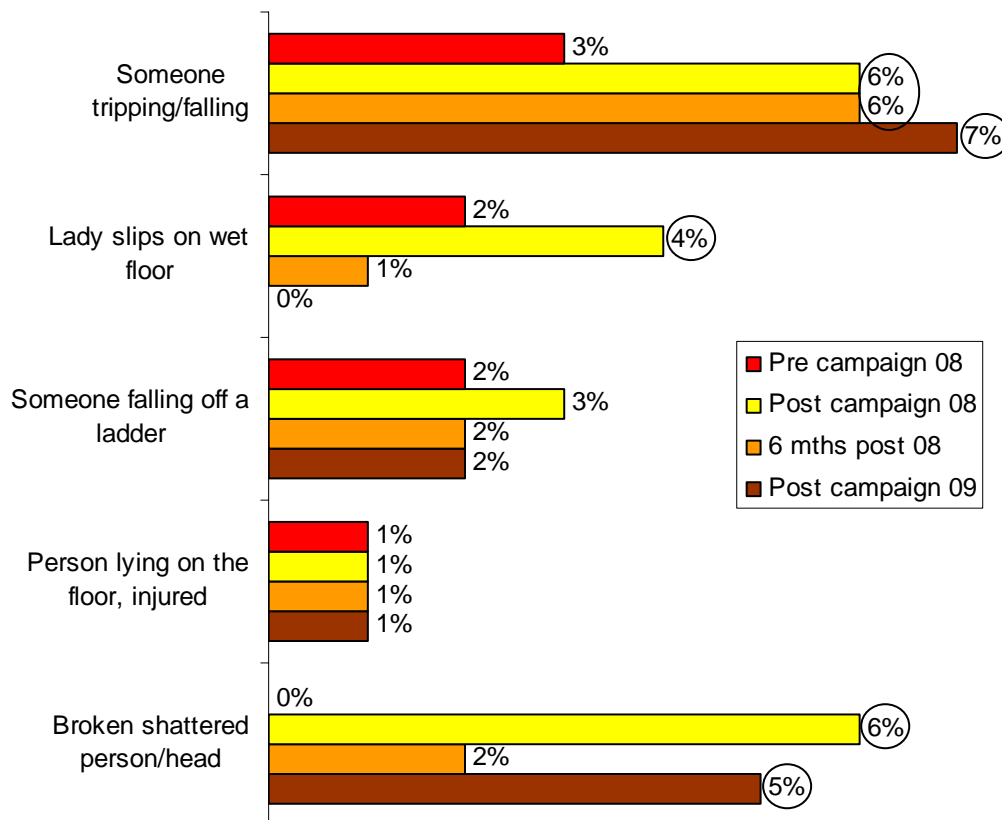


Base: all (pre '08 1020, post '08 1001, 6 mths post '08 1000, post '09 485). ○ indicates significant differences

4.2.4 Recall of any picture on the slips and trips publicity/advertising

This question was asked only of those who recalled publicity or advertising but the chart has been repercentaged to enable wave on wave comparison. As illustrated below there was an increase in levels of recall of a picture of a broken/shattered person or head, from no mentions before the 2008 campaign to 6% immediately after the 2008 campaign. This fell significantly (to 2%) 6 months on but rose again after the 2009 campaign. There is a significant rise in the proportion who mentioned someone tripping or falling from 3% before the 2008 campaign to 7% in 2009, and the mention of a lady slipping on a wet floor is significantly up from 2% before the 2008 campaign to 4% immediately afterwards but there is no mention of this image after the 2009 campaign. There were mentions of other pictures but at much lower levels.

Chart 13: And if you saw a picture in the advert or publicity, what do you remember about it?

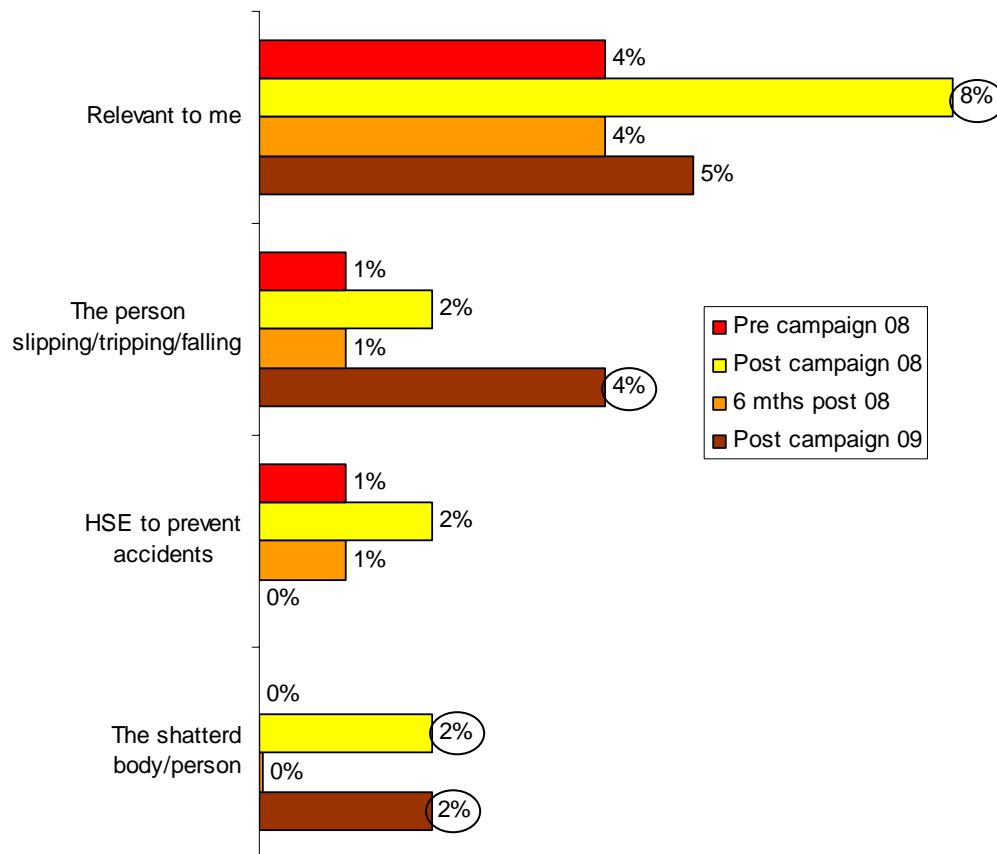


Base: all (pre '08 1020, post '08 1001, 6 mths post '08 1000, post '09 485). ○ indicates significant differences

4.2.5 What it was that was memorable about the advert/publicity on slips and trips

Again for this question the results are repercentaged on all respondents to see change wave on wave. The majority of respondents said that relevance was the prime reason that the advert or publicity was memorable to them. This increased to 8% immediately after the 2008 campaign. Another significant difference is the proportion who said that the advert was memorable because of the image of a shattered body/person, which had no mentions before the 2008 campaign but was mentioned by 2% immediately after the 2008 campaign. This fell back to less than 0.5% six months later but increased again after the 2009 campaign. The survey in 2009 also identified a rise in mentions of the person slipping/tripping/falling as a memorable image.

Chart 14: What made the advert or publicity memorable to you? (No mentions shown at less than 2% except for comparison).



Base: all (pre '08 1020, post '08 1001, 6 mths post '08 1000, post '09 485). ○ indicates significant differences

4.2.6 Falls publicity/advertising spontaneous awareness

A series of questions about spontaneous awareness of falls advertising/publicity were also asked, however the question wording was changed for the survey immediately after the 2008 campaign. Before the 2008 campaign all respondents were asked about their awareness of falls advertising but after the 2008 campaign respondents were asked about their awareness of 'different' (ie from the slips and trips) advertising about falls. As a result the pre campaign findings are not comparable with the post campaign findings. Broadly speaking, a similar pattern to that identified for slips and trips advertising was also observed for falls advertising, involving heightened awareness immediately after the 2008 campaign, which fell 6 months later and rose slightly in 2009.

4.3 Prompted Recall of Advertising/Publicity

4.3.1 *Recognition of advertisements*

Immediately after the 2008 campaign, respondents who could access the internet whilst being interviewed were shown the advertisements that had been used during that campaign. Around 100 respondents saw each advertisement and between 11% and 27% of those people said that they had seen each execution. Thirteen per cent said that they had seen the publicity in the press or television featuring the shattered porcelain lady.

Those who were unable to access the internet were asked generally if they had seen any adverts featuring people falling or slipping in a work environment and part of their body shattering on impact with the floor or other object. The message in the advert 'Accidents at work can shatter lives' was also relayed to them. This question was asked again 6 months after the 2008 campaign and was the only form of prompting used in the post 2009 evaluation research. Immediately after the 2008 campaign 37% of those without internet access said they had seen advertising which fell to 27% 6 months later (when the question was asked of everyone) and increased to 36% immediately after the 2009 campaign.

Immediately after the 2008 campaign respondents were also played some radio advertisements that had been used during the campaign. The greatest recognition was for the 'I love my job' radio ad which 25% of respondents recognised.

Overall immediately after the 2008 campaign, 63% of those interviewed claimed to have seen or heard some form of publicity (radio ads, posters, shattered porcelain model) to do with the campaign. It should be acknowledged that the majority of campaign awareness was measured using prompted recall; however unprompted recall does provide a better measure of campaign effectiveness.

4.3.2 Responses from the Qualitative Research

Qualitative research (ten focus groups) was first carried out immediately after the 2008 campaign. The focus of the qualitative work was to gather detailed information about the actions taken by respondents, it was therefore intended that all respondents should be aware of the campaign before attending the focus groups. In the event, 59 out of 74 respondents were aware and most had become aware of Shattered Lives via the print campaign. The table below shows the number of mentions each element of the campaign received (Print received 86 mentions, greater than the total number of respondents, as there were multiple executions and some respondents had seen more than one execution).

Medium	Number of Mentions
Print	86
Radio	20
Website	14
Direct mail	4

Overall, the 2008 campaign seemed to have been positively received. Most respondents felt that it was appropriate for the HSE to be raising awareness of slips, trips and falls at the present time, and felt that accidents and injuries caused in this way are of real concern. The adverts (especially the images used in the print ads) were seen as distinctive and highly memorable and the scenarios were recognised as being realistic by managers within the sectors concerned.

The key criticism of the adverts was that they lacked a clear call to action, as respondents often missed the text directing them to the Shattered Lives website or helpline and were unclear about what they could do to improve the situation in their own workplace. Furthermore, although accessing online information was seen by most as an appropriate way of acting on the campaign's message, many were unwilling to phone HSE to get more information as they felt that admitting a need for further information might risk exposing them to an inspection. This finding was confirmed by the follow-up research and is also documented in the case studies.

The rest of this section uses insights and verbatim quotations from the qualitative research to illustrate respondents' impressions of and attitudes to the campaign in its different mediums.

A) Print adverts

The print adverts (press and poster) in the 2008 campaign were positively received. They were seen as distinctive and different from other health and safety advertising respondents had seen, as well as from any other current advertising in general. Where the print adverts were recalled, they had clearly stuck in participants heads and they were able to remember them in considerable detail. Beyond the image of the shattered body, which was seen to have a high degree of impact, many respondents recalled the general scenario of the advert they had seen, as well as the 'Shattered Lives' title.

Moreover, the message of the print adverts was seen to be very clear. When shown in the focus groups, participants were clear that the adverts were intended to show the impact of accidents in the workplace on the lives of the individuals concerned. The ads were felt to emphasise that workers should take responsibility for their own safety and that managers should be aware of potential hazards. The focus of the adverts upon addressing accidents and injuries caused by slips, trips and falls was also clear to respondents. Another strength of the ads was that the examples were considered realistic to people working in the industries depicted, with respondents clearly recognising their own industries in the images.

"I think they're quite realistic, I think before they were crash test dummies and you don't have that sort of empathy with them."

(Construction, Birmingham)

"It's a reminder how fragile the human body is and we sometimes forget that..."

(Food Retail, Birmingham)

Where the adverts were criticised, this was most often because the text at the bottom of the print adverts was too small, resulting in respondents not picking up on the helpline number or website address. In many cases, respondents even failed to identify these while looking at the print adverts when researchers asked them what action they might take having seen the adverts.

More minor criticisms included:

- Claims from a small minority of those working in food & drink manufacture, food & drink retail and catering & hospitality that the ads lacked realism. These respondents did not think it was an accurate reflection of their workplace that a worker might seriously injure themselves by tripping over a pallet in a storeroom (for instance).

"I don't think they're hard hitting enough. I think they've got kind of a surreal look to them. It doesn't really show enough of what an injury can be like."

(Food & Drink Manufacture, Edinburgh)

- Calls for multilingual posters from those in the construction sector, so that all workers (particularly Polish immigrants) could read them.

B) Radio adverts

It was evident that respondents understood the Shattered Lives message less clearly through the radio adverts. In particular, the overall message – that accidents at work can shatter lives – was not as clearly identified as it was with the print ads.

However, the radio adverts were often considered distinctive and the use of the smashing glass sound effect made them stand out. This sound effect was something that respondents who had heard the radio ads prior to participating in the research most commonly remembered.

"Actually I think I recall turning it off in the car because I thought it was somebody going through the window and I had the children in the car and I turned it off 'cos I don't like to hear things like that."

(Food & Drink Retail, Newcastle)

However, the radio adverts seemed less relevant or specific to the different sectors and the incidents and 'stories' were therefore considered less realistic – especially when compared to the print ads. This diminished their effect and they were commonly considered less impactful than the press adverts.

"Of course it's repeated and repeated and repeated ... you know you have to be careful, you know you have to not mess around and stuff like that but ... what can I say? It's just not, it doesn't grab you."

(Food & Drink Retail, Edinburgh)

C) Direct mail

Very few had seen the direct mail pack prior to the research. However, it was shown to them and most respondents thought the pack looked useful. Many commented that if they had received it, they would have displayed the enclosed posters or sticker in their workplace, as they thought this would be an effective way of drawing people's attention to the dangers of slips, trips and falls. Additionally, the letter and leaflet were thought to draw people's attention to the website and helpline more effectively than the print or radio campaign.

"The guys when they come off the site ... they should be washing their hands. If that's in the mirror in front of you, they may take notice of that [direct mail sticker] because they've all got to stop and stand at the sink to wash their hands so they've got two minutes"

(Construction, Newcastle)

Two respondents (in the post 2008 campaign qualitative focus groups) had displayed materials from the pack in their workplace. In both instances, the sticker designed to look like a cracked mirror had been put up in the workplace toilets.

The main criticisms of the direct mail pack were that:

- It looked like junk mail and could easily be discarded – respondents who made these comments felt the pack should look more official; it was not seen as a traditional HSE communication, which they felt might cause them to overlook it
- It was uncertain who the pack was aimed at – managers or workers; a few felt this ambiguity might lead to confusion about what to do with the materials, were they to receive one

"This is like loads of those letters that you get, and I just throw them in the bin ... I wouldn't even have noticed it's an HSE one ... I wouldn't look at it that closely, I'd just think advertising and [put it in the] bin."

(Construction, Birmingham)

D) Website

Respondents' attitudes to the Shattered Lives website were noticeably divided by industry and level of seniority. Those who use computers for work or have immediate and easy access to them were much more likely to use the site than those who were not in this position. Many respondents were not comfortable accessing information online, especially those working in construction and catering & hospitality.

Even some senior managers were uncomfortable with an online channel. Two small business owners working in the construction industry were not internet-literate and did not use computers at all in the running of their business (all computer-based work, such as book-keeping and accounts, was done by others). They reported that they would not use the internet to get information on health and safety.

Nevertheless, across the sample, the majority were prepared to access information online: indeed, a small minority were already using the HSE website. A few of those who had already accessed the Shattered Lives site prior to attending a focus group had done so spontaneously, without being prompted by the print, radio or direct mail campaign. These tended to be regular visitors to the HSE website and had accessed the Shattered Lives site while visiting the HSE site.

The website was shown to all groups so that people who had not already seen it could give their views. Overall, the website was praised for:

- Being clearly divided by industry, so that individuals could access information of relevance to them
- Being simple, easy to use and navigate
- Its attractive visuals
- Containing lots of information and training resources

Also, the stories of the individuals featured on the site were seen as interesting and credible and built on the theme and characters of the print ads. Many felt it would be more effective however, if the stories featured were real case studies. There was also a strong view that the impact of the various accidents on the families of the different characters should also be shown and would be effective in driving the message home.

One repeated criticism made of the Shattered Lives (Flash) website was that it overlapped with the standard HSE site. One or two of those who believed they had visited the Shattered Lives site prior to attending a focus group realised when it was shown that they had not visited the Flash site but had gathered Shattered Lives information from the standard HSE site. This made the online presence of Shattered Lives rather confused. When doing the post-campaign research, GfK NOP researchers noticed that the Flash site was listed fourth or fifth on Google when they tried to access it, below other HSE resources.

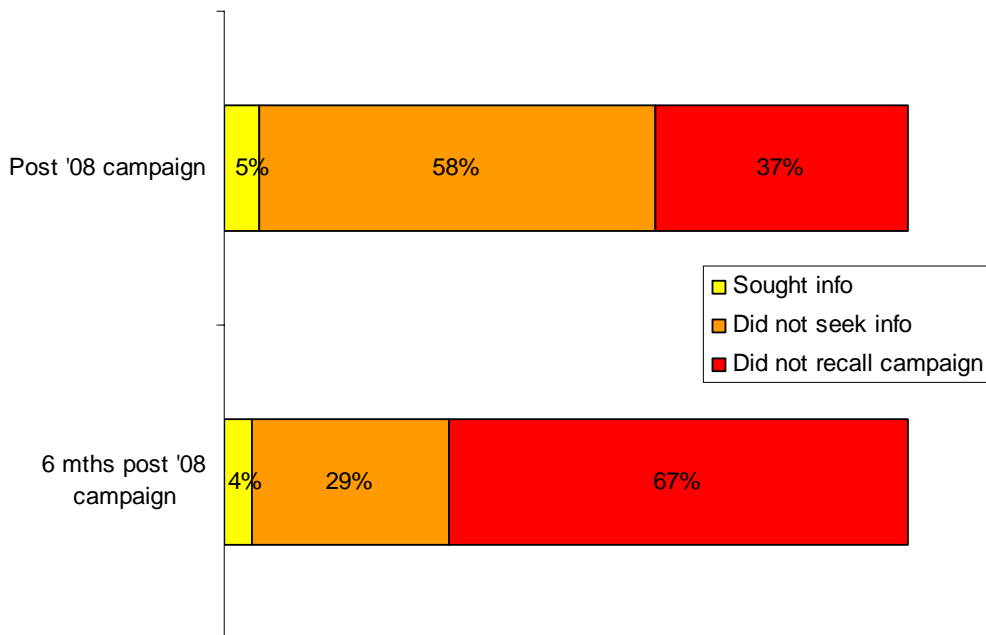
Other criticisms were that there were no audio-visual training materials available on the site and that it was difficult to find the training and information materials that were available. Consequently, there were many calls for clearer signposting to existing materials. Positively, a few website users had downloaded training materials and information from the site. One respondent, for instance, had downloaded information about the safe use of ladders, which he had since incorporated into training for his workers.

4.4 Impacts

4.4.1 Seeking further information

In 2008 all respondents who remembered any of the campaign publicity were asked if they had sought further information as a result of that. The chart below shows the results repercentaged on all respondents to allow wave on wave comparison. It clearly shows that although the proportion of people who recall campaign publicity declined, the same proportion of respondents sought information.

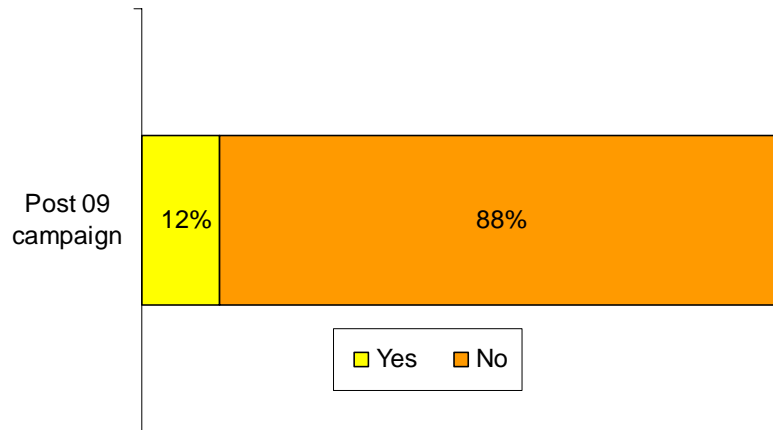
Chart 15: As a result of seeing or hearing this ad campaign have you sought any further information or advice about preventing accidents in the workplace?



Base: all (post '08 1001, 6 mths post '08 1000).

The survey that took place after the 2009 campaign asked all respondents whether they or a colleague had sought any information or advice about preventing slips, trips and falls in the workplace in the past few weeks. At this stage they had not been asked whether they had seen the campaign material.

Chart 16: Have you or a colleague sought any information or advice about preventing slips, trips and falls in the workplace in the past few weeks?

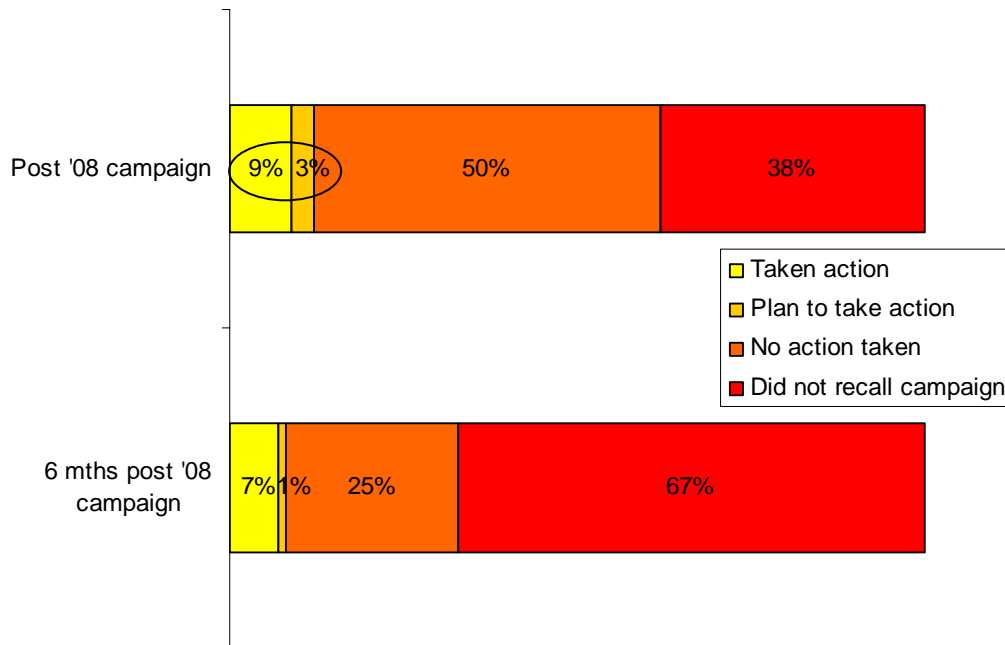


Base: all from post '09 survey (485)

4.4.2 Whether any action has been taken

A total of 12% claimed to have taken or were planning to take action immediately after the 2008 campaign. This declined significantly to 8% 6 months later.

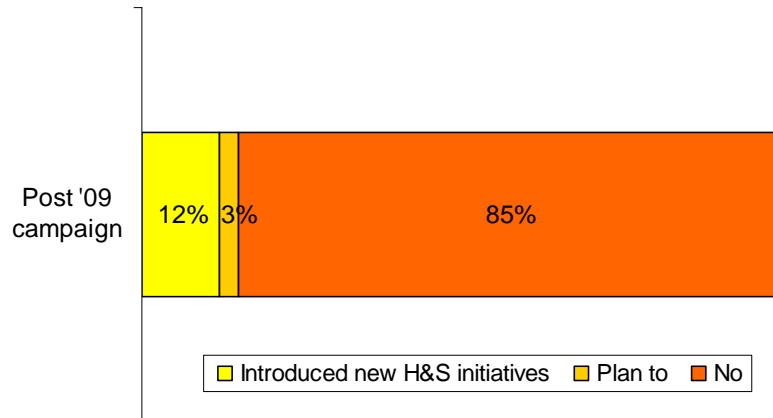
Chart 17: As a result of seeing or hearing the ad campaign did you or a colleague take action or plan to take action to reduce the risk of accidents in your workplace?



Base: all (post '08 1001, 6 mths post '08 1000) ○ indicates significant differences

In 2009 the question was reworded and again respondents were asked this before being asked if they had seen the campaign advertisements.

Chart 18: Have you or a colleague introduced any new health and safety initiatives to reduce the risk of slips, trips and falls in the past few weeks?

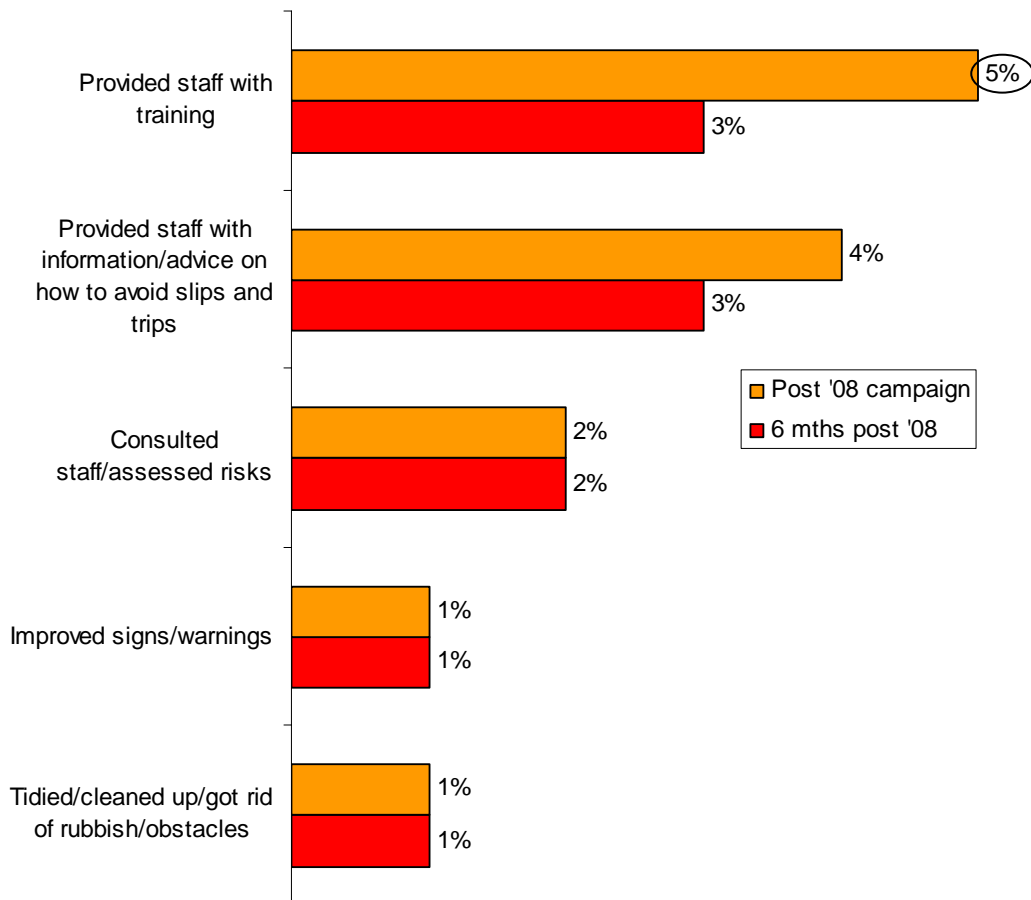


Base: all from post '09 survey (485)

4.4.3 Actions taken

In 2008 all who had taken action were asked what they did. Again the chart is repercentaged on all respondents to enable wave on wave comparison and proportions are thus very small. As the chart below indicates, more training for staff, (which fell significantly 6 months later) and providing information and advice to staff on how to avoid slip, trip and fall risks were the primary actions taken.

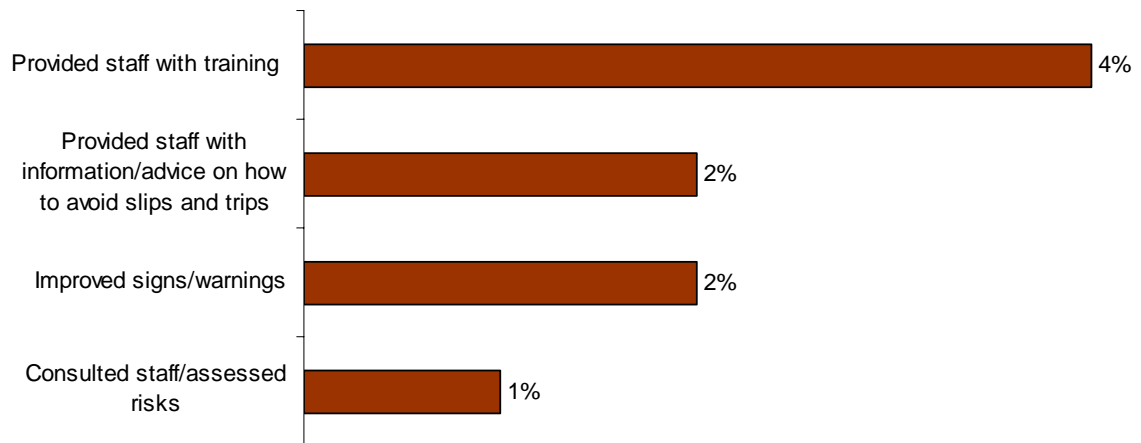
Chart 19: What action was taken/planned in 2008?



Base: all (post '08 1001, 6 mths post '08 1000) ○ indicates significant differences

In 2009 the question was asked slightly differently. Although it was only asked of those who had introduced new health and safety initiatives it has been rebased on all respondents.

Chart 20: What health and safety initiatives were taken?



Base: all from post '09 survey (485)

4.4.4 Reasons for inaction

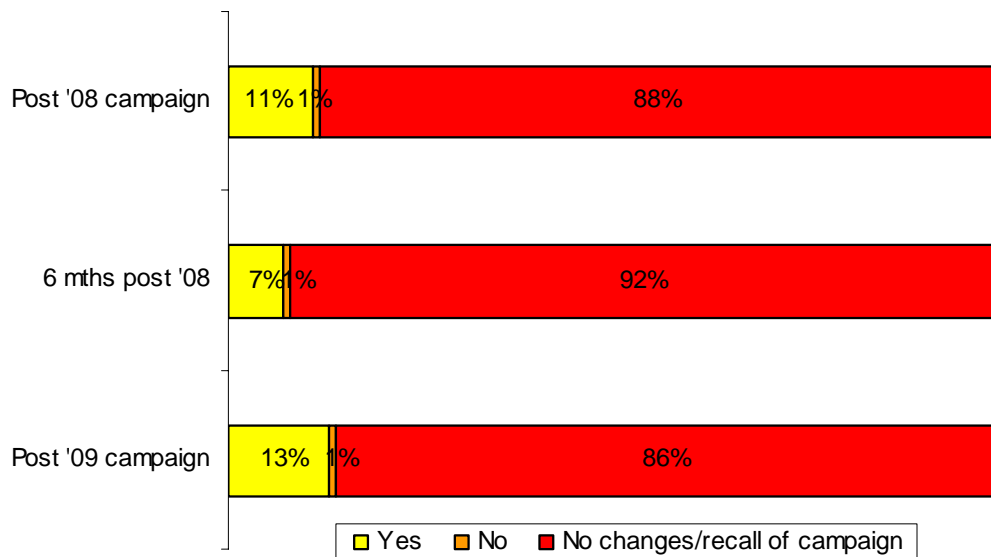
Those who said they planned to take action and those who said they had not taken any action were asked why they had not yet taken action, and the overwhelming response was that they felt that they were already doing enough (80% post the 2008 campaign and 86% 6 months later). All other reasons were mentioned by less than 5% of the sample. After the 2009 campaign the question was worded slightly differently and 51% said they were already doing enough whilst a further 12% reported that they just hadn't got round to it yet.

4.4.5 Benefits

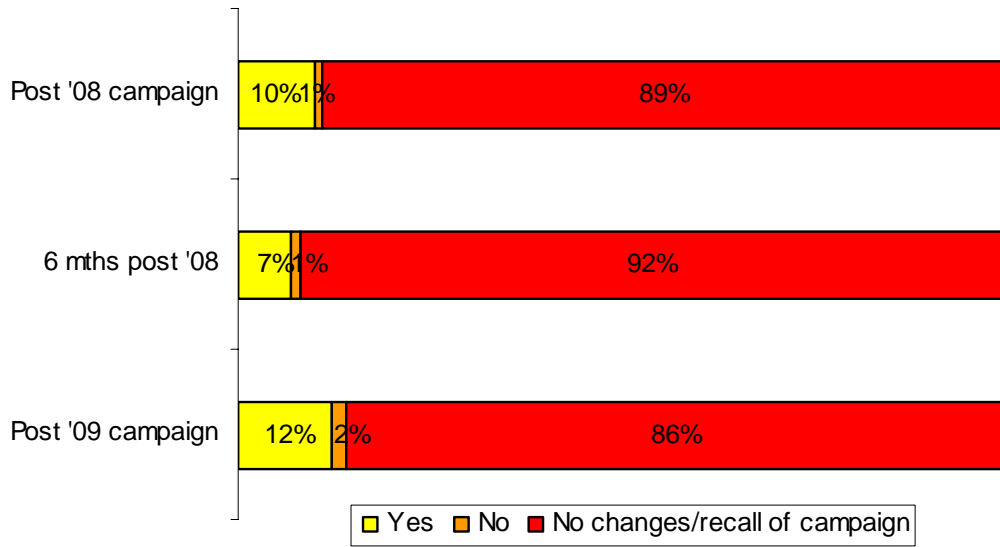
Respondents who had taken action or who knew what action they were planning to take were read four statements describing the possible benefits that could result from their actions and were asked to say whether they thought these benefits could happen due to the changes they had made/were planning to make. The chart below includes all respondents to enable wave on wave comparison. There were significant falls from immediately after the 2008 campaign to 6 months later in the proportion who said yes to the first 3 statements.

Chart 21: As a result of making those changes, including those planned, what kinds of benefits to your organisation do you expect?

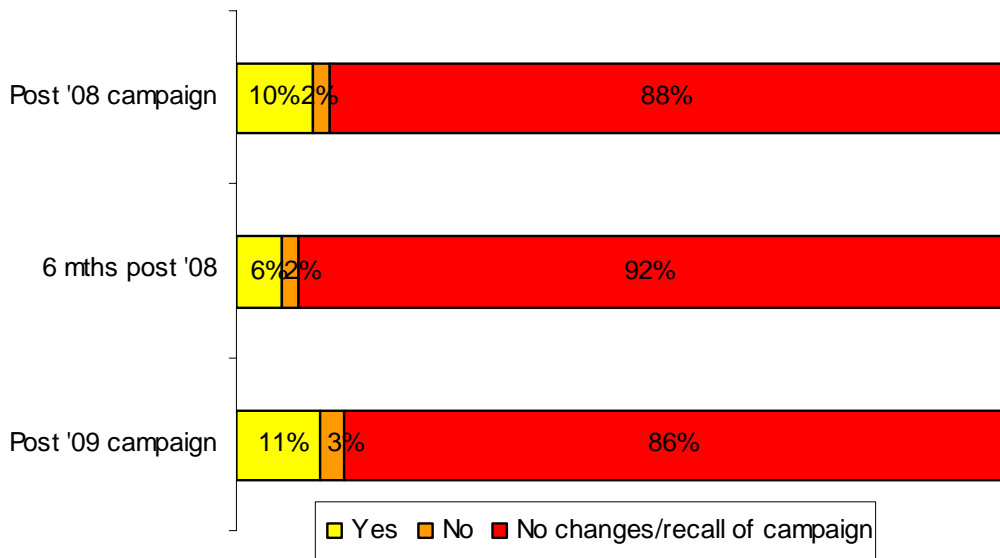
Fewer accidents among staff

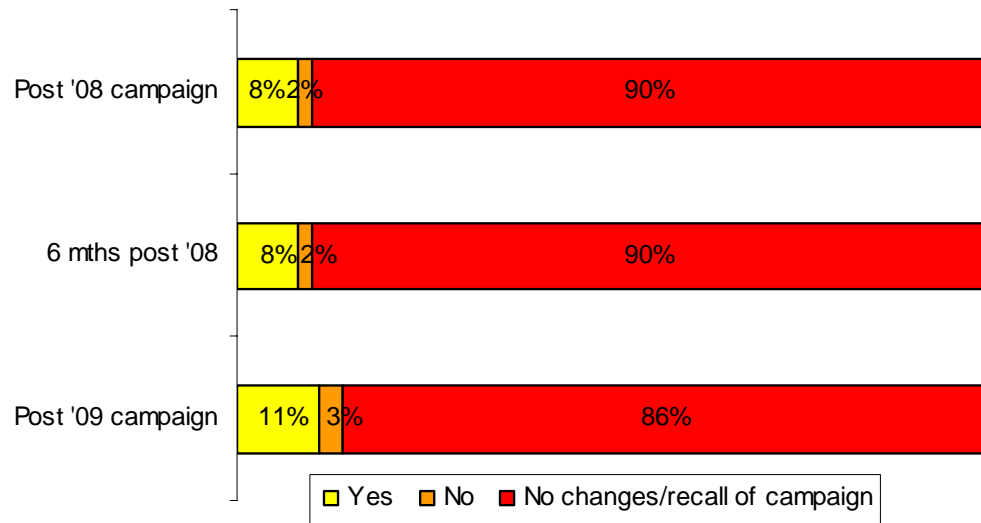


Fewer days off in sickness absence



Fewer staff unable to undertake work because of injury



Fewer claims for compensation

Base: all (post '08 1001, 6 mths post '08 1000, post '09 485)

4.4.6 Impacts: findings from the qualitative research

All qualitative work referred to took place in 2008 as no qualitative research was used after the 2009 campaign. During the post 2008 campaign and follow-up qualitative research, we spoke to a total of 18 managers who claimed to have taken action as a result of the Shattered Lives campaign and we were able to discuss in detail what action they had taken and why. We were also able to explore the barriers to action amongst those who had not taken any. This section addresses the various motivations and barriers to action.

(Additionally, Section 6, Qualitative Case Studies, provides a detailed view of the attitudes and behaviours of individual managers who had taken action as a result of the campaign.)

Amongst those who had taken action, a range of actions, resulting from the campaign, were identified. These are shown in the following table.

Type of action taken	Detailed actions identified
Call HSE helpline	<ul style="list-style-type: none"> • Direct mail pack ordered • Request for further information • Campaign posters ordered for display in workplace
Visit website	<ul style="list-style-type: none"> • Out of interest (without expectation) • To find additional information (e.g. about working with different floor finishes and risk assessment procedures) • To find training materials (specifically on ladder safety)
Awareness-raising	<ul style="list-style-type: none"> • Conversations and meetings with workers addressing slips, trips and falls • Posters displayed in workplace • Stickers displayed in lavatories • Posters photocopied and placed in workers' packs
Training	<ul style="list-style-type: none"> • Training carried out using Shattered Lives website materials (specifically on ladder safety)
Implementation of standard procedures / practices	<ul style="list-style-type: none"> • Prompted to order new dry mops by print campaign • Encouraged to carry out risk assessment by website information
Introduction of new procedures / practices	<ul style="list-style-type: none"> • Introduction of new scheme for incentivising near-miss reporting prompted by print ads • New floor finishes used as a result of information obtained from website

Three summary case studies are shown in the table below. These demonstrate the different impacts of the campaign on three construction and building & plant maintenance workers in

Birmingham. More detailed case studies illustrating the impact of the campaign can be found in Section 6, Qualitative Case Studies.

Type of action taken	Case study
Training	<ul style="list-style-type: none"> • The respondent was trying to think of a new training session • He had originally seen the Shattered Lives press ad for building and plant maintenance • The press ad prompted the respondent to visit the Shattered Lives website • He found some information on safe ladder usage, downloaded it and intended to use the material in handouts for a training course on ladder safety • <i>"I printed it off and I'm going to run a training session for people on the correct use of ladders, and I'll use that as a handout."</i>
Introduction of new procedures / practices	<ul style="list-style-type: none"> • The respondent saw the press ad featuring a construction worker falling off scaffolding • This coincided with an accident at his place of work where someone fell down an open manhole • This prompted him to think about near-miss reporting • He put together a scheme for incentivising near-miss reporting and this was approved by the MD and taken up by the company • <i>"It was first looking at the poster of the guy falling off the scaffold ... someone has done something or hasn't done something and maybe not reported it."</i>
	<ul style="list-style-type: none"> • The respondent was working on refurbishment of a hotel, and had recently completed the kitchen refurbishment • He was a regular user of the HSE website and visited the Shattered Lives website to download information on kitchen floor finishes • He used this information when speaking to contractors about errors in floor finishes used in the kitchen refurbishment • Having revisited the kitchen site, he used the information to reassess the floor finishes used on subsequent jobs • <i>"We've looked at that now and reassessed how we work in those areas ... we've looked at it directly from going on the shattered lives site."</i>

What was clear from the qualitative research was that respondents were most motivated to take action where their exposure to the advertising coincided with other incidents, also acting as prompts. This can be clearly seen in the second case study above, where the respondent's exposure to advertising coincided with an accident at his place of work. Where more extensive or involved action took place (such as implementation of standard procedures / practices, the introduction of new procedures / practices or the need to deliver training) this occurrence of coinciding motivating factors was usually reported. For instance, the respondent (working in catering & food retail) who brought new dry mops after seeing the advertss may also have been prompted to do this by internal procedures where he worked.

The impact of coinciding motivations provides a possible explanation for why the majority of respondents in the quantitative research had taken no action. It was evident from the qualitative research that where respondents were not also prompted to take action by events in the workplace, the ads alone were unlikely to persuade them to do so. Where it did prompt action, the Shattered Lives advertising worked alongside other motivations to raise consciousness of accidents in the workplace and encourage managers to take steps to prevent them.

This issue should be taken into account when considering the barriers to taking action. The profile of slips, trips and falls was highest where coinciding factors (such as accidents in the workplace or the need to apply or renew processes and procedures or deliver training) were apparent. Other barriers to taking action are included in the table below.

Barrier	Suggested improvements
Have not received campaign materials (especially posters)	<ul style="list-style-type: none"> • Send campaign materials directly to businesses • Inform businesses where they can get campaign materials
Business does not have a site / base to display campaign materials	<ul style="list-style-type: none"> • Suggestions for alternative places to display campaign materials • Suggestions for alternative ways to deliver campaign messages to workers
Lack financial / human resources to communicate campaign messages	<ul style="list-style-type: none"> • HSE provide support <ul style="list-style-type: none"> > Financial > Training
Lack training resources to include campaign messages in training sessions	<ul style="list-style-type: none"> • Make training resources available on website • Clearly signpost these

This demonstrates that lack of resources was a major issue for many businesses researched during the qualitative work. However, given that 'taking action' did not require delivery of expensive initiatives and may only have involved putting up posters, lack of financial resources was not as important as factors such as not having a convenient space in which to display campaign materials or a dedicated individual (e.g. HR representative) to deliver the campaign message. It should also be noted that many respondents to the qualitative research were junior or middle managers and therefore did not see it as their responsibility to deliver or communicate health and safety campaigns of this kind.

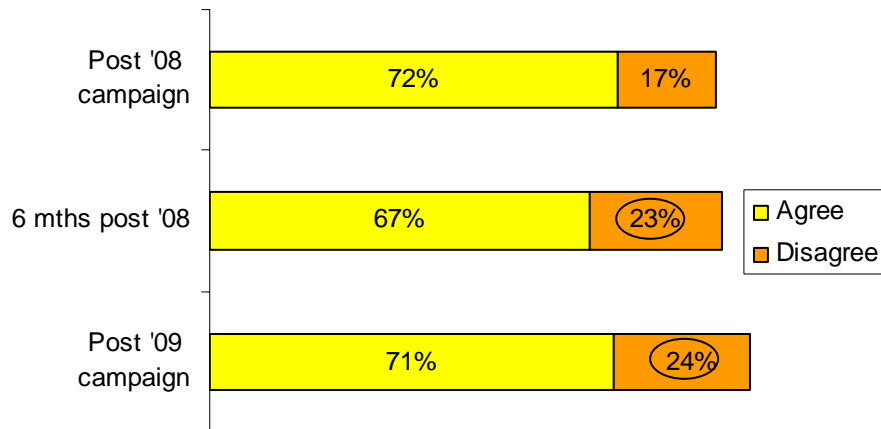
However, many respondents said that they would have displayed campaign materials had they received them, therefore lack of awareness of the campaign and campaign materials was a major barrier to taking low-level action of this kind.

4.5 Attitudes to Adverts and Publicity

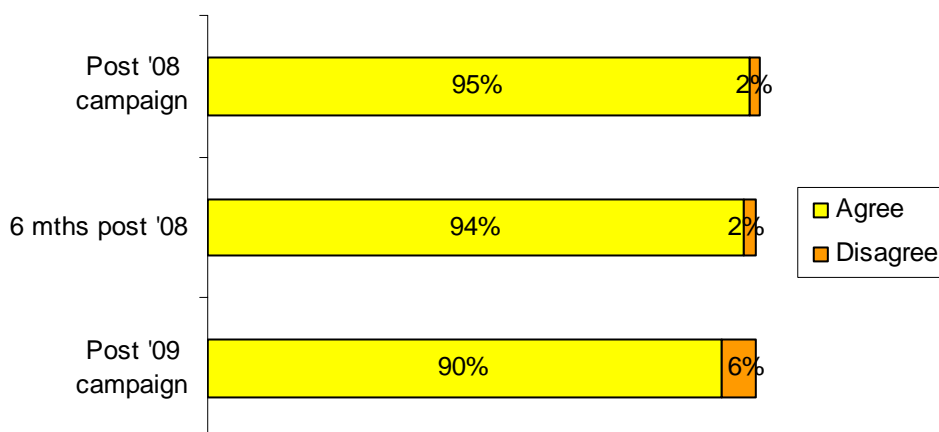
Those who had seen or heard the adverts and/or publicity were read a number of statements about the adverts and asked to say to what extent they agreed with them. There are a number of significant differences from immediately following the 2008 campaign to 6 months later as indicated in the charts below, although levels of agreement were still high 6 months on. It should be noted that percentages are based on different sample sizes for these charts (immediately post 2008 campaign 629, 6 months post 332 and post 2009 campaign 176).

Chart 22: Thinking about the adverts described earlier, please tell me to what extent you agree or disagree with each of the following statements.

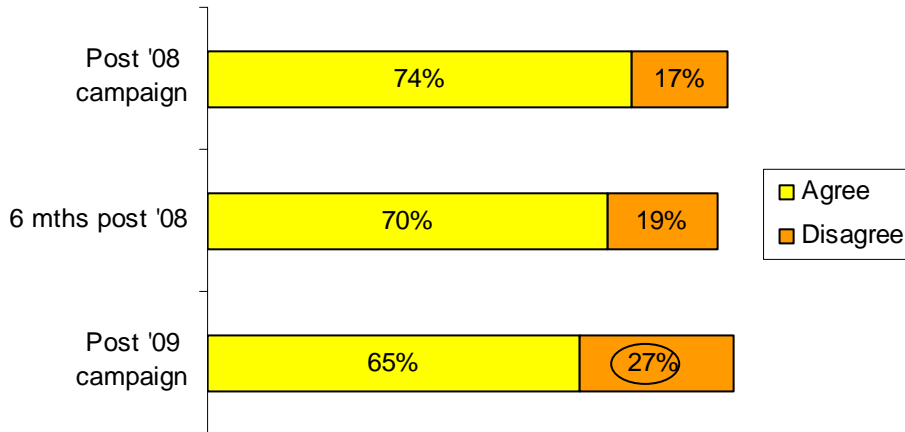
They were ads which really stuck in my mind



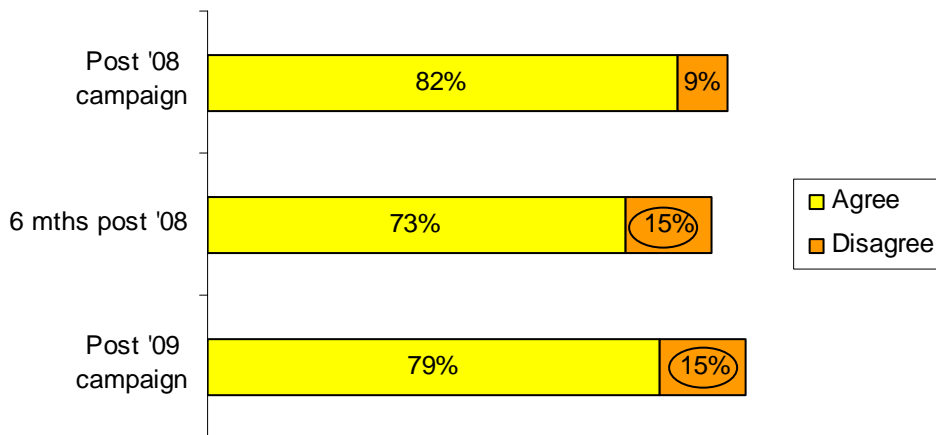
The message in the ads was clear



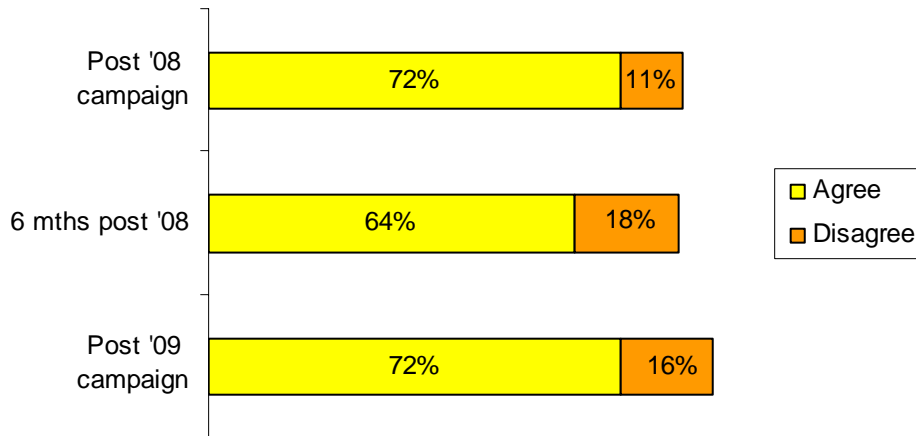
The ads were meant for people in my position



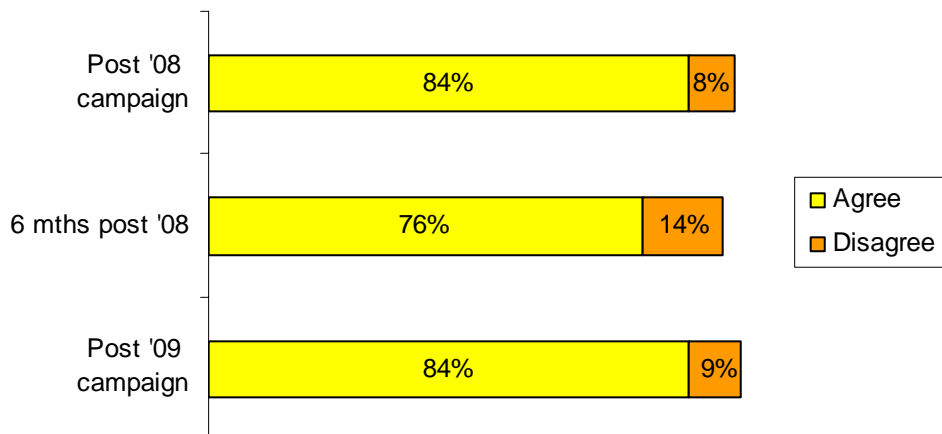
The ads encouraged me to advise all staff to keep floors free of slip and trip hazards



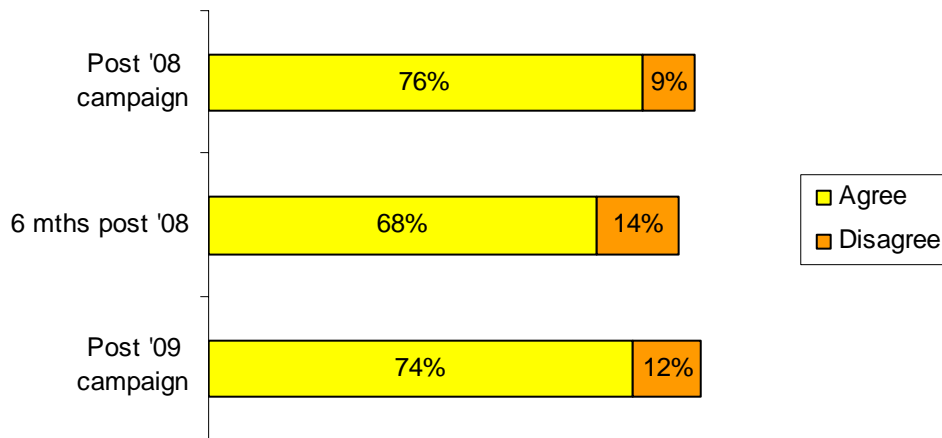
The ads encouraged me to take steps to advise all staff to reduce their risk of falls from above floor level



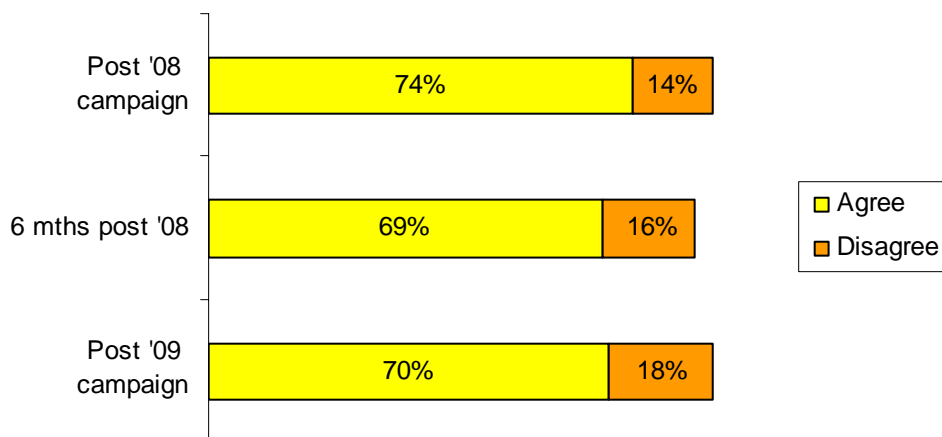
The ads encouraged me to ensure the floors are kept clean and clear



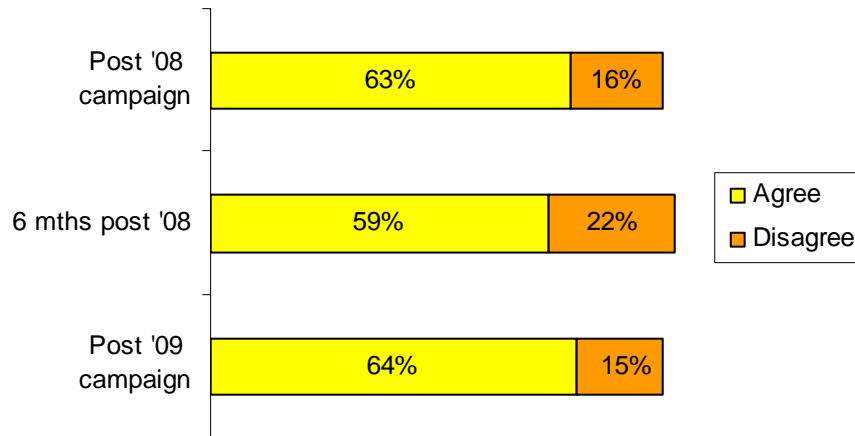
The ads encouraged me to take steps at work by insisting that the right access equipment is available for staff working at height



The ads encouraged me to review current practices to reduce the risk of staff slipping and tripping in the workplace



The ads encouraged me to review current practices to reduce the risk of staff falling from above floor level



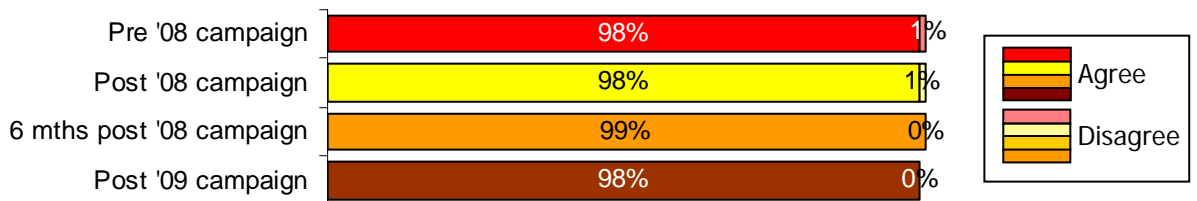
Base: all who remember seeing ads or publicity (post 08 campaign 629, 6 mths post 08 campaign 332, post 09 campaign 172). ○ indicates significant differences

4.6 Attitudes to Accidents

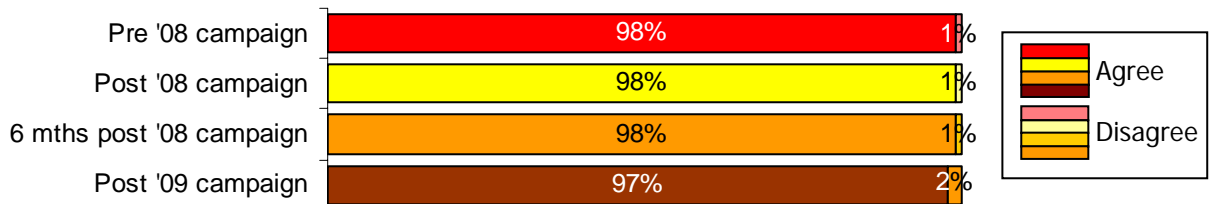
Towards the end of the survey respondents were asked to what extent they agreed with a number of statements about accidents in the workplace. There was over-whelming agreement with all but one of the statements, as the charts below indicate. The statement which caused a divide in opinion was, 'There will always be some slips, trips and falls accidents in the workplace and there is very little you can really do to stop it happening.' Agreement with this statement fell in the post 2008 campaign survey and remained down on the six months post campaign survey result, but rose again following the 2009 campaign.

Chart 23: To what extent do you agree that...

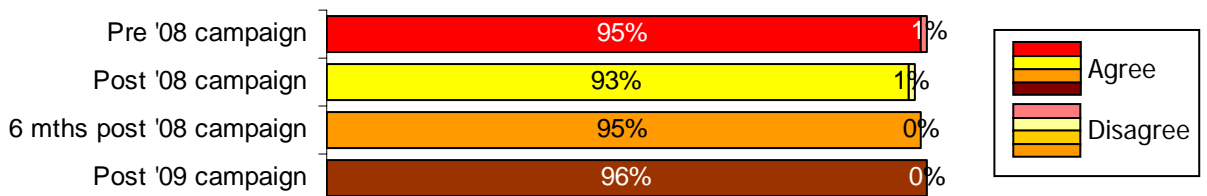
I feel that I have a good understanding of the measures we can take to reduce the risks of slipping or tripping in the workplace



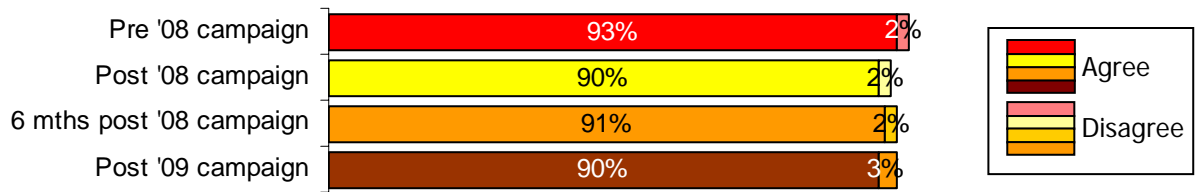
Slipping and tripping over in the workplace is an issue we take seriously



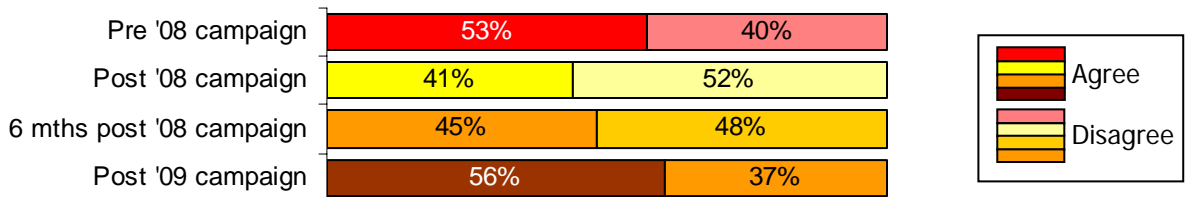
I feel I have a good understanding of the measures we can take to reduce the risk of falling from above floor level in the workplace



Falling from above floor level in the workplace is an issue that we take seriously



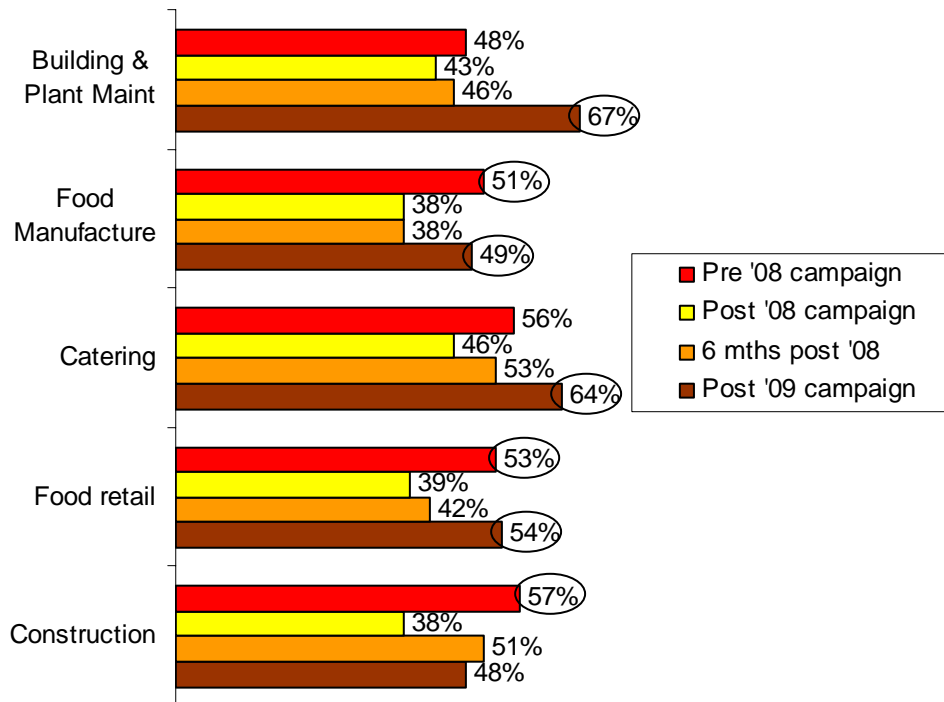
There will always be some slip, trip and falls accidents in the workplace and there is very little you can really do to stop it happening



Base: all (pre '08 1020, post '08 1001, 6 mths post '08 1000, post '09 485)

Looking at this last statement by industry indicates a drop in agreement almost across the board immediately after the 2008 campaign. A lower level of agreement was retained in food and drink manufacture and to some extent in food retail 6 months later but in other industries it has crept back up closer to pre campaign levels and in all cases except construction, agreement with this statement increased after the 2009 campaign. Responses from the building and plant maintenance sector were stable across the first three waves of research but agreement levels shot up by 21% after the 2009 campaign.

Chart 24: Proportion agreeing that there will always be some slip, trip and falls accidents in the workplace and there is very little you can really do to stop it happening, by industry type

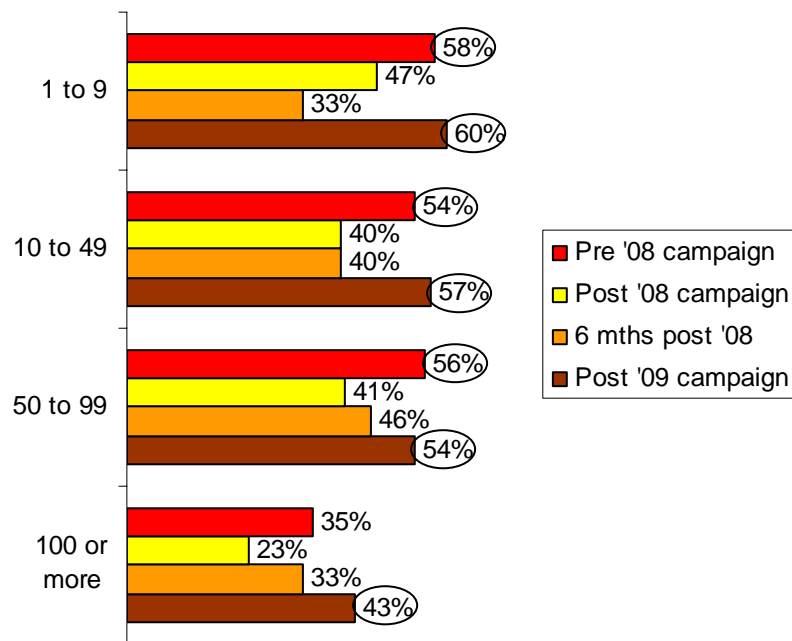


Base: all (pre '08 1020, post '08 1001, 6 mths post '08 1000, post '09 485)

○ indicates significant differences

Looking at responses to this statement by company size, agreement dropped immediately after the 2008 campaign and, except in the case of the largest companies (100 or more employees), agreement stayed low 6 months later but rose again to pre 2008 campaign levels following the 2009 campaign.

Chart 25: Proportion agreeing that there will always be some slip, trip and falls accidents in the workplace and there is very little you can really do to stop it happening, by size of industry



Base: all (pre '08 1020, post '08 1001, 6 mths post '08 1000, post '09 485)

○ indicates significant differences

5 Main Findings – Worker’s Survey

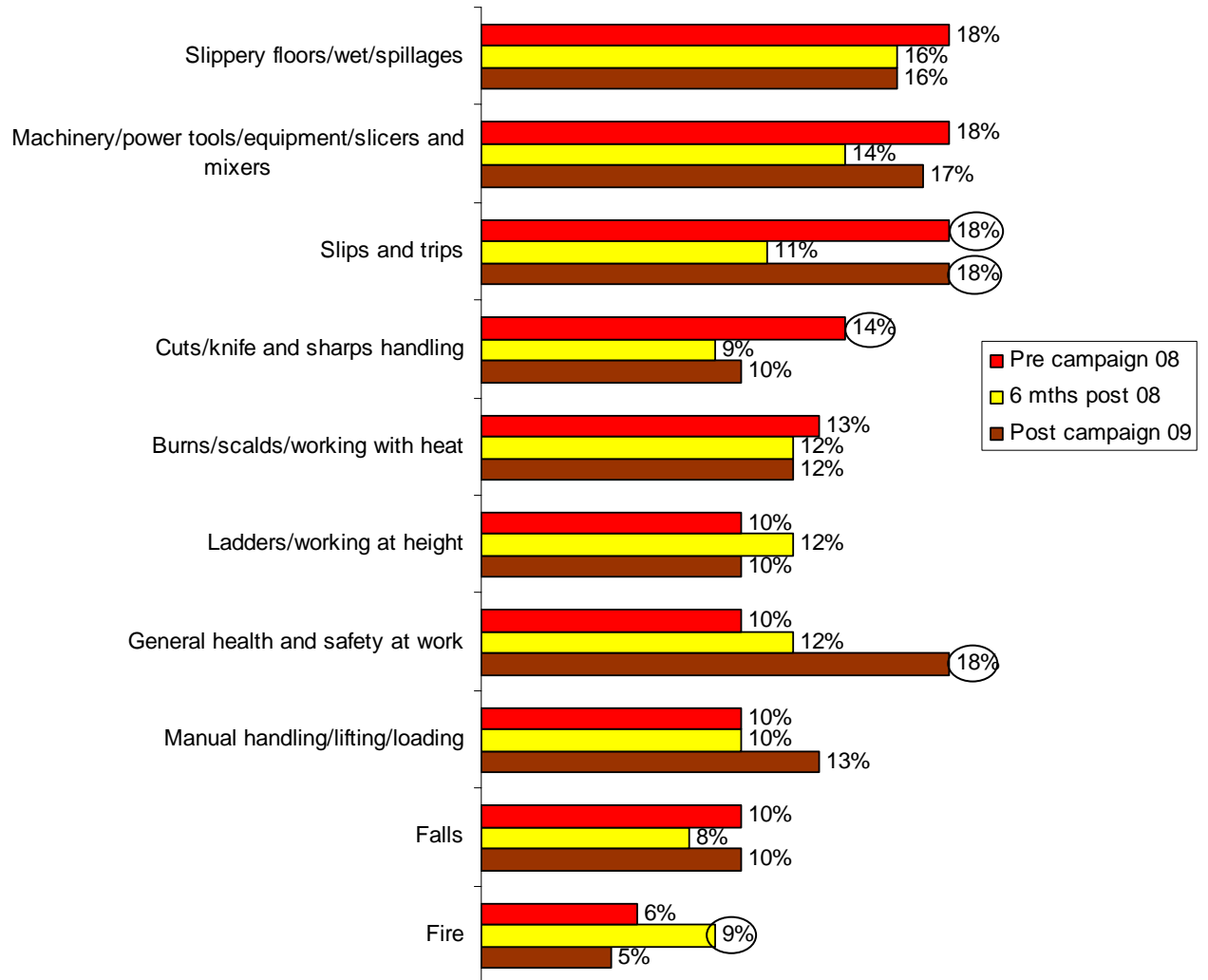
It is worth remembering here that the workers survey was not conducted immediately post the 2008 campaign but pre 2008, 6 months post 2008 and in 2009.

5.1 Health and Safety at Work

5.1.1 Safety issues to be aware of at the workplace

The first question on the workers survey asked respondents to spontaneously name the main safety issues for people at their workplace. Slips and trips were of equal concern during the pre 2008 research, as slippery floors/wet/spillages (which are causes of slips and trips). Also of equal concern pre 2008, were machinery/power tools/ equipment/slicers and mixers. Six months after the 2008 campaign, fire was the only safety issue which received a significant increase in spontaneous awareness. After the 2009 campaign, awareness of general health and safety at work increased significantly by 6%, however slips and trips was the only safety issue which returned to pre 2008 campaign awareness levels following the 2009 campaign.

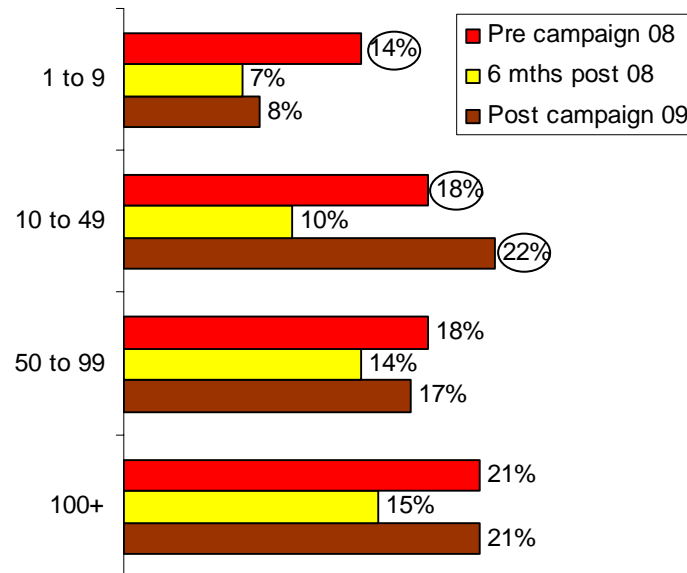
Chart 26: What would you say are the main safety issues that people who work in the place where you usually work need to be aware of?



Base: all (pre '08 800, 6 mths post '08 800, post '09 485) ○ indicates significant differences

Looking at respondents' concern with slips and trips by company size suggests a shift of opinion before and six months after the 2008 campaign amongst workers in smaller companies (up to 49 employees) where concern dropped significantly. However for those companies with 10-49 employees, levels of concern rose again following the 2009 campaign.

Chart 27: Safety issues to be aware of – slips and trips by size of company

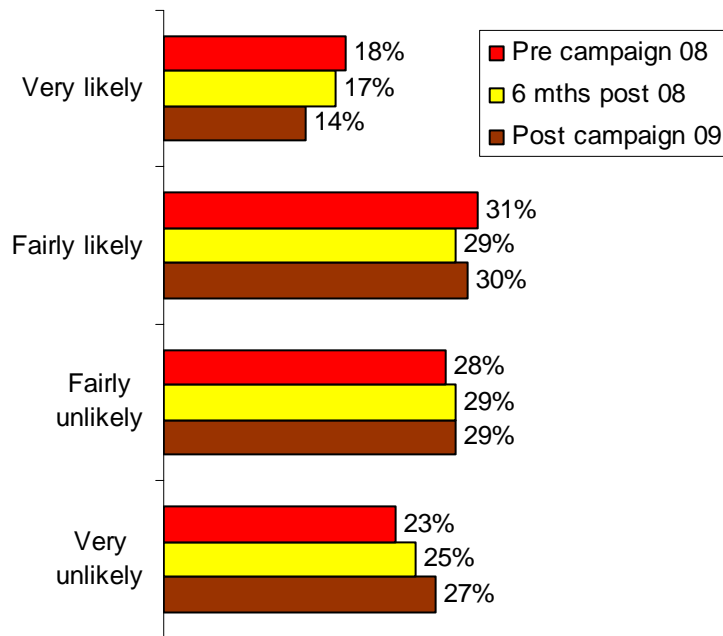


○ indicates significant differences

5.1.2 Likelihood that staff could have an accident from slipping or tripping in the workplace

Compared with the industry survey where the majority reported that they considered it unlikely that anyone could have a slip or trip accident at work, the workers were more evenly split on the matter. There are no significant differences of opinion across the 3 surveys.

Chart 28: One common type of accident in the workplace is slips and trips. Thinking specifically about slip and trip accidents in the workplace how likely is it that you personally could have an accident from slipping or tripping over in the course of your work?

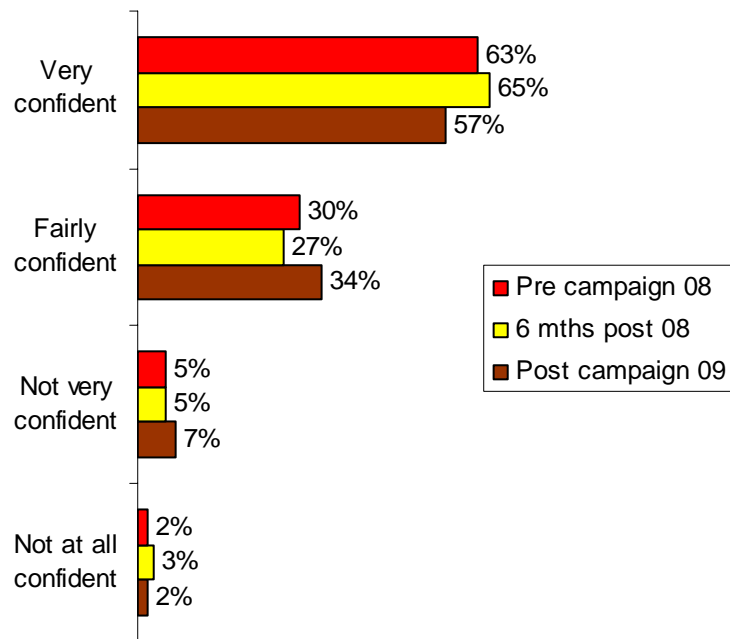


Base: all (pre '08 800, 6 mths post '08 800, post '09 485)

5.1.3 Confidence that managers are doing all they can to reduce the chance of slips and trips accidents

Workers were more confident about managers' efforts to reduce the chance of slip and trip accidents than of their own risk of having such an accident. Again there are no significant differences across the three waves of research.

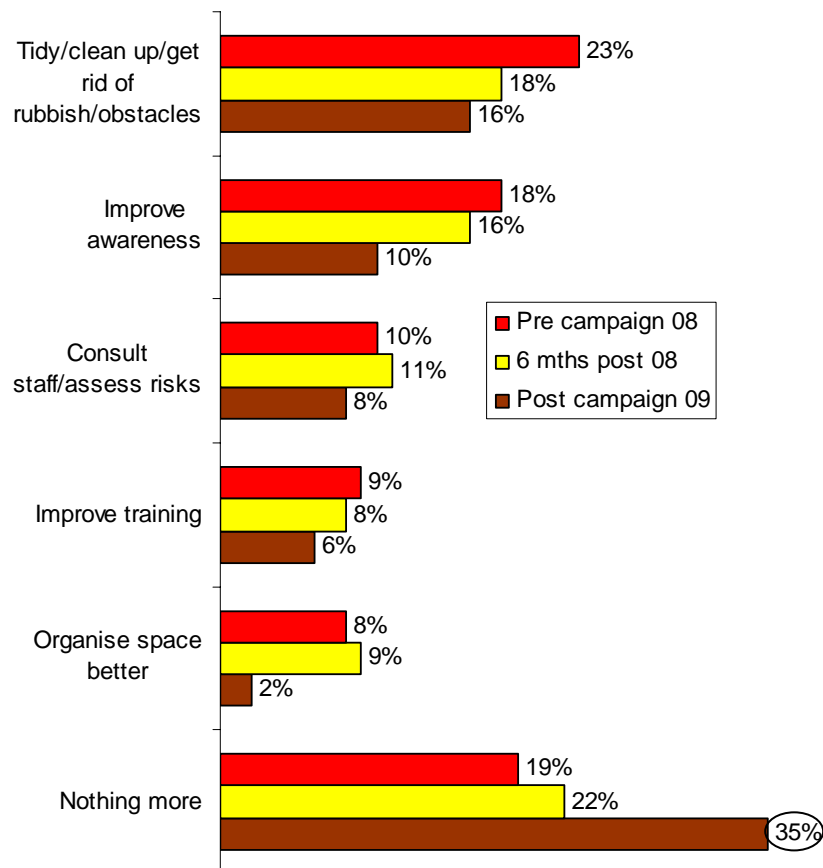
Chart 29: And how confident are you that those managing the place where you usually work are doing all they can to reduce the risks of people slipping and tripping at the place where you usually work?



Base: all (pre '08 800, 6 mths post '08 800, post '09 485)

Those who did not say that they were 'very confident' that managers were doing all they could to reduce the risks of slipping and tripping were asked what more they thought could be done. As the chart below shows primary things that workers thought could be done are cleaning up rubbish/getting rid of obstacles, improving awareness, and consulting staff. The small number of workers answering this question mean that only large differences would be statistically significant. The only significant change is in the increase in the number of respondents in the post '09 campaign survey who said that they did not think anything more could be done by their employer.

Chart 30: What more do you think your employer could be doing?

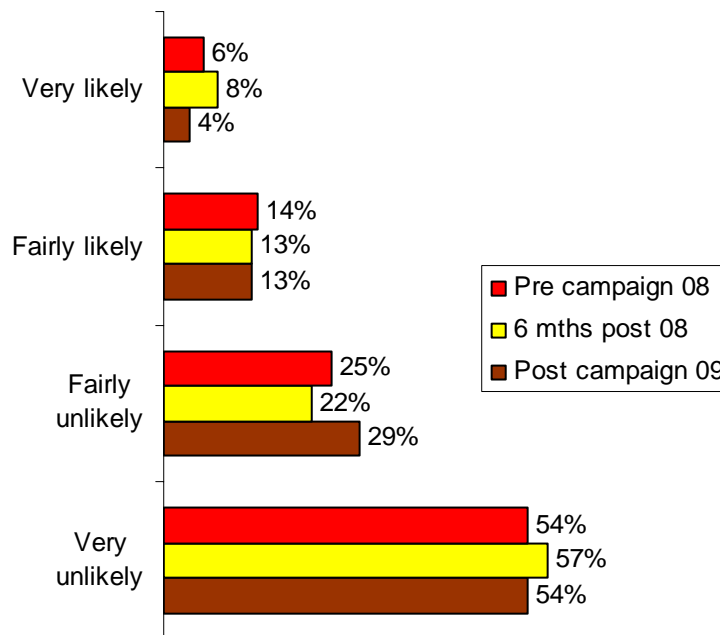


Base: all not 'very confident' that managers are doing all they can to reduce slip and trips accidents (pre '08 298, 6 mths post '08 280, post '09 205). Percentages of less than 8% not shown.

5.1.4 Likelihood that staff could have an accident from falling in the workplace

A minority of workers thought it likely that they could have a falls accident whilst at work. There were no significant differences of opinion across the three waves of the campaign.

Chart 31: Another type of workplace accident is falls, from anywhere above floor level. This includes falls from below head height, perhaps from a counter top, chair or desk, or from the lower rungs of a ladder, as well as falls from above head height such as from the top or higher rungs of a ladder, or from a scaffold or harness. Thinking about falls from above floor level, how likely is it that you could have an accident falling in the course of your work?

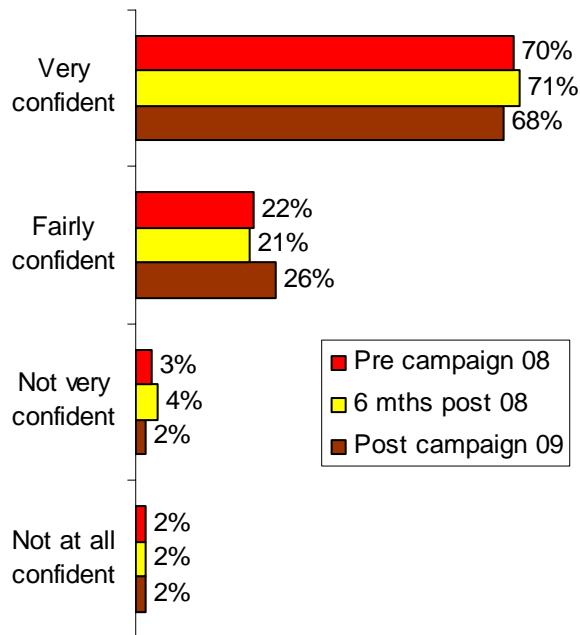


Base: all (pre '08 800, 6 mths post '08 800, post '09 485)

5.1.5 Confidence that managers are doing all they can to reduce the chance of falls accidents

In all three surveys a large majority were confident that managers were doing all they could to reduce the chances of employees falling. Again there are no significant differences across the three wave of research.

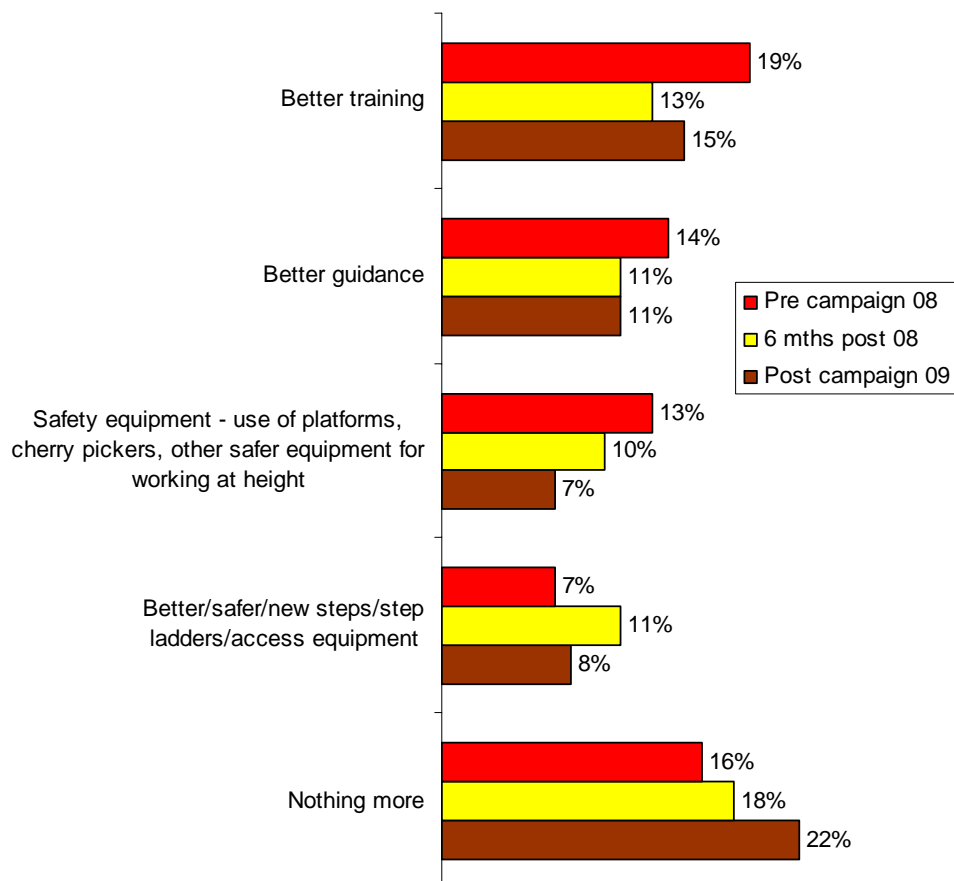
Chart 32: And how confident are you that those managing the place where you usually work are doing all they can to reduce the risks of people falling when working above floor level at the place where you usually work?



Base: all (pre '08 800, 6 mths post '08 800, post '09 485)

Those who did not say that they were 'very confident' that managers were doing all they could to reduce the risks of falling were asked what more they thought could be done. As the chart below shows, the primary things workers thought could be done were better training, better guidance, and use of safety equipment for working at height.

Chart 33: What more do you think your employer could be doing?



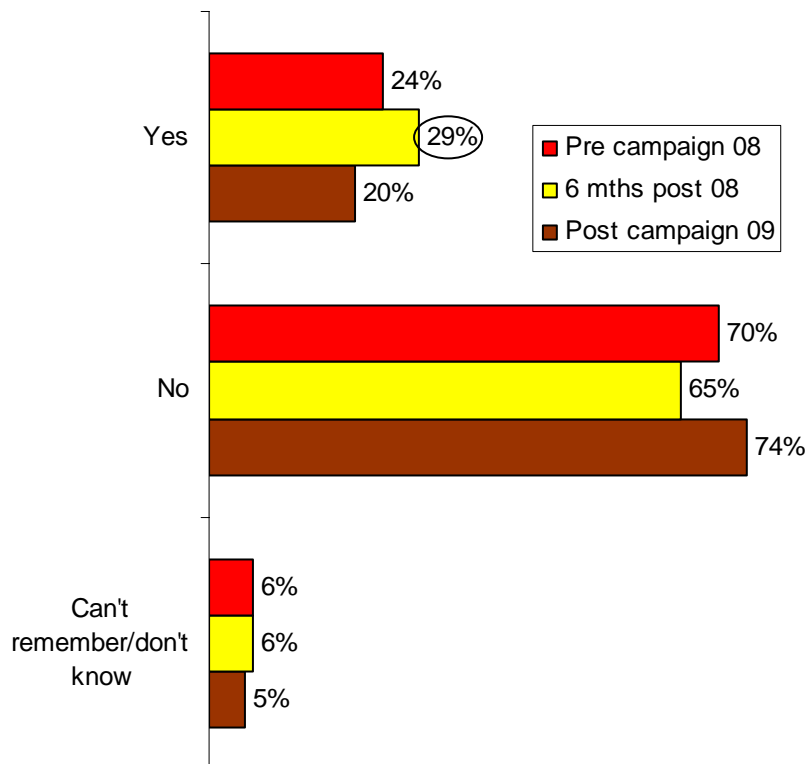
Base: all not 'very confident' that managers are doing all they can to reduce falls accidents (pre '08 222, 6 mths post '08 216, post '09 148). Percentages of less than 7% not shown.

5.2 Action taken in the workplace

5.2.1 *Whether workers have been asked to do anything differently over the last 6 months to reduce the risk of slips and trips*

24% of workers said that they had been asked to do something differently or change working practices to reduce the risk of slips and trips before the 2008 campaign. This increased significantly after the 2008 campaign as the chart below indicates. However this change is only evident amongst workers from companies with 100 employees or more (26% pre to 37% 6 months post).

Chart 34: Over the last 6 months have staff at the place where you usually work been asked to do anything differently or change their normal working practices in order to reduce the risk of slips and trips in the workplace?

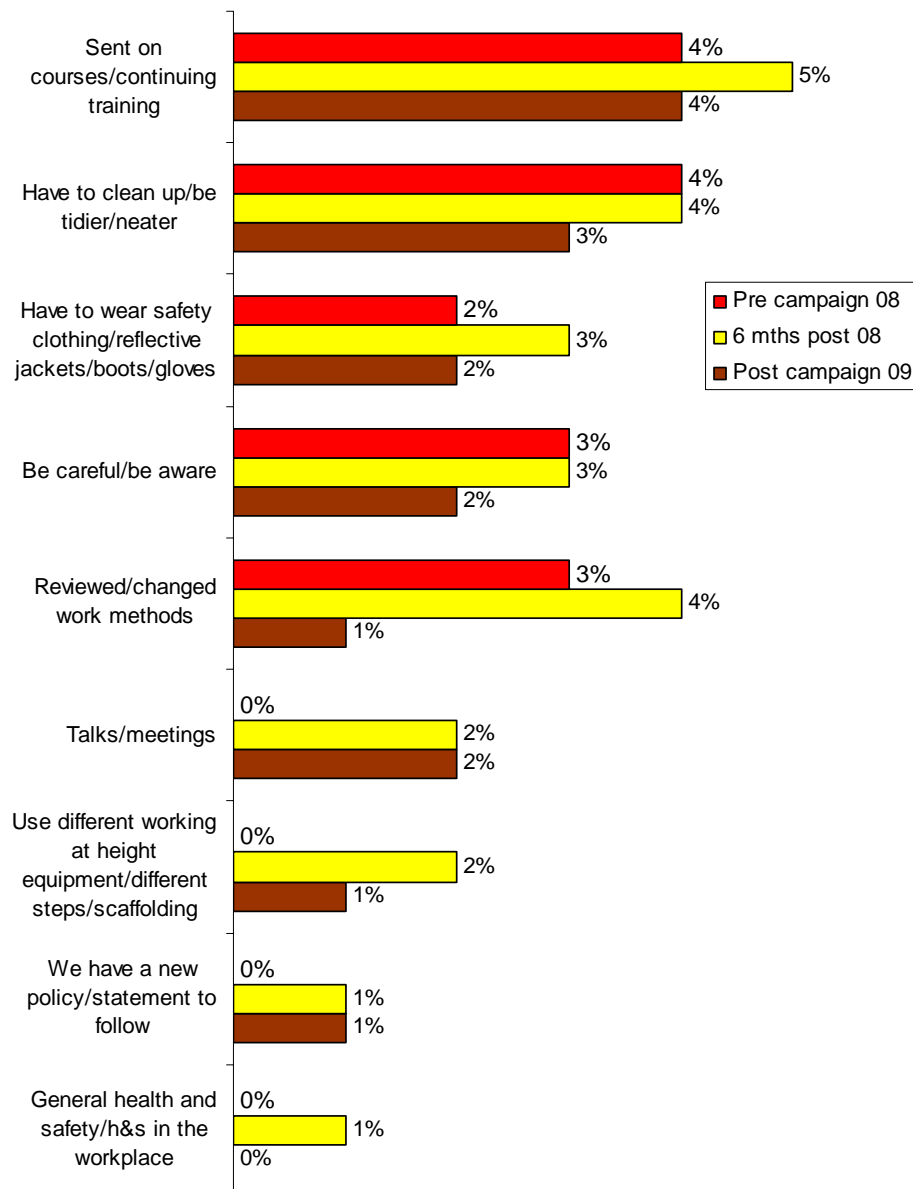


Base: all (pre '08 800, 6 mths post '08 800, post '09 485)

○ indicates significant differences

Those who said that they had been asked to make changes to reduce the risk of slips and trips were asked what they had been asked to do differently. The chart is repercentaged on all respondents to enable wave on wave comparison. This was an open question and primary responses, as the chart below demonstrates, were receiving training/being sent on courses, being briefed/reminded of procedures and being asked to clear up/be tidier/neater. Items that only appeared 6 months after the 2008 campaign have been shown at the bottom, and suggest some new initiatives had been brought in since the 2008 campaign survey. Such changes may be attributed to the campaign.

Chart 35: What specifically have staff been asked to do differently?

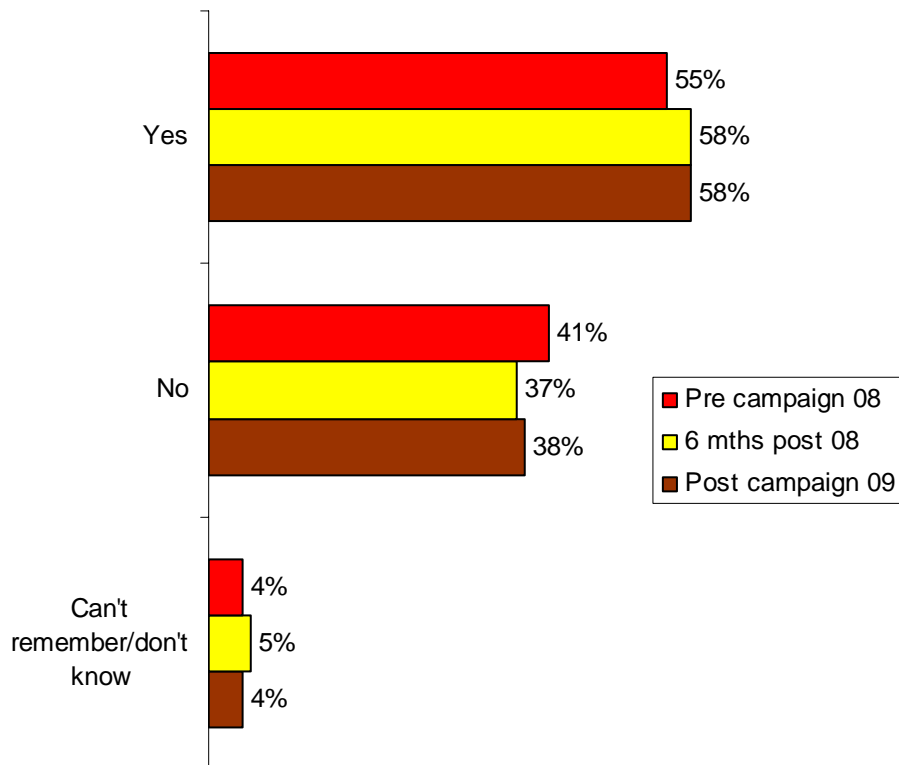


Base: all (pre '08 800, 6 mths post '08 800, post '09 485).

5.2.2 *Whether employers have done anything over the last 6 months to make staff more aware of how to reduce the risk of slips and trips*

Before the 2008 campaign, 55% of workers said that their employers had done something over the last 6 months to make staff more aware of how to reduce the risk of slipping and tripping. There was no significant change 6 months later. Only workers in the food retail sector were more likely to say that something had been done six months after the '08 campaign (57%) than before it (45%) and this score fell back slightly (53%) after the '09 campaign.

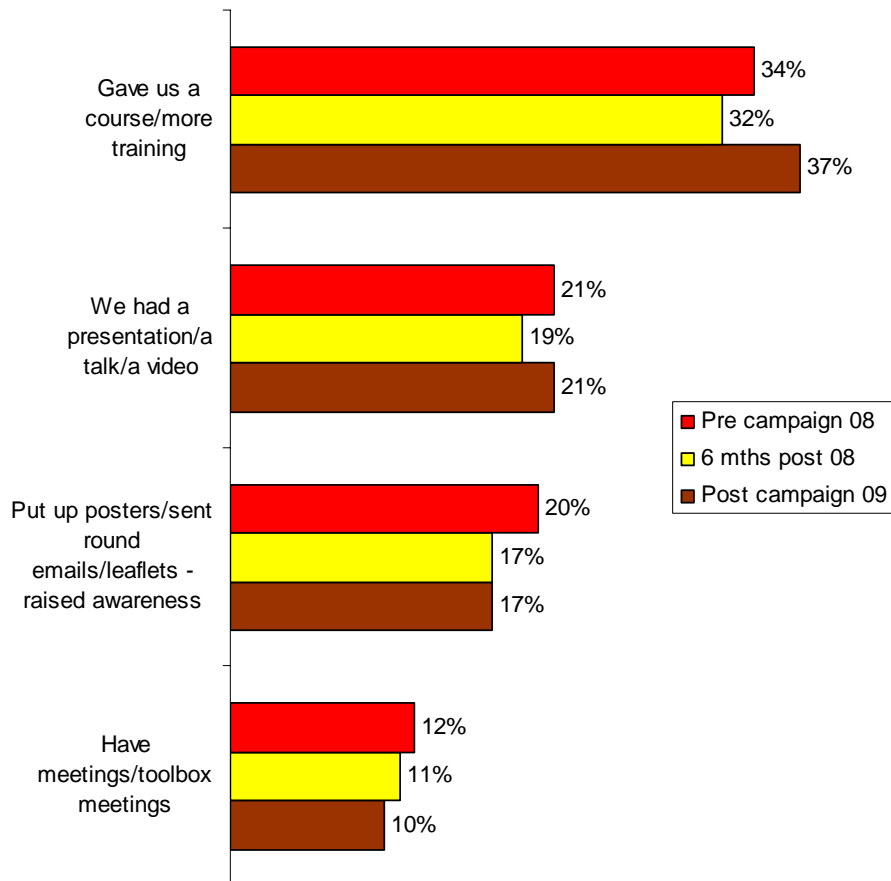
Chart 36: And over the last six months has your employer done anything to make staff at the place where you usually work more aware of how to reduce the risks of slips and trips in the workplace?



Base: all (pre '08 800, 6 mths post '08 800, post '09 485).

The things most commonly reported that employers had done included a course/more training, had a presentation/talk/video, put up posters/sent round emails/leaflet/raised awareness.

Chart 37: What specifically has your employer done?

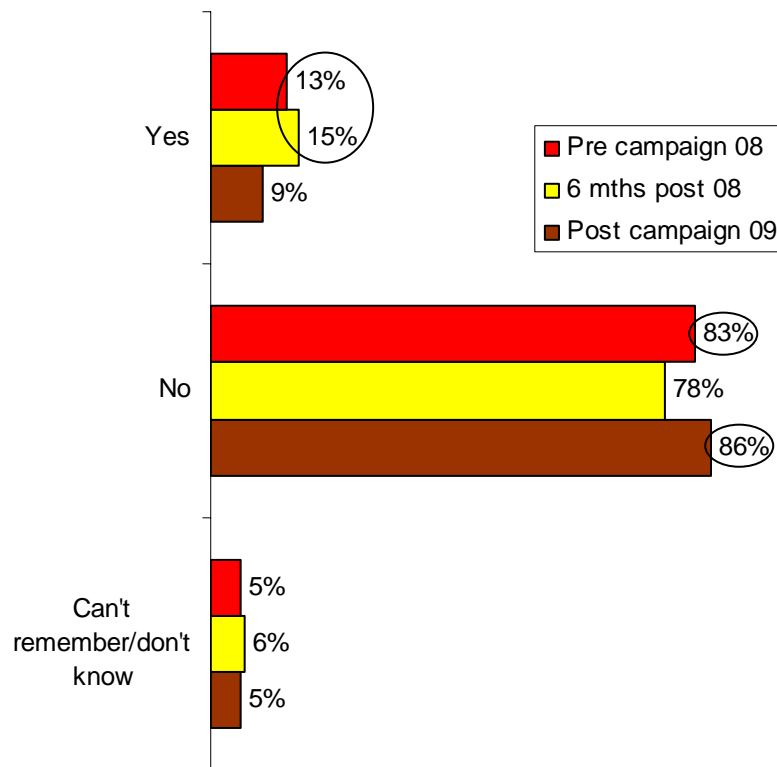


Base: all who said that their employer had made them more aware of slips and trips (pre '08 438, 6 mths post '08 467, post '09 278)

5.2.3 *Whether workers have been asked to do anything differently over the last 6 months to reduce the risk of falls*

As with slips and trips only a minority of workers reported that they had been asked to do anything differently or change practices to reduce the risk of falling in the workplace. There appears to have been a drop in the number of respondents who said 'no' to this question six months after the 2008 campaign but in the post 2009 survey this increased again and correspondingly, the proportion who said 'yes' fell significantly.

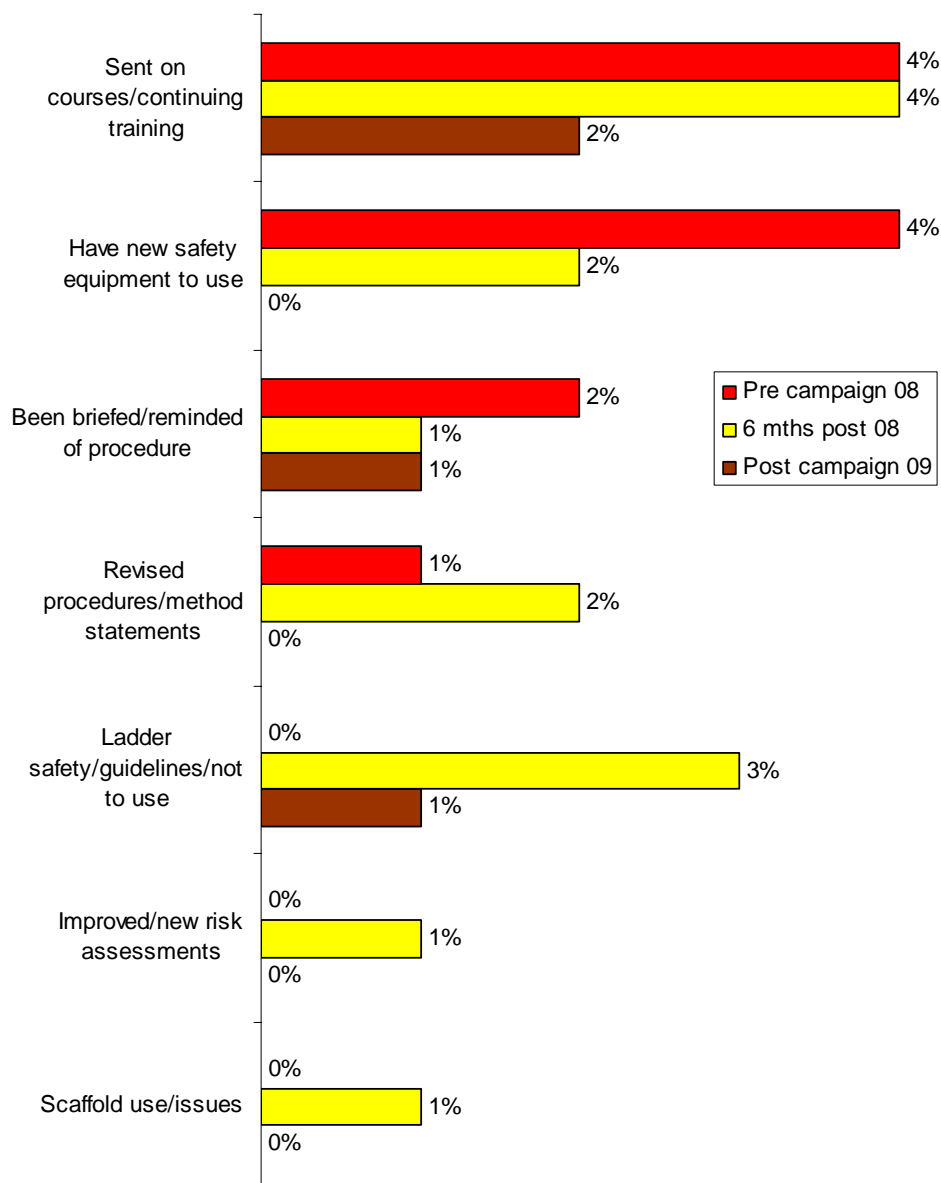
Chart 38: Over the last 6 months have staff at the place where you usually work been asked to do anything differently or change their normal working practices in order to reduce the risk of falling from above floor level in the workplace?



Base: all (pre '08 800, 6 mths post '08 800, post '09 485) ○ indicates significant differences

Those who said that they had been asked to make changes to reduce the risk of falls were asked what they had been asked to do differently. The chart has been rebased on all respondents to enable a wave on wave comparison. This question was open and the top responses, as the chart below demonstrates, were receiving training/being sent on courses, had new safety equipment, being briefed/ reminded of procedures and being asked to revise procedures. Items that only appeared 6 months after the 2008 campaign have been shown at the bottom, the most prominent of which relates to improved ladder safety/guidelines. Such changes may be attributed to the impact of the campaign, although two of the items do not appear in the research following the 2009 campaign.

Chart 39: What specifically have staff been asked to do differently?

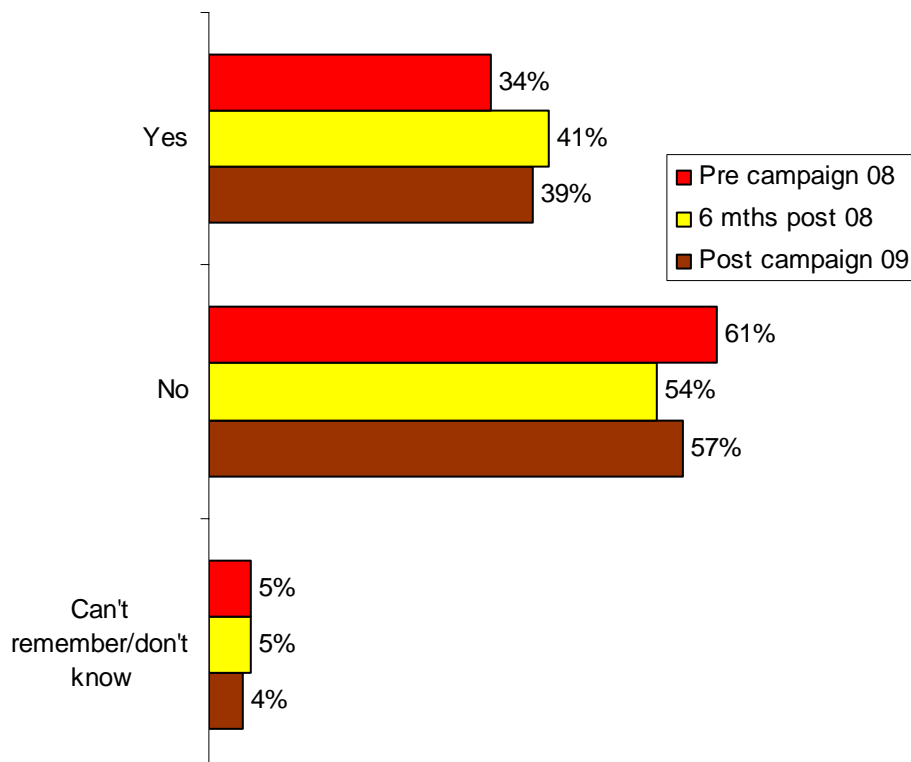


Base: all (pre '08 800, 6 mths post '08 800, post '09 485).

5.2.4 *Whether employers have done anything over the last 6 months to make staff more aware of how to reduce the risk of falls*

The proportion of workers who said that their employers had done something over the last 6 months to make staff more aware of how to reduce the risk of falling rose significantly from 34% before the campaign to 41% 6 months later although the 39% following the 2009 campaign is not significantly different from either figure. Some changes occurred by sector and size between the pre 2008 and 6 months post 2008 surveys but reverted back to pre '08 figures in the post '09 survey. For example this occurred in food retail (24% pre '08 to 38% 6 months post '08 and 26% post '09) and construction (41% to 50% to 46%). Staff in companies of 100 employees or more were also significantly more likely to say 'yes' in the 6 months post '08 survey (43% 'yes' pre '08 campaign to 56% 6 months afterwards) but this reverted back to 47% in the post '09 survey.

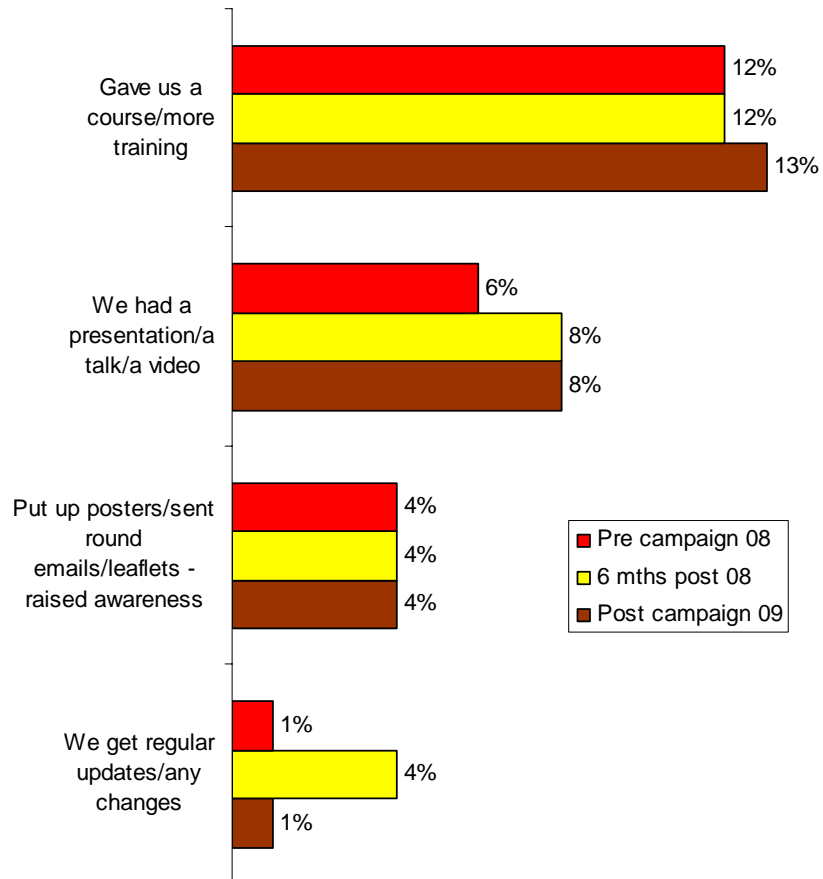
Chart 40: And over the last six months has your employer done anything to make staff at the place where you usually work more aware of how to reduce the risks of falling in the workplace?



Base: all (pre '08 800, 6 mths post '08 800, post '09 485) ○ indicates significant differences

The things most commonly reported that employers had done included arranging a course/more training, had a presentation/talk/video, put up posters/sent round emails/leaflet/raised awareness (this chart has again been rebased on all to see any differences across waves).

Chart 41: What specifically has your employer done?



Base: all (pre '08 800, 6 mths post '08 800, post '09 485)

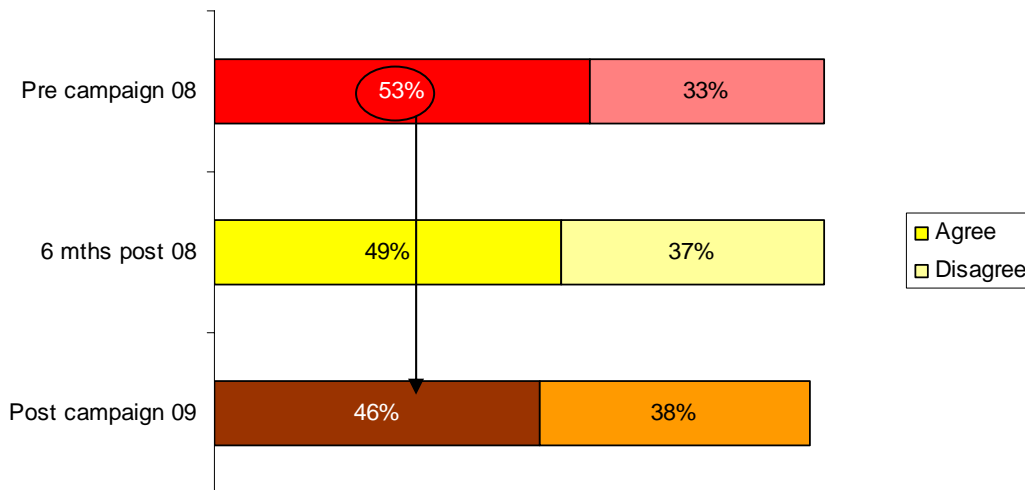
5.3 Attitudes to accidents

5.3.1 Agreement with statements about slip, trip and falls accidents

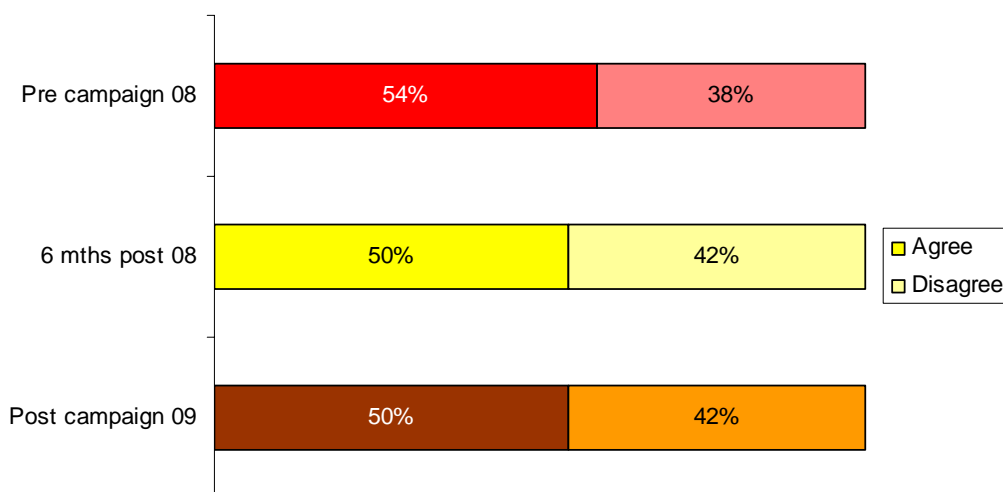
Respondents were read a number of statements about slips, trips and falls and asked to what extent they agreed with each. As can be seen from the charts below, of the four statements, two had a large majority agreeing and the other two had considerably more disparity. No significant changes across the waves are evident by industry type or size.

Chart 42: Agreement with statements about slips, trips and falls accidents

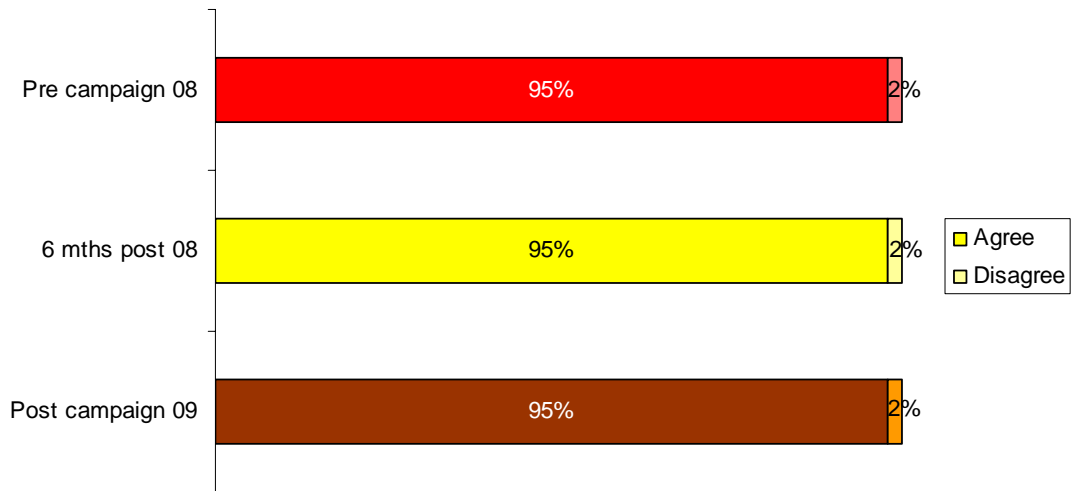
It's my company's responsibility to ensure people don't slip or trip over things or fall from height in the workplace, not mine.



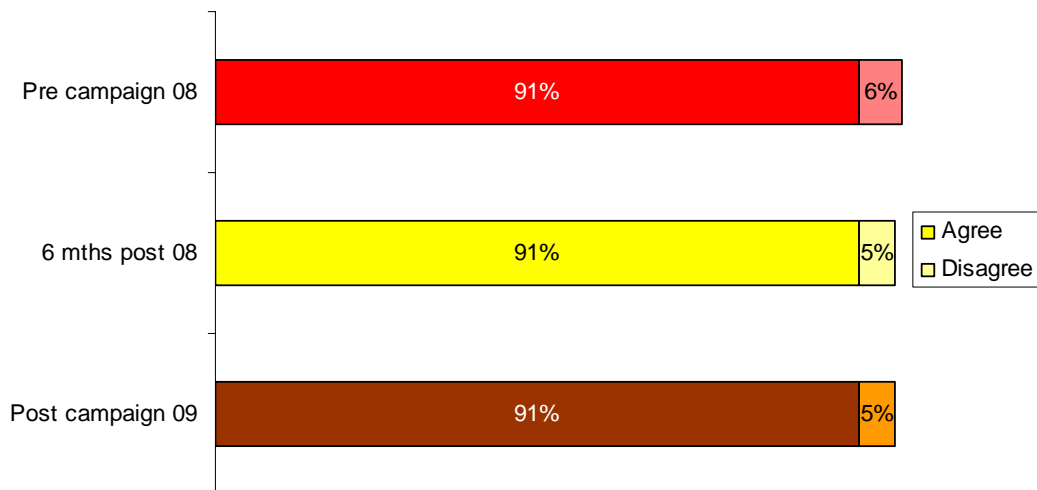
There will always be some slip and trip accidents in the workplace and there is very little you can really do to stop it happening.



I feel that I do everything I can to ensure no-one gets hurt from slipping or tripping in the workplace.



Slipping, tripping and falls in the workplace are issues that my employer takes seriously.



Base: all (pre '08 800, 6 mths post '08 800, post '09 485) ○ indicates significant differences

6 Main Findings – Qualitative Case Studies

6.1 Introduction

The qualitative 'follow-up' stage also involved case study interviews with managers, who had health and safety responsibilities, and took place between 23 September and 8 October 2008. The purpose of the research was to explore the action these people had taken, as well as examining the motivations to implementing changes and the potential costs and barriers.

10 face to face depth interviews were carried out across England with managers from across the five industry sectors. The sample consisted of participants who had said that they 'had taken action' or 'would take action' as a result of seeing the Shattered Lives campaign during the post-campaign stage of the 2008 quantitative survey. Quotas were not set on the types of action respondents had taken and respondents were allowed to define the kind of action they had taken for themselves. Action taken ranged from putting up Shattered Lives posters to briefing employees about slips, trips and falls to purchasing new equipment (such as mops). However, some of those who said they 'would take action' in the post 2008 campaign survey had in fact not taken action at interview stage.

Each interview lasted one hour and took place at the participant's place of work. The table below illustrates the sample for the follow-up stage.

Location	Total	Sector				
		Building/ plant maintenance	Construction	Food & drink manufacture	Food & drink retail	Catering & hospitality
Berkshire	1	-	-	1	-	-
Cheshire	1	-	-	-	1	-
Derbyshire	1	-	1	-	-	-
Essex	2	-	1	-	1	-
London	3	-	2	-	1	-
Worcestershire	2	1	-	-	-	1
Total	10	1	4	1	3	1

All of the managers interviewed were responsible for health and safety. Depending on the industry and the number of employees, managers ranged from having a strategic overview with direct reports responsible for implementing health and safety at 'ground level' to carrying out the day to day health and safety activities themselves. Some managers had health and safety officers with whom they worked whilst others had area managers who were ultimately responsible for health and safety. In the cases where a parent company existed, different levels of involvement were provided. This involvement ranged from having no legal liability for health and safety to setting health and safety standards and ensuring they were met. A couple of participants used external providers who advised them about health and safety.

The types of health and safety activities carried out by the managers included: conducting safety audits, conducting and signing off risk assessments, writing and checking method statements, doing weekly / monthly safety checks, giving staff inductions and organising safety training.

Participants had recalled seeing or hearing about the Shattered Lives campaign in trade magazines, the national press, through radio adverts and through materials displayed at work. Shattered Lives campaign materials were sent by head offices and parent companies and one participant recalled seeing leaflets at a conference. A number of managers also thought they recalled seeing adverts on television and in the cinema. Those managers who were sent the Shattered Lives campaign materials by their head office displayed the posters in prominent places such as staffrooms or notice boards.

Overall, managers thought the main impact of the Shattered Lives campaign had been to remind them and their staff about the importance of slips, trips and falls in the workplace by showing the potential impact of these. The campaign's emphasis on the possible consequences of accidents was felt to be a particularly effective reminder. Managers described how employee comments regarding the posters had provided the opportunity for them to discuss health and safety and emphasise that health and safety is the responsibility of everyone. As a result of the campaign, managers implemented a number of changes, including:

- ordering dry mops to reduce the likelihood of slips
- increasing ladder vigilance
- completion of regular risk assessments
- increased communications between staff and managers

After seeing the campaign advert in trade press, one participant visited the Shattered Lives website to get further information and order posters. Another manager printed the poster he was sent by a contracted company in black and white A4 size and included them in his foreman's packs.

Overall, there were few cost implications with regards to the campaign itself or implementing any changes as a result of the campaign, although the actual costs associated with prioritising health and safety in general were high for some of the participants. There were no major changes made as a result of the campaign as managers already felt that they had relevant health and safety procedures in place and that any they did make had a minimal financial impact. One participant mentioned that they printed the campaign posters in A4 but rather than printing the posters in colour, which they would have preferred because they had more impact, they had to print in black and white because of the higher costs involved with printing in colour.

Participants thought it would be beneficial to have another stage of the Shattered Lives campaign because health and safety is an ongoing issue that needs to constantly be considered. It was suggested that a future campaign could focus on areas such as: electrocution; vehicles; and asphyxiation. Large posters with images were thought to be an effective means of communication, especially for communicating with employees who didn't speak English as a first language, and there were some mentions of the desire to be provided with laminated posters because they would be more durable. One participant mentioned that he thought a campaign DVD would be useful and another mentioned that people could be alerted to the campaign and awareness raised by having HSE pop-ups appear on industry-specific websites. In addition, it was felt that any future campaign should again appear in national and trade press.

The ten case studies follow.

6.2 Case Studies

1. Worcestershire, Building & Plant Maintenance

Mrs R is a director of a cleaning company that she set up with her husband. The business started out as a small cleaning firm but has grown dramatically over the last 4 years and she now manages three cleaning businesses; a commercial and domestic cleaning firm together with a laundry. In total they employ over thirty staff, many of whom are lone workers.

Her company is involved in the Local Employment Partnership, which was developed by DWP to enable people to return to work. Therefore, most employees work 16 hours a week in order to retain their tax credits and additional benefits.

Although both directors are responsible for health and safety, she takes the lead regarding most issues. When considering health and safety, she feels that it is an important issue for her industry.

“Well, when we very first started, as I am sure all companies do, health and safety frightened the life out of us. It is the one thing you have sleepless nights over.”

In the cleaning sector, health and safety is an important consideration with the main issues surrounding slips, trips and falls, working at a height and the use of dangerous chemicals. To help the cleaning company navigate health and safety rules and policies, an independent consultancy is employed on a retainer basis to ensure standards are met. The consultancy advises on areas of health and safety that the cleaning firms perform badly at as well as helping to define and revise the company health and safety handbook. On a more consultative basis, Mrs R contacts them about day-to-day issues including legal advice via a 24 hour hotline.

“They are also very proactive and say ‘well this is what you need to do to prevent it happening again’”.

Avoiding health and safety hazards and promoting awareness amongst staff was a priority for Mrs R. She estimated that she dedicated half a day each week to health and safety and allocated a budget to implementation and awareness-raising. She received financial support from Business Link in the past to do the NEBOSH course to raise her own level of awareness when starting up the business.

“Health and safety has been quite a big financial burden for us because we needed to know quite a bit.”



Having invested in health and safety, she has found that having good business policies is reassuring to customers. By undertaking risk assessments and giving leaflets to clients about health and safety, her business is seen to care for both its staff and about the client companies for whom they work.

"We see it (health and safety) as being something now that separates us from other companies. So rather than being the cheapest because you just can't operate by undercutting people...we both went 'hang on a minute, if this is something we are devoting time to then why don't we use it as part of our USP [unique selling point]?"

When discussing the Health and Safety Executive (HSE), she found them unapproachable and felt there was a culture of fear surrounding the HSE. Although she had not had a bad experience with the HSE she did not trust them to help her overcome her company's health and safety issues.

"Don't dare say anything to the HSE as they will be down on you like a tonne of bricks!"

She felt that the HSE should position itself closer to businesses and help facilitate good health and safety practice rather than devise prescriptive rules. In her description of what the HSE should prioritise in the future, she felt that the HSE should provide the guidance and support, similar to the health and safety consultancy she currently employs. She currently does not feel supported by the HSE.

"It would be really nice if the Health and Safety Executive were accessible and approachable so that rather than me having to pay money for a company to give me advice, I could pick up the phone and say, 'I'm a new business, just started out, don't know where to start, can somebody come down and give me some advice and for them to turn up and say 'yep actually, do this, this and this and if you need any advice just pick up the phone and we will come back and see you.' You know that type of thing."

In the cleaning sector, there is a lot of reliance on word-of-mouth communication with many employers swapping health and safety tips and guidance. However she found that word-of-mouth information was not always reliable and therefore she preferred to research the issue herself in order to understand and be able to apply policy in her sector.

Mrs R had visited the HSE website and thought it was good, although a little difficult to navigate. She looked on the website to research the Control of Substances Hazardous to Health (COSHH), risk assessments, maternity risk assessments, fire risk assessments, working at heights and slips trips and falls.

Since 2008 her firm have made two significant changes to their health and safety interventions and initiatives:

- After discovering legislation identifying the irons in the factory as 'pressurised containers' she was forced to contact her insurance company to re-define the equipment.
- She had investigated software called 'easytracker' to remotely log workers on and off site.

She had seen the Shattered Lives campaign and spontaneously recalled the word 'shattered' in connection to the adverts she had seen. She remembered hearing a radio advert and seeing an advert on the television but had not seen any of the press campaign advertising. She commented that she was surprised to see an HSE advert on the television as business advertising is normally communicated via direct marketing. In addition to the Shattered Lives campaign, she commented that her local authority was also raising awareness about slips, trips and falls in her local area.

She praised the approach of the campaign for focussing on the consequences of breaking health and safety rules. She felt that many of her workers were short-sighted when applying the rules and regulations stipulated by the HSE.

"The problem is that when people are working they are thinking about the here and now and getting the job done. They do not think about the consequences."

Having seen the Shattered Lives campaign, she rang the advertised number and received the pack. She simply remembered the number from the advert, thinking that the pack would contain information relevant to her and her business.

"I saw it targeted at me, as a business owner"

She specified that she wanted cleaning information from the pack which she used to help her create a training list when visiting staff on the job. However, the information contained in the pack was not new to her; it underpinned what she already knew.

Although she had not received any posters/postcards, she thought that they were a good idea and that she would have sent out postcards to her staff if she had been given them. She normally sends out information to all staff via their payslips on issues such as childcare, learning centre at college, DWP information etc.

The Shattered Lives advertising was the only health and safety campaign she had ever seen/remembered; however, she did always make a point of collecting all available information about health and safety literature. Her information preferences were to receive communications in hard copy, e.g. leaflets, as she does not have time to review promotional DVDs or CDs. She said that liked the HSE website and accessed it regularly. For her the information listed on the site (standards and applied best practice) was authoritative and could be accessed anonymously. She also wanted an anonymous helpline, sponsored by the HSE that she would call when she needed health and safety advice. She defined the information she needs as:

- What the regulation is
- How to execute from that
- What is best practice
- How do I comply
- How much money businesses lose due to slips trips and falls

She also felt that aiming the campaign more specifically at business managers, such as highlighting the financial consequences of bad health and safety, would be a powerful campaign message.

2. Derbyshire, Construction

Mr S holds a managerial role in the construction company which is a family business, started by his father. Mr S has been working in the business for over 15 years. The company has approximately 10 employees on the books although a number of subcontractors are also typically on a site at any given time. As someone in a managerial position, Mr S notes that he has an overall responsibility for employees' health and safety in ensuring that people follow health and safety guidelines and procedures.

"From my point of view I kind of look after the general health and safety stuff. I buy in all the health and safety equipment, I ask everyone how things are going etc. and just keep a general overview of health and safety".

As standard, each job that the company undertakes has a file which details risk assessments and other relevant documents. This is held on site by the site manager. A couple of years ago the company sent one employee on a specific health and safety training course, and this person now deals with risk assessments and method statements etc. Aside from this, the company pays an external company – called Peninsula – to set policies and provide materials such as posters and policy documents.

"If we've got a problem or there's something we're unsure about they've [Peninsula] got a 24-hour helpline and they'll give us help and advice over the phone".

Peninsula will also do site inspections and once a year they have a full review of the company's needs and health and safety requirements. Peninsula also keep them informed of any changes in law.

"They send us a letter to let us know what is happening"

When asked whether the company had introduced any new initiatives or policies within the last year, Mr S was able to give one example. Around 6 months ago the company created a new job role for a labourer who they were keen to keep employed. This role is to clear the site, and keep it clean and tidy.

"When you go on a site , before it used to be a bit mucky it didn't look so good, and plus you're walking over stuff, but now we've got this guy, it just seems a lot better to walk around a clean and tidy site, you're not having to think about what I'm treading on, because there's nothing to tread on and it's nice and clean."

Mr S noted that this has helped contribute towards better general housekeeping, which in turn helps health and safety on site.

When thinking about recent health and safety advertising, Mr S could only recall the shattered lives campaign. However, he was aware that other organisations produced health and safety advertising and he talked about being able to purchase advertising/ posters for the workplace through specific companies such as Peninsula, and another company that also provides apprenticeship training. While Mr S does read trade press, he did not spontaneously mention any other health and safety campaigns.

Thinking specifically about the shattered lives campaign, Mr S noted that he first saw a shattered lives poster in trade press – either the Contract Journal or Construction News. He recalls having seen the poster with a man falling down some stairs – he specifically remembers it because he does not see many similar advertisements.

“You don’t really see that many health and safety adverts.”

Mr S saw on the advert that you could go to the shattered lives website to request posters.

“They were offering out free posters as well, which is always helpful to get the message on to site, I just thought it would be a good idea to get some and to put them up, so I did.”

Mr S visited the shattered lives website. He visited the flash website, but noted that it wasn't particularly easy to use – *“from what I remember it wasn't the easiest site to go through”*. From the website he requested posters and a DVD.

“I requested posters and also requested a DVD as well...a DVD with someone who had hurt his leg somehow, and they did his story of how he couldn't go to work and it was making his life hard because he couldn't get any money”.

He gave the DVD to the site manager so that he could show people on site the DVD – but he is not sure whether the site manager has actually used the DVD. When the posters arrived he displayed them in the snack room where employees spend down time. He discussed with the site manager the best place to put the posters.

“We did think about it, where we're going to put them, and that's the place where they're going to sit down and when they're eating their sandwiches and it was just a blank wall, and now they've got something to look at.”

When he had first visited the shattered lives website, Mr S had printed and laminated a couple of posters directly from the shattered lives website. However, he felt that these were too small, and that the quality was poor. Therefore, a key area of support was in being able to request that posters were sent to him – he noted that the posters sent were of a better quality and size.

When thinking about the impact that the shattered lives campaign had had on the organisation, Mr S was keen to note that the company had not changed any practices or introduced any policies as a result of the Shattered Lives campaign. (This was despite having been recruited on the basis of having said that he would take action in the quantitative survey.) The reason for this was a lack of perceived need for any changes in health and safety policy or practice on Mr. S's part. However, he did feel that the Shattered Lives posters were very useful in helping him to continue to promote the importance of good housekeeping, and keeping sites clean and tidy.

"We've not gone out and done anything different, we're just trying to make the guys see, if they see it more, it makes them think a bit more."

"I don't think it encourages you to do anything differently, I think it just keeps it fresh in peoples' minds."

Whilst he noted that the shattered lives campaign had not changed company policies or procedures, Mr S did say that the posters have the potential to have high impact among employees, particularly because they are visual and focus specifically on risks in a building site.

"Because they're specifically for a building site it kind of brings it home more, if it was just text, a lot of stuff on site is just text...it if was just text based they probably wouldn't read it, but I think people do look at it."

Thinking about finances, Mr S commented that putting up posters, and giving a DVD to the site manager did not have any cost implication for the company. However, he was keen to note that he would not have been willing to pay for these materials, and felt that it was excellent that the HSE provided these at no cost.

"If the HSE said we're going to charge you £10 for a poster then we'd probably have thought although it's a good idea [to have the posters], we're not going to pay for it".

Looking forward, Mr S was very positive towards the idea of a second stage to the campaign. Firstly, he felt that it would be good to keep the campaign fresh, and provide new posters to be displayed in workplaces. Secondly, he felt that there were a number of health and safety areas that the campaign could focus on including ladders, mobile tower scaffold, construction plants and the risk of falling down foundations. These were all felt to be key risks in the construction industry. Aside from the posters and DVD, Mr S did comment on the potential for the HSE to provide flipcharts for inductions and tool box talks and felt that this would be useful. He was unaware of whether this is something that the HSE already provide, but felt that flipcharts using the shattered lives visuals and images would be useful, as currently many of the materials use cartoon imagery which he felt was not as powerful. As a final suggestion, he said that in the future it would be useful to give people a choice over which posters they were sent by HSE, so they could be certain of receiving relevant ones.

3. Essex, Construction

Mr K works in the construction industry for a steel reinforcement company. The company has 7 or 8 sites in total across the UK. He works on a site in Essex as a Health and Safety co-ordinator. Mr K has worked for the company for 12 years but has been Health and Safety co-ordinator for 5 years. He was selected for the role as part of an initiative to improve Health and Safety in the organisation which had been failing to meet Health and Safety requirements up until that point.

The workplace:



Mr K's responsibilities as Health and Safety co-ordinator include ensuring that risk assessments and safety procedures are up to date. He is also responsible for organising training on equipment such as cranes or general manual handling, ensuring that the site complies with regulations and completing weekly safety checks with the depot manager. His daily responsibilities are to guide management on complying with laws on health and safety and look after the day to day issues concerning staff Health and Safety. The company has a Health and Safety director who manages technical and environmental Health and Safety across the company. There is also a group Health and Safety officer who audits each site. This is currently an internal role but the company is moving towards ISO 2001 (independent regulators).

The main Health and Safety issue for Mr K is working at height. Since the abolishment of the 2 metre rule, which stated that 'working at height' was only constituted as working above 2 metres, this has become an issue, as staff work on the back of lorries, which would not have previously been considered 'working at height'. He has also had difficulties in getting staff to understand the reasoning behind Health and Safety regulations.

"I know what I've read and I know what it means but trying to convey that to somebody who doesn't really understand it, or care, can be hard. People have got better, attitudes have changed but that was hard."

Mr K commented that staff had become a lot more involved in developing Health and Safety in the past year. The site has set up an 'incidents and non- conformity' report that staff are able to use to report issues before accidents occur. The company does the majority of their training internally, covering areas such as the use of cranes and forklifts. The company also has a management system for each site which covers all procedures. New initiatives most frequently come from the head office of the company: Mr K is only involved in the implementation of health and safety and not for its development, he therefore has only a limited ability to influence working practices.

"Most of our training we do like to do in house because we know what we work with, we know how we work, so we can tailor the training package so it's relevant."

Mr K cited the 'Construction News' magazine as a source of Health and Safety advertising but said he had not seen anything recently. The last advertising campaign he remembered seeing was Shattered Lives. Mr K remembered the campaign and commented that it was "everywhere" at the time of its release. He remembered the campaign as being more about family and wider concerns, rather than just work.

After seeing the Shattered Lives campaign, Mr K made the decision to implement training on working at height. He and two colleagues, whose jobs involved working at height, attended a training course run by a company called Safetymen. Mr K suggested that the new focus on issues such as scaffolding were driven by the construction industry following the Shattered Lives campaign, but pointed out that it was not directly relevant to his section of the industry.

Training on working at height and working on ladders was also brought in across the company as a whole following the campaign.

"What I found is, following on from the Shattered Lives campaign we did a lot of training. We had working at height training, ladder training and done things like that but we found a lot of it they keep to run of the mill tasks. Scaffolding and stuff like that, which none of it was relative to us at all...so we've spoken about doing it within the group, making our own working at height awareness training."

"We never used to really inspect our ladders so now they're all inspected and logged and (have) anti-slip devices, stabilizing devices basically just to lower the risk."

Mr K describes the process of putting in Health and Safety regulations as “costly”. He commented that within the company there was no official budget for Health and Safety which he found difficult when trying to get things done.

“As soon as you put Health and Safety before anything the cost seems to go up a little ... We run eighteen trailers out of here and you’re looking at about £2,500 a trailer for edge protection. So we’re near on £40,000 just for our trailers, that’s without all of our other activities that work at height.”

Mr K regularly used a computer management system called Target 100 to manage tasks and noted that he had received support from managers within the company on monitoring Health and Safety. He pointed out that as the company was UK wide, sites were aware of differences between HSE inspectors in the North and South. Mr K commented that the North was much stricter which puts pressure on sites in the South, but mentioned that he also found HSE officers to be helpful. He also mentioned that the company was a member of EEF which supported him in interpreting Health and Safety law.

“I’ve always found HSE very helpful. They won’t actually give you a definitive answer... they’ll point you in the right direction. They get you thinking on the right track.”

Although the campaign seems to have had a big impact on the company, Mr. K suggested that the impact could have been greater had the campaign been more relevant to his section of the construction industry. Mr K believed that, although the campaign has raised awareness for him, it may not have had such a high an impact on staff. He felt that it had been up to him to make the campaign relevant to his staff, although he commented that there had been an improvement in communication between staff and managers.

“It used to be a case of ‘he would decide this and then he’d tell him that that’s what he’s decided’, whereas now I’d say ‘right we’ve got a problem, this is the problem’, and I’d get three of the guys in who work the machine and say ‘so what do we do about it?’ And basically we’ll just sit down and write down ideas and then I’ll go away, cost them, look at the practicalities of them and we’ll come up with a solution from there.”

Mr K commented that the main Health and Safety priority for the company in the near future was training. The site is currently carrying out fork truck training for staff working in the yard and manual handling training for office staff. The company is also putting together a strategy on working at height. The biggest Health and Safety issue in the company is cuts, and they have recently made the use of Kevlar sleeves mandatory after receiving accident statistics.



Mr K suggests that the future emphasis of the Shattered Lives Campaign should be on appealing more to human nature. He believes that the use of shock tactics will make people think more. He also suggested that a support body within the HSE would be useful in order to provide industry specific guidance.

"Maybe to make different variations of it available. The TV, your newspaper, maybe a newsletter, even if the HSE came in ... that sort of thing so you can actually get it across person to person."

4. London, Construction

Mr M works for a construction company and has recently changed roles from Contracts Manager to Commercial Director. The company had recently won a contract and had sub-contracted into another company to carry out work for the next five years for Transport for London roads. On a day to day basis, Mr M's work involved managing a team that plans the construction work, sets up mini contracts for every site, carries out risk assessments for every site and manages site safety on a day to day basis. Whilst Mr M had a safety director with whom he worked, he had ultimate responsibility for sign off for scheme specific risk assessments.

One of Mr M's biggest health and safety issues was ensuring that his workforce understand safety procedures as, for many of them, English is not their first language and some of them do not read, write or speak English to a competent level. In best case scenarios he was able to hire independent language interpreters to address this problem.

"There's a lot of work put into it [addressing language barriers] and there are a lot of difficulties and there's a lot of work still to do in that field in an urban street scene in London where the make-up of the workforce is made up from all different countries..."

Other major health and safety issues involved the safety and maintenance of the machines used by the workmen and awareness and avoidance of underground gas pipes that may be inadvertently hit during construction work. A past health and safety issue was the workforce not wearing their high visibility clothing, helmets and boots but this problem has been addressed by asking workmen to sign a mini-contract to say that they will adhere to the safety regulations or lose their jobs.

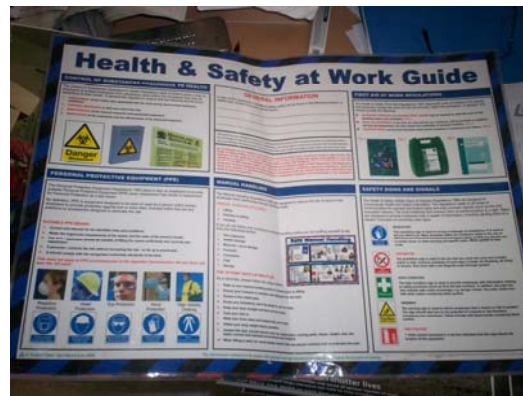
In 2008, there have been many new initiatives introduced. The main ones have been the requirement for hard hats to be worn at all times and the tightening of controls surrounding who can use certain pieces of equipment. These initiatives have been identified through safety audits and have had to be addressed in order for the company to win contracts.

Mr M received many safety alerts from one of the contractors. These safety alerts warn of accidents that have happened, such as falls from ladders, which could easily happen again. Mr M was unsure from where these safety alerts originate but thought that the subcontracted company may have got them from a health and safety body such as the Health and Safety Executive (HSE).

"They [the safety alerts] are regular and we get quite a lot of them. We pin them on the notice boards in the workplace for them to be read..."



Safety alerts:



However, Mr M thought that the workforce tended to not read the safety alerts and that they were more likely to look at images on posters.

"I think the workforce are generally oblivious to it. They may look at pictures if the pictures are of shattered lives, of something that has gone horrendously wrong...but some are just in the written form and they are probably not as effective."

Mr M had very little spontaneous recall of recent health and safety advertising and did not spontaneously recall the Shattered Lives advertising. After prompting, Mr M recognised two of the Shattered Lives posters and recalled a verbal advert about Shattered Lives which he thinks he may have seen on TV. He also thought that he may have seen the campaign in one of a number of trade magazines. Mr M received the Shattered Lives posters from one of the larger contractors and put them up on the notice boards.

"I didn't realise it was Shattered Lives. The ladder one and the scaffold one are the ones we actually put out....It's just something that hadn't come to the front of my mind, but I have seen it....they've been used on our [notice] boards."

Mr M also printed the posters in black and white and reduced them to A4 size for inclusion in the foremans' packs. He did not think that the posters were as effective in black and white but was constrained by cost about the number of posters that could be printed in colour. However, he did think the workforce would take notice of the large, coloured, Shattered Lives posters.

"They [the workforce] can identify that it could actually happen to them, so they will take an interest in it...a picture paints a thousand words, and it does....a guy with his head smashed in on the floor is very graphic and, yeah, it will have an impact, they will take notice..."

As a result of the Shattered Lives campaign, Mr M had exercised *"a lot of hesitation"* over the use of low level ladders. He gave an example about one member of his workforce who had a serious accident, involving being air ambulated to hospital, after falling off a four-step ladder. Mr M explained that the work his company carried out was not the type of building site work portrayed in the Shattered Lives posters but said that the posters re-emphasised the caution needed when using ladders.

Mr M believed that in order to get more of the Shattered Lives posters he would need to speak to his safety director, who would need to speak to the company Board, in order to raise the finances needed to purchase the posters from the manufacturer. When prompted about contacting the HSE directly to request more posters, Mr M said that he *"...had not obviously thought of doing that."* He explained that his company did not really have any involvement with the HSE, except when there was an accident or incident. This gave him the impression that the HSE was *"reactive"* rather than *"proactive"*.

"They [the HSE] tend to really be focusing on safety, reactive in a way...but they are actually chasing accidents...and not necessarily proactive, I'm not seeing that...They're like policemen of the industry and therefore they will deal with the problems that we cause..."

Nevertheless, Mr M was aware that the Shattered Lives posters had the HSE logo and thought that this added *"credence"* to the campaign. Mr M said that he'd like to see a future campaign also focus on safety relating to working with plant.

5. London, Construction

Mr N works in the construction industry as a site manager. His job involves moving from site to site and he can spend anything from 3 months to 3 years on any one site. The company he works for does have a main office but he is not based there.

Mr N manages health as safety for between 25-40 staff on site. He is responsible for making sure that all safety regulations are being met on site. Staff are inducted onto each site at the beginning of a job, which involves explaining site rules, evacuation points, first aid representatives and job specific Health and Safety. The managing director of the company manages Health and Safety overall. The sites are overseen by an independent safety firm who visits the sites once a month. The safety officer checks all safety regulations.

Mr N's current Health and Safety issues on site are the influx of foreign workers who do not understand instructions. Also the changes in the law on the use of ladders have affected the company. Mr N had been informed about changes through the company's Health and Safety officers. He was also given guidelines from head office but sees Health and Safety as common sense.

Mr N had mainly seen Health and Safety advertising on courses such as first aid, scaffold tower awareness, scaffolding and regulations. Part of his job is to take courses every 5 to 6 months. All staff, including the managing director, are also required to go on courses. The courses are run by the same company who check Health and Safety on site. Mr N also receives Health and Safety precautions from the company. The managing director also checks up on Health and Safety and risk assessments are completed regularly.

Health and Safety posters are sent by head office and are already up on a board when staff get to the site. Mr N would instruct staff to read the board before they started work and believed that they followed his instructions. At interview, Mr N did not spontaneously recall the Shattered Lives campaign (i.e. before being shown the campaign materials). He recalled being told by his Health and Safety officer that HSE were focussing on slips, trips and falls during the campaign period. Health and safety posters were put up on boards on site and Mr N did say that he would have put the posters up if he had received them, possibly adding written comments to them. He commented that the posters would have been good for foreign workers. On viewing the posters again, he suggested that they should be more realistic in their portrayal of accidents.

Mr N commented that all the sites he worked on were registered so information could be sent straight from HSE. However, information would be more likely to be looked at if it were sent to head office. If Mr N had received information on the Shattered Lives campaign directly from the HSE or from the company, this could have been included in toolbox talks. Mr N commented that HSE already provide information which is used for toolbox talks. Different talks are given depending on the stage of work and toolbox talks are logged, and a note is taken of who attended the talk.

"I'd put on all of them {Shattered Lives posters} and say 'what's wrong with the picture?' and see if they can point it out to me. If they can't then I'll say well look I'll say ... just talk through what's wrong."

On site, current Health and Safety provisions include scaffolds being checked once a week, with checks being logged. Mr N commented that the posters would have been relevant to scaffold checks. Across the company there had been attempts to phase out the use of ladders to stop slips, trips and falls. Mr N mentioned that the company had also been more vigilant since the campaign was introduced.

Mr N commented that HSE should focus on foreign workers in the future. He also suggested that HSE should introduce compulsory qualification courses for companies employing foreign workers and individuals with foreign qualifications. Mr N commented that HSE needed to close loopholes by clarifying regulations. He would encourage the use of more posters and paperwork on Health and Safety from HSE.

"Some of their stuff is a little bit hard to read and it might be easier if they did it a little bit more plain English"

Mr C suggested that the future campaigns could look at people being electrocuted.

"I don't know how you'd put a poster up where someone cut a cable that was live ... saying 'don't cut cables while they're live'."

6. Berkshire, Food & Drink Manufacture

Mr S is a shift manager for a brewery which is split into different sites. He manages eight operators and four engineers and is responsible for their health and safety. Mr S is one of the members of his department's Safety Health Improvement Programme (SHIP) team. The SHIP team conduct safety audits and meet every three months to discuss health and safety issues, new policies and procedures and new risk assessments. The health and safety policy is written by head office but each site is able to decide, along with input from the regional safety advisor, how they put the procedure into place.

Accidents and near-misses are logged onto a computerised system that identifies patterns and has highlighted that, relative to other accidents, there are many slips, trips and falls. As a result, one of the most important health and safety issues is with regards to slips, trips and falls. In order to address this issue, there has been a drive for increased housekeeping and, in the past year, the introduction of safety reps on each shift.

In terms of health and safety advertising in general, Mr S mentioned that older health and safety posters, which have pictures of gravestones on them, and company safety policies were displayed around the site. He also explained that the central health and safety team had very recently run a health and safety poster competition that was open to children of employees. The competition involved the children designing their own safety poster with the winning posters being displayed around the company. The competition had only just closed so Mr S was unable to comment on the impact the posters have had on staff.

In terms of recent health and safety advertising, Mr S talked about the Shattered Lives posters displayed around the site in the main thoroughfares. Mr S also saw the Shattered Lives campaign in the national press.

"We've got lots of the Shattered Lives posters. Actually, one of them is quite nasty, it's one of a woman falling on some pallets and her head's breaking up and you can see her jaw and it's quite disconcerting!"

The Shattered Lives posters were put up by the site managers who obtained the posters from the (Trade) Union convenors. The site safety managers also receive safety posters and pass them onto to site managers. When prompted, Mr S recognised two of the Shattered Lives posters that were on display around the site. He found the image of the woman falling onto a pallet particularly *"shocking"*. He could easily relate to the image as he was aware that this was an accident that could happen in his place of work. He thought that the message of this poster was to emphasis the need for housekeeping in order to avoid accidents.

"It's about housekeeping. Hygiene and housekeeping has got a direct effect on health and safety rather than anything else..."

In order to make the Shattered Lives campaign more relevant to Mr S's place of work, he thought that posters showing non-physical injuries, resulting from the effect of dust inhalation, or posters featuring vehicles, such as forklift trucks or HGVs, could be emphasised in a campaign. Although Mr S was aware of the injuries that could result from tripping over a pallet, he felt that more serious accidents were likely to result from the involvement of a vehicle.

"A business like ourselves where we've got that, it would be quite good to see a picture, you know, or an advert campaign with forklift trucks or HGVs..."

Mr S thought that the Shattered Lives posters were useful for acting as a reminder about housekeeping. In particular, he felt that the posters contributed to the overall health and safety messages that his company advocated.

"I would say that the posters are, sort of, more of an aide memoir rather than anything else. It just keeps the brain, you know, ticking over, saying 'that could happen'... They're good just for jogging the memory every now and then."

The department has a budget of over one million pounds to finance health and safety. There is an on-site maintenance team that fixes, for instance, cracked paving slabs or broken windows. Any capital expenditure for health and safety is requested via a form that is sent to head office. Mr S said that the Board of Directors has particularly emphasised health and safety since 2006 when there was a fatality from asphyxiation at the site. When a member of staff highlights a hazard and it has been addressed by management, the same member of staff is then asked if they are happy with the changes that have taken place. This ensures that the person who had the initial concern is informed about what is happening and is satisfied with the outcome.

Mr S explained that when thinking about slips, trips and falls, slips were the most common type of accident at his site. A number of safety measures had been applied to address this (prior to the Shattered Lives campaign), such as trialling different types of safety boots to establish which are the most effective and laying anti-slip flooring in areas that get wet.

"I would say that even though they are banded together, slips, trips and falls, I'd say that slips outnumber the other two... other things we've done to combat slips, are the safety boots we wear... we've put in some anti-slip flooring..."

Five months (i.e. prior to the Shattered Lives campaign) ago a field based risk assessment that requires the use of a notepad was introduced for engineers. Prior to this, engineers conducted the risk assessments *"in their heads"* rather than writing down and recording the information. Since the risk assessments have begun being recorded, the company has been able to collate the information and identify health and safety problems and patterns. Mr S thinks that many of the new health and safety initiatives that have recently been introduced are due to the influence of the recently appointed site safety advisor, who is using his experience from working in the construction industry to implement changes.

"The site safety advisor we've got now is quite new...to the site. His previous role was within the construction industry and they're pretty gemmed up on all the health and safety, so he's come in and he's putting in place all these different elements that he's had in the construction industry, which is only benefiting us...so I think that's the main drive for it [the introduction of new safety procedures]."

Mr S thought that it would be beneficial for the HSE to run a second phase of the Shattered Lives campaign. He suggested that an improvement to the campaign materials would be to *"make the cause of the incident a bit more obvious"*. He also thought that the posters could relate to a wider range of industries and that incidents involving vehicles could be portrayed. In addition, Mr S said that although he realised that most accidents are linked to slips, trips and falls, he'd like to see a campaign involving the dangers of asphyxiation as this was the cause of the fatality at the site in 2006.

In terms of the formats used in future campaigns, Mr S thought that adverts at targeted national press and posters were effective. He also liked the idea of web pop-ups on the Internet but suggested that the HSE could, with agreement, use pop-ups on company Intranets. Mr S was aware of the HSE website but was unaware that there was a specific HSE Shattered Lives website.

"Posters are always good because they're a very tangible thing. You can use them on the site to aid your own health and safety aspects."

7. Cheshire, Food & Drink Retail

Mr H has been managing a food retail shop in Chester for six years. The shop sells general produce and hot food and is open every day of the year. The shop's opening hours are from 7.00am to 11.00pm and it employs approximately 50 staff, 70 percent of whom work part-time and 30 percent work full-time. The shop trades under a national brand name but is owned independently as a franchise by Mr H's boss. As manager, Mr H had responsibility for health and safety but he also had an area manager who has overall responsibility for health and safety issues and provides health and safety information, including information that has been adapted from the Health and Safety Executive (HSE).

Mr H carried out risk assessments every three to six months to assess risks to both employees and customers. The risk assessment involved walking around the shop and noting down in a file any risks. Any risks that have been noted are then discussed to see how they can be addressed and a procedure implemented. Any changes that require a financial output are reported to the area manager for approval.

"If it's something that requires some sort of capital expenditure...then obviously we pass that on to the area manager who's then responsibility to get the finance to do that. If it's something that just requires a change in the way we work then that's pretty straightforward to arrange."

The frequency with which Mr H carried out the risk assessments depended on whether any obvious new risks presented themselves. For instance, he mentioned that he would carry out a risk assessment if the shop received new machinery or if maintenance work was being carried out in the shop. However, he had found that, compared to the original risk assessments, the risks generally tended to not change.

"We do have to conduct risk assessments to see what the risks are...perhaps every three months, you know, it could be four. It just depends, 'cos generally the risks don't change particularly."

Mr H carried out monthly checks around the shop to inspect fixtures and fittings, fire extinguishers, fire exits and refuse. He also mentioned the impact of stress, as a health and safety risk, and that the company provides a helpline for staff who are affected by stress.

There are three ongoing and current risk areas in the shop. The biggest health and safety issue was the shop floor which gets slippery when wet. This was an ongoing problem but Mr H addressed it by rolling out large mats on the floor and putting out signs warning customers and staff to be careful.



The second issue was the cages used for transporting and stacking stock and this affects staff only. The cages are moved around every day and staff have trapped and crushed their fingers in between the cages or between the cages and doors. The third biggest risk was in the hot food area and mainly affects staff but also had the potential to involve customers. The staff had received burns whilst working in the hot food area and, to this end, Mr H ensured that there was always a supply of burn cream in the shop.

There have not been many changes to health and safety practice during 2008. In terms of any new interventions or initiatives that had been introduced in the shop during 2008, Mr H spontaneously mentioned information about HSE.

"I think the only thing we did do, we saw that campaign and something did come through from the HSE, a picture or something, which we did put up because it was quite thought-provoking from that Shattered Lives, was it? From that advert on TV, I think some poster did come through..."

Mr H was sent Shattered Lives posters from the central office of the brand under whom the shop trades, rather than from the owner of the franchise, in the early part of 2008. He also received a HSE 'glass shattering' sticker. When he received the campaign materials from the central office, it was explained that HSE were "running a campaign on health and safety awareness". In addition, Mr H recalled seeing "rather gruesome" HSE adverts on TV and at the cinema, as well as some leaflets at a conference.

"It reminded people, you know, 'cos sometimes people think health and safety is not their responsibility but in fact everybody has a role to play in it, don't they? So it's a matter of reminding them and that campaign sort of brought it into sharp focus of the things that can happen. So yeah, it was thought provoking and just reminded people that everybody has a role to play in health and safety at work."

Mr H put the Shattered Lives poster up on the notice board in the staffroom and, consequently, staff began talking about health and safety at work. A few of the staff felt that health and safety wasn't their responsibility but this gave Mr H the opportunity to emphasise his view that health and safety is everybody's responsibility. Overall, Mr H thought that the impact of the Shattered Lives campaign has been positive as staff were more aware of safety hazards and risks.

"They [staff] are more inclined to say, if there's something they've seen that they think perhaps is a hazard, they're more inclined to say. Whether it is or isn't [a hazard] perhaps isn't the issue, it's the fact that somebody thought about it and they think it is. They are more willing to say that there is an issue, whatever it may be."



"In here, it's [the Shattered Lives campaign] been positive because it's sharpened up people's knowledge of that issue."

Mr H suggested that laminated posters would be more advantageous because they would be more durable and would last longer. This was especially relevant in relation to how long posters stayed up on the notice board, where there already exists competition for space. Mr H said that he wouldn't necessarily be proactive about contacting the HSE for more posters because other work takes priority. However, if Mr H was going to contact the HSE he would do so by telephone.

The shop is due to have a major refit in January 2009 and Mr H anticipated that this would result in quite a number of new health and safety risks and issues. His main concern with the refit was with regards to workmen leaving their tools in the shop floor area. From past experience, Mr H knew that his first point of call with health and safety issues that arise from a shop refit was with the shop-fitter, rather than the HSE, as the shop-fitter is experienced in dealing with health and safety issues and carries out this type of work everyday.

Mr H felt that another stage of the Shattered Lives campaign would be beneficial as it would serve to remind people about the risks involved with slips, trips and falls. He thought that future campaigns should be "shocking" in order to get people's attention and for the messages to be retained. Mr H thought that Shattered Lives posters would be most appropriate for his shop but thought that a DVD could be useful if he was able to get staff to watch it, which was problematic for him because of the different shifts worked by staff. He suggested that the DVD could illustrate slips, trips and falls and show safe working practices.

"It [another stage of the Shattered Lives campaign] would just refresh people's memory because, as I say, it is something that needs ongoing...it's not something you can do once and say 'oh, we've done that, we've done a campaign about health and safety that's it' 'cos it isn't. It's a constant, absolutely."

8. London, Food & Drink Retail

Mr M is a training manager in a chain store for a large food retail company. He has worked for the company for six years, and has been at the current store for three years. Mr M is responsible for staff on the shop floor, and their training. He also has responsibility for the stock room and the office area of the shop. He was particularly keen to note the importance of his role with regards to new staff – especially as there tends to be a high turnover of younger staff – and the importance of ensuring that they receive health and safety training as soon as they start their job.

Health and safety policies and training come directly from head office. Often they will send out a poster on a specific issue, and this will be followed by some training. When the store receives a poster, typically, Mr M will do an informal chat on the topic of it – so for example, will talk through the poster and highlight the related health and safety concerns.

“When they give us those posters we must train with them, or explain them... [for example], like how they can lift something without hurting their back”

All formal health and safety training is done online, using a system that is used by the entire company. Mr M is responsible for ensuring that people do this online training, and that they have passed it – whether people have passed the training gets checked during audits. Any other training is done on an informal ‘on the job’ basis – so for example, Mr M may see someone doing something incorrectly so will correct them and tell them about it then and there. The online training system was put in place recently.

“It’s a good change because there had been a lot of accidents in the company before, but now that’s [the number of accidents] gone down”

Mr M also talked about audits – which are relatively new, and the importance that the company place on passing these audits, which include checking for confirmation that staff have received and passed online training and refreshers.

When thinking about current health and safety priorities, a top of mind issue was spills on the shop floor and communicating to people the dangers of this.

“I have to check and explain to everyone what the danger of that is...if the floor becomes slippery it is dangerous.”

Mr M was asked if he recalled any recent health and safety advertising. He spontaneously mentioned the Shattered Lives poster as a recent item of health and safety advertising that the store had received from head office. He noted that he only receives advertising/ health and safety communications from head office but could not think of any other examples that had been sent recently.

The specific shattered lives poster that head office sent to the store was the image of someone tripping over a pallet, which he thinks they received around 12 months ago. Mr M typically displays posters received from head office, and did the same for the shattered lives poster when the store received it. As someone in charge of training, he also took the opportunity to informally speak to staff about the poster, and spoke to them about general good housekeeping in the workplace.

"[With] everyone together, we explained to them what can happen...you must clean properly, not put someone's life in danger or yourself [in danger]"

Mr M displayed the poster in the staff area, on the pin board. This has been placed next to other company policy posters and information.

"Everyone comes here [to the staff area] for tea, and they can look at what can happen to someone"

Mr M noted how members of staff had commented on the poster.

"I think everyone has commented on this...look what can happen, why did they leave it [the pallet]"

Overall, Mr M felt that the shattered lives poster acts as a reminder for good housekeeping in the workplace.

"It's basic really, the message they're sending out, just to be careful to make sure what you're doing and where you're working is clean and safe because your life can be in danger or someone else's life can be in danger."

Mr M felt that having posters means that people are reminded every time they look at it, which was beneficial. He felt that *"people are more careful than they were before"* and that the poster has helped towards this.

Around the same time that they sent the shattered lives poster to the store, head office also sent some slip warning signs. Mr M does not know whether this was coincidence, or whether the provision of slip warning signs is as a result of the shattered lives campaign. However, the store has been using these slip warning signs on the shop floor.



Mr M was very positive towards the idea of a second stage to the shattered lives campaign. In particular, he liked the provision of posters as these are something that he is familiar with, and is able to display in staff areas. He did note that he would have liked larger versions of the posters (he received 2 x A4 posters from head office) but also admitted that he had not proactively asked head office for larger versions, or looked into getting them printed in a larger size. Mr M was also positive towards the style of the shattered lives campaign and felt that this should be maintained in any future campaign materials. He also spoke about the importance of communicating health and safety issues to the general public - on the shop floor. He felt that if they spilt something, they had some responsibility to tell a member of staff, but that this did not always happen. He suggested that some posters aimed at the general public, which could be displayed on the shop floor, would be useful.

9. Worcestershire, Food & Drink Retail

Mr T works in food retail as a restaurant/business manager. His previous roles within the company he works for have included staff employee, shift manager and assistant manager. He currently operates below franchise owners and has worked for the company for 19 years.

Mr T has overall responsibility for Health and Safety within his restaurant but often passes the responsibility to assistant managers, to audit the restaurant monthly and check that the parent company's standards are being met. He often goes around the restaurant with staff to highlight the standards that are supposed to be being met.

Health and safety standards within each restaurant are maintained up to the parent company's standards. The parent company inspects each franchise store 4 times per year and reports, called field operations reports (FORs), are written based on these inspections. There are a further 3 unannounced visits per year, from which the store receives a short operations report (SORs). Health and Safety standards are checked each week within the restaurant and Mr T writes action plans every month to follow up on anything that was not up to standard upon weekly inspection. Full evacuations are carried out every 6 months and each restaurant is required to have both a fire and an incident assembly point. New, 'scores on the doors' inspections had also been brought in by Health and Safety officers.

Staff were trained in a range of areas on Health and Safety such as mopping floors and dealing with hot equipment. Restaurant managers were in charge of setting up training and logging staff members' progress. Staff were required to complete a number of initial station observation checklists (SOCs) in the first 4 months and these are checked continually based on the various work areas. Staff also completed food and hygiene safety SOC's every 6 months. Staff also had unit tests on service, quality and cleanliness. They were given stars when they pass each test. There was also an online orientation and staff were tested before being allowed to work in the store.

Mr T pointed out that food hygiene and Health and Safety are considered two different areas within the company. Areas which cover Health and Safety include cleanliness, lighting, equipment checks and tidiness in food storage areas. As part of maintaining food hygiene, food and equipment temperatures were tracked everyday. Mr D commented that Health and Safety had been made simple by the parent company. Standards could be printed off on the intranet and employees had a worksheet which covers all regulations. Mr T commented that slips, trips and fall was the biggest Health and Safety issue for staff, with minor burns being the second most common safety issue for the company. He felt that Health and safety officers were there to support and advise the stores on Health and safety.

Mr T commented on the parent company's recent change to their procedure for mopping floors. Previously the whole floor would be mopped at the same time and allowed to dry naturally. The procedure has changed so only a small area would be mopped at any one time and then mopped with a dry mop to avoid slips, trips and falls. Grills had been redesigned so there is a guard to protect staff when cleaning.

Mr T remembered a Shattered Lives advert in the newspaper. He saw the advert with a lady slipping over in a kitchen. He also saw the advert which showed someone falling off scaffolding and another with a man falling over. He vaguely remembered seeing the adverts in the Daily Mail. He saw the adverts as being directed at smaller companies and suggested that there were many small companies who did not have Health and Safety procedures in place.

"The way that I saw the adverts was mainly directed at smaller companies, the ones that probably don't have a Health and Safety department within them that are telling them what they do ... There's lots of small businesses out there that don't have Health and Safety."

Mr T believed that the message of the campaign was to explain to people that Health and Safety doesn't cost anything. He pointed out that it was a small cost to large companies but might be a big cost to small companies. He suggested that the adverts were also being used to advise people about thinking about wider safety issues outside of personal safety.

"For us it's nothing but for a small company that's got a small office ... somebody sees that kind of advert and. Do they ever mop the floor in their small office? If somebody spills something on the floor what happens to it? ... I think that advert is trying to tell people that don't really have any kind of Health and Safety regime where they work."

After seeing the campaign, Mr T ordered dry mops for the restaurant, whereas he would have previously been bothered by the cost of the mops. It was coincidental that dry mops needed to be ordered at the time. As the franchise owner was previously in charge of equipment for the parent company, he was able to find a supplier and try new mop heads.



"I saw it [Shattered Lives advert] and I'd come back into work and it was really bizarre because somebody the same day had come up to me and said that 'we've got no dry mops left' so it was just to me, rather than sort of thinking 'oh God we can't afford those', I just ordered them."

Mr T was of the opinion that the company already had all its Health and Safety procedures in place so it was unnecessary to change anything. As part of improving Health and Safety, maintenance visits were being brought in to check that equipment was certified. Also, the use of gloves was being reviewed by the company in the future. Mr T pointed out that staff already used four different types of gloves: latex gloves for making sandwiches, melt resistant gloves for hot food, gloves for pouring milk and gloves for making salads. The system was set up so each glove is labelled with its purpose.

"Everybody does the same kind of thing all the time so nothing really changes and the way that the company does things, it tells you 'you will do this, you will do that'. So everything like Health and Safety, food safety ... everything is ingrained on you, so you have to do it ... nothing really made me change anything other than the fact that I ordered the dry mops."

Mr T suggested that the HSE could provide a newsletter which could be sent electronically or in the post. He pointed out that heads of companies and stores would have an email address and it would be easy to send something by email. Mr T commented that it is unlikely that staff will be able to access the HSE site while at work so these forms of communication would be better.

"I think a little bit more communication from them [HSE] to the people that are doing it on a day to day basis would be a good thing."

"If there were specific things that there were problems with or new things that they were doing or new programmes or anything like that ... if they had got statistics on what kind of things that are going wrong"

Mr T believed that it would be useful to continue with the campaign. He suggested that it would be useful to send posters to the parent company so they could distribute them and managers could communicate to staff. He said that he would display the posters in the manager's office and on the staff notice board.

"It's the kind of thing that the store managers would bring up at their managers meetings and say 'are you aware of this campaign?'"

10. Essex, Food & Drink Retail

Mr P works in food retail and has owned his own supermarket franchise with his wife since 2006. Mr P set up a retail company to buy the store and is the managing director of the company. His wife is the company secretary. Mr P said that he bought into the particular supermarket chain because of their reputation for Health and Safety, standards and hygiene. He worked for 10 years in a supermarket prior to joining the company and worked for the company for 3 years converting stores prior to purchasing the franchise.

As owner of the store Mr B is responsible for carrying out Health and Safety check daily and weekly. The store uses a due diligence book which contains Health and Safety practices and also has an accident book. The parent supermarket company do not have legal liability for Health and Safety within the store but do audit the store for all aspects including Health and Safety. There is also a regional manager who audits the store, and an area manager.

If the store is performing poorly on health and safety, owners are advised on procedures to improve. If they are doing well stores are used as examples of good practice. There are a number of Health and Safety essentials and contractors recommended by the company and there are also employees of the company who provide advice of Health and Safety over the phone or by email. The parent company also inform Mr B if there has been a serious incident in another store. Also, if new equipment is brought in, the parent company train staff on how to use it.

Although the parent supermarket company make recommendations about contractors and provides support, Health and Safety is ultimately the responsibility of Mr P. The parent company did a complete Health and Safety check of the store before it was sold to Mr P in 2006. He then completed his own full check upon taking ownership of the store. The store has a cleaner who clears up spills and new staff are given a risk assessment upon starting the job. The current Health and Safety issues for Mr P are:

- Panelling
- Food hygiene
- Staff and customer safety including slips and trips.

Mr P recalled seeing the Shattered Lives campaign in trade magazines. He had also had information sent through by the parent company and directly from HSE. He remembered the campaign as being aimed at staff rather than members of the public and assumed that another campaign would be aimed at the public. He commented that trade magazines were rarely looked at by staff but suggested that the posters had worked in drawing staff members' attention. Mr P was very impressed by the images and described them as "impactful". He pointed out the posters were more effective if they were larger.

"If I had it as a 30 by 40 poster, I could stick it somewhere really prominent, like say the top of my stairs, so that every single member of staff that goes up the stairs is looking at it as they go up the stairs before they go on the shop floor. The more impactful the better for me."

Upon receiving the Shattered Lives posters, Mr P had put them up on staff notice boards and made trade magazines available in the staffroom. The campaign was also flagged up in staff meetings and shown to individuals and Mr P updated the store's risk assessments. Mr P felt he had done all he could to make staff aware of the campaign. He commented that the fact that there was a Shattered Lives website was not communicated properly and is something he would have used if it had been more prominent.

"If we see the number of accidents increase then perhaps they haven't taken notice of it but if the accidents stay the same or reduce then it's worked."

"I probably would have looked at it [Shattered Lives website] and said 'right ok yeah. Let's pick the one that's say most applicable to this site'. Print that off and say 'right this is an example of what actually did happen, this is what happened, this is the implications of what happened, this could be you' type thing. And we could have made a bit more about that."

Mr P commented that he would call the parent company rather than the HSE for support and advice on Health and Safety. He also used the retailers' guild website, the parent company intranet and a retail action line provided by the parent company as sources of advice and support. Mr P felt that it was useful to have information from the parent company as he could be sure that the information would go to all the stores and made commercially relevant to the company, adding context from accidents which had occurred in stores. Although there was a cost involved, such as paying staff to attend meetings, Mr P weighed this up against the cost of accidents or losing customers. He saw the cost of Health and safety as an investment.

Mr P's main health and safety priority for the near future was ensuring that health and safety was properly documented and reported in the store, including staff related equipment handling. Mr P said he would be happy to receive support from HSE and would appreciate having case studies of typical issues found in supermarkets with recommendations. However, he felt that the best communication came from the parent company head office. He also felt that direct contact with other stores would also be possible by using the parent company's database to locate individual stores.

"If I am going to use what the HSE are recommending it's not bad, because they're the experts."





Appendices

Appendix 1. Industry pre 2008 campaign questionnaire

Good morning/afternoon/evening. My name is .. from GfK NOP Research. We are carrying out a short survey for the Central Office of Information about work related accidents. I am seeking to conduct this survey with particular people within companies so I would be very grateful if you could spare 30 seconds just to let me know a few details about the organisation. I'll then know who is best suited to answer the survey.

QA Can I just check which of these industry types your company is part of?

- 1 Building and plant maintenance
- 2 Food and Drink manufacture
- 3 Catering, for example restaurants, bars, canteen, or contract canteen
- 4 Food retail, the sale of food products and tobacco
- 5 Construction

QB And how many employees are there at this establishment?

- 1-9
- 10-49
- 50-99
- 100+
- DK

QC Does the company you work for have one site only or more than one site?

- One site only
- More than one
- Don't know

IF MORE THAN ONE

QD Is this site the head office?

- Yes
- No
- Don't know

IF MORE THAN ONE AT QC

QE What is the total number of employees across all the company's sites?

- 1-9
- 10-49
- 50-99
- 100+
- DK

Thank you. For the purposes of this interview I need to talk to

- IF 1 AT QA a site or facilities manager
- IF 2 AT QA a production works or shift manager
- IF 3 AT QA the kitchen supervisor or head chef
- IF 4 AT QA the manager of the shop or if you do not have a shop the retail manager
- or facilities manager



IF 5 AT QA a foreman or site or facilities manager

IF NECESSARY ARRANGE AN APPOINTMENT. RECORD A NAME AND CONTACT NUMBER.

CONFIRM YOU ARE TALKING TO THE CORRECT PERSON. IF SPEAKING TO THE SAME PERSON SKIP THE FIRST PARAGRAPH.

Good morning...My name is ... from GfK NOP, an independent research company. We are conducting a survey for the Central Office of Information, a government department, looking at health and safety in the workplace.

SAY TO ALL: I would like to assure you that all the information we collect will be kept in the strictest confidence and used for research purposes only. It will not be possible to identify any particular person, or employer in the results.

QC1 Firstly, if I were to ask you to access the internet as part of this survey, half way through the interview, would that be READ OUT

Easy
Difficult but possible
Or not possible

Q1. What would you say are the safety issues that people who work in your workplace need to be aware of?

OPEN

DK
None

Q11. In the past few months, have you seen or heard any advertising or publicity about safety issues in the workplace?

Yes
No
DK/Can't remember

ASK IF YES AT Q11. OTHERS GO TO Q2.

Q12. Specifically what do you remember this advertising or publicity being about or saying?
PROMPT: What were the main messages?

OPEN

DK/Can't remember



Q2. One common type of accident in the workplace is slips and trips. Thinking specifically about slip and trip accidents in the workplace how likely is it that you or the staff you are responsible for could have an accident from slipping or tripping over in the course of their work?

Very likely
Fairly likely
Fairly unlikely
Very unlikely
DK

IF VERY OR FAIRLY LIKELY AT Q2 ASK Q3. OTHERS GO TO Q4

Q3. Can you please tell me why you or your staff are at risk of slipping or tripping at work?

DO NOT READ OUT

Boxes in corridors
Rubbish on floors
Tools or equipment left lying around
People's bags left lying around
Other things left lying around on the floor
Oil / diesel / water or chemical spills on the floor
Tea/coffee/alcohol/people dropping drink on the floor
People dropping food on the floor
Inadequate signage to warn about wet floors
Slippery floors / painted concrete floors
Uneven floor surfaces
Don't have correct footwear for floors
Loose wires
Cables/trailing cables/leads
Loose handrail
Loose carpet
Too many stairs
Stairs/using the stairs/carrying things up and down stairs
Lots of people moving around/busy environment
Poor or no lighting
Icy weather conditions / ice in yards where working
Other (specify)
Don't know

Q4. And how confident are you that you know what to do to reduce the risk of people slipping and tripping in the place where you usually work?

Very confident
Fairly confident
Not very confident
Not at all confident
Don't know

Q5. How much more, if anything, do you personally think you could be doing to prevent slip and trip accidents where you usually work?

A lot more
A little more
Or nothing more
DK



IF A LOT OR A LITTLE MORE. OTHERS GO TO Q7.

Q6. What more do you think you could be doing? DO NOT PROMPT

Tidy/clean up/ get rid of rubbish/obstacles

Organise space better/more room

Tackle trailing wires/other trip risks

Fix/repair/improve floor surfaces/carpets

Tackle water/spills/liquids

Tackle food spillages

Better/quicker/safer cleaning

Task someone with responsibility for checking that walkways are clear & clean

Improve training/awareness among staff

Provide better footwear

Improve lighting

Improve signs/warnings

Consult staff/assess risks

Other (specify)

DK

ASK ALL

Q7. Another type of workplace accident is falls, from anywhere above floor level. This includes falls from below head height, perhaps from a counter top, chair or desk, or from the lower rungs of a ladder, as well as falls from above head height such as from the top or higher rungs of a ladder, or from a scaffold or harness. Thinking about falls from above floor level, how likely is it that you or the staff you are responsible for could have an accident falling in the course of their work?

Very likely

Fairly likely

Fairly unlikely

Very unlikely

DK

Q8. And how confident are you that you know how to reduce the risk of falling when those you are responsible for are working above floor level at the site/place where you usually work?

Very confident

Fairly confident

Not very confident

Not at all confident

Don't know

Q9. How much more, if anything, do you think you could be doing to prevent falls accidents where you usually work?

A lot more

A little more

Or nothing more

DK



IF A LOT OR A LITTLE MORE. OTHERS GO TO Q13.

Q10. What more do you think you could be doing? DO NOT PROMPT

Better/safer/new steps or step ladders

Better/safer/new ladders

Store things at a lower level/lower shelves/cupboards

Better training/guidance

Provide staff to help

Hand rails/safety rails

Safety equipment – use of platforms, cherry pickers, other safer equipment for working at height

Other (specify)

Don't know

ASK ALL

Q13. Have you seen or heard any advertising or publicity about the risk of workers slipping or tripping over in the workplace in the last 6 months?

Yes

No

DK/Can't remember

Q14. And have you seen or heard any advertising or publicity about the risk of workers falling from above floor level in the workplace in the last 6 months?

Yes

No

DK/Can't remember

IF YES AT Q13. IF NO OR DK AT Q13 BUT YES AT Q14 GO TO Q22. IF NO OR DK AT Q13 AND Q14 GO TO Q50 IF PRE STAGE OR Q29 POST STAGE.

Q15. Where did you see or hear the advertising or publicity about slipping or tripping over in the workplace? PROBE: Any other ways? DO NOT PROMPT

On TV/television

On the radio

On posters indoors (in a pub, gym or workplace for example)

On billboards outside

In national/local newspapers

In a trade magazine

In other magazine

Received email

On Internet/website

From friends/colleagues/relations

Received leaflet/direct mail at work

From trade body/association

From a network of people who share your role

From a supplier of equipment/products

From your Head Office or another office

At the Doctor's surgery/hospital

Other way (CODE & WRITE IN)

Don't know/can't remember



Q16. Can I just check, did you see or hear the advertising or publicity about slipping or tripping over at the workplace ? READ OUT & ROTATE START POINT (CATI ONLY TO SHOW CODES IF NOT MENTIONED AT Q15).

(answer options for each: yes, no, don't know, not applicable)

On the television

On the radio

On posters indoors (in a pub, gym or workplace for example)

On billboards outside

In national or local newspapers

Leaflet or direct mail sent to your place of work

From your Head Office or another office

IF RADIO AT Q15 OR Q16. OTHERS GO TO Q18.

Q17 Can you remember which radio station you heard the advert on?

ENTER VERBATIM

Don't know

Q18. And which month did you see or hear this advertising?

Jul 07

Aug 07

Sep 07

Oct 07

Nov 07

Dec 07

Jan 08

Feb 08

DK/Can't remember

Q19. What do you remember the advertising or publicity specifically saying? PROMPT: What were the main messages?

OPEN

Don't know/can't remember

DO NOT ASK Q20 IF RADIO ONLY AT Q15 AND Q16

Q20. And if you saw a picture in the advert or publicity, what do you remember about the picture in the advert?

OPEN

Don't know/can't remember

Q21 What made the advert memorable to you?

OPEN

Don't know/can't remember



IF YES AT Q14. OTHERS GO TO Q50.

Q22. Where did you see or hear the advertising or publicity about falls from above floor level in the workplace? PROBE: Any other ways? DO NOT PROMPT

On TV/television
On the radio
On posters indoors (in a pub, gym or workplace for example)
On billboards outside
In national/locals newspapers
In trade magazine
In other magazine
Received email
On Internet/website
From friends/colleagues/relations
Received leaflet/direct mail at work
From trade body/association
From a network of people who share your role
From a supplier of equipment/products
From your Head Office or another office
At the Doctor's surgery/hospital
Other way (CODE & WRITE IN)
Don't know/can't remember

Q23. Can I just check, did you see or hear the advertising or publicity about falls from above floor level at the workplace ? READ OUT & ROTATE START POINT (CATI ONLY TO SHOW CODES IF NOT MENTIONED AT Q22).

(answer options for each: yes, no, don't know, not applicable)

On the television
On the radio
On posters indoors (in a pub, gym or workplace for example)
On billboards outside
In national or local newspapers
Leaflet or direct mail sent to your place of work
From your Head Office or another office

IF RADIO AT Q22 OR Q23. OTHERS GO TO Q25.

Q24. Can you remember which radio station you heard the advert on?

ENTER VERBATIM

Q25. And which month did you see or hear this advertising?

Jul 07
Aug 07
Sep 07
Oct 07
Nov 07
Dec 07
Jan 08
Feb 08
DK/Can't remember



Q26. What do you remember the advertising or publicity specifically saying? PROMPT: What were the main messages?

OPEN

DK/Can't remember

DO NOT ASK IF RADIO ONLY AT Q22 AND Q23.

Q27 And what do you remember about the picture in the advert?

OPEN

Don't know/can't remember

Q28 What made the advert memorable to you?

OPEN

Don't know/can't remember

ASK ALL

Q50. Now thinking about health and safety issues in the workplace in general, I'd like to ask you the extent to which you agree or disagree with the following statements that I'll read out. To what extent do you agree that.. READ OUT STATEMENTS. ROTATE START POINT

(Agree strongly, agree slightly, neither agree nor disagree, disagree slightly, disagree strongly, don't know, not applicable).

1. There will always be some slip and trip, and falls accidents in the workplace and there is very little you can really do to stop it happening
2. Slipping & tripping over in the workplace is an issue that we take seriously.
3. Falling from above floor level in the workplace is an issue that we take seriously.
4. I feel that I have a good understanding of the measures we can take to reduce the risk of slipping or tripping in the workplace.
5. I feel that I have a good understanding of the measures we can take to reduce the risk of falling from above floor level in the workplace.

Thank you. I have a few last questions to ask.

Q51. How many staff are you responsible for at the place where you usually work

1-4

5-6

7-10

11-20

20+

Q52. How long have you been working for your current employer?

ENTER YEARS

DK

Not applicable – self employed



Q53. And how long have you held your current position in the company?

ENTER YEARS

DK

Not applicable

Q54. INTERVIEWER: CODE GENDER

Male

Female

Q55. And what was your age last birthday?

ENTER VERBATIM



Appendix 2. Industry immediate post 2008 campaign questionnaire

Good morning/afternoon/evening. My name is .. from GfK NOP Research. We are carrying out a short survey for the Central Office of Information about work related accidents. I am seeking to conduct this survey with particular people within companies so I would be very grateful if you could spare 30 seconds just to let me know a few details about the organisation. I'll then know who is best suited to answer the survey.

QA Can I just check which of these industry types your company is part of?

- 5 Construction
- 2 Food and Drink manufacture
- 3 Catering, for example restaurants, bars, canteen, or contract canteen (IF NECESSARY HOTEL SERVING FOOD)
- 4 Food retail, the sale of food products and tobacco
- 1 Building and plant maintenance

QB And how many employees are there at this establishment?

- 1-9
- 10-49
- 50-99
- 100+
- DK

QC Does the company you work for have one site only or more than one site?

- One site only
- More than one
- Don't know

IF MORE THAN ONE

QD Is this site the head office?

- Yes
- No
- Don't know

IF MORE THAN ONE AT QC

QE What is the total number of employees across all the company's sites?

- 1-9
- 10-49
- 50-99
- 100+
- DK

Thank you. For the purposes of this interview I need to talk to

- IF 1 AT QA a site or facilities manager
- IF 2 AT QA a production works or shift manager / floor manager
- IF 3 AT QA the kitchen supervisor or head chef
- IF 4 AT QA the manager of the shop or if you do not have a shop the retail manager
or facilities manager
- IF 5 AT QA a foreman or site or facilities manager



IF NECESSARY ARRANGE AN APPOINTMENT. RECORD A NAME AND CONTACT NUMBER.
CONFIRM YOU ARE TALKING TO THE CORRECT PERSON. IF SPEAKING TO THE SAME
PERSON SKIP THE FIRST PARAGRAPH.

Good morning...My name is ... from GfK NOP, an independent research company. We are
conducting a survey for the Central Office of Information, a government department, looking
at health and safety in the workplace. It should take 15-20 minutes to complete.

The survey will take 20 minutes.

SAY TO ALL: I would like to assure you that all the information we collect will be kept in the
strictest confidence and used for research purposes only. It will not be possible to identify
any particular person, or employer in the results.

QC1 DELETE

FOR POST STAGE: QC2 Firstly can I just check, do you have easy access to the internet at
the moment because later in the interview I'm going to ask you to look something up on it?
If you do not, that is not a problem.

Yes

No

Q1. What would you say are the safety issues that people who work in your workplace need
to be aware of?

OPEN

DK

None

Q11. In the past few months, have you seen or heard any advertising or publicity about
safety issues in the workplace?

Yes

No

DK/Can't remember

ASK IF YES AT Q11. OTHERS GO TO Q2.

Q12. Specifically what do you remember this advertising or publicity being about or saying?
PROMPT: What were the main messages?

OPEN

DK/Can't remember

Q2. One common type of accident in the workplace is slips and trips. Thinking specifically
about slip and trip accidents in the workplace how likely is it that you or the staff you are
responsible for could have an accident from slipping or tripping over in the course of their
work?

Very likely

Fairly likely

Fairly unlikely

Very unlikely

DK



Q4. And how confident are you that you know what to do to reduce the risk of people slipping and tripping in the place where you usually work?

- Very confident
- Fairly confident
- Not very confident
- Not at all confident
- Don't know

Q5. How much more, if anything, do you personally think you could be doing to prevent slip and trip accidents where you usually work?

- A lot more
- A little more
- Or nothing more
- DK

IF A LOT OR A LITTLE MORE. OTHERS GO TO Q7.

Q6. What more do you think you could be doing? DO NOT PROMPT

- Tidy/clean up/ get rid of rubbish/obstacles
- Organise space better/more room
- Tackle trailing wires/other trip risks
- Fix/repair/improve floor surfaces/carpets
- Tackle water/spills/liquids
- Tackle food spillages
- Better/quicker/safer cleaning
- Task someone with responsibility for checking that walkways are clear & clean
- Improve training/awareness among staff
- Provide better footwear
- Improve lighting
- Improve signs/warnings
- Consult staff/assess risks
- Other (specify)
- DK

ASK ALL

Q7. Another type of workplace accident is falls, from anywhere above floor level. This includes falls from below head height, perhaps from a counter top, chair or desk, or from the lower rungs of a ladder, as well as falls from above head height such as from the top or higher rungs of a ladder, or from a scaffold or other type of access equipment. Thinking about falls from above floor level, how likely is it that you or the staff you are responsible for could have an accident falling in the course of their work?

- Very likely
- Fairly likely
- Fairly unlikely
- Very unlikely
- DK



Q8. And how confident are you that you know how to reduce the risk of falling when those you are responsible for are working above floor level at the site/place where you usually work?

- Very confident
- Fairly confident
- Not very confident
- Not at all confident
- Don't know

Q9. How much more, if anything, do you think you could be doing to prevent falls accidents where you usually work?

- A lot more
- A little more
- Or nothing more
- DK

IF A LOT OR A LITTLE MORE. OTHERS GO TO Q13.

Q10. What more do you think you could be doing? DO NOT PROMPT

- Better/safer/new steps or step ladders
- Better/safer/new ladders
- Store things at a lower level/lower shelves/cupboards
- Better training/guidance
- Provide staff to help
- Hand rails/safety rails
- Safer access equipment – use of Mewps(mobile elevated work platforms) cherry pickers, other safer equipment for working at height
- Other (specify)
- Don't know

ASK ALL

Q13. Have you seen or heard any advertising or publicity about the risk of workers slipping or tripping over in the workplace in the last 6 months?

- Yes
- No
- DK/Can't remember

Q14. And have you seen or heard any (IF YES AT Q13: different) advertising or publicity about the risk of workers falling from above floor level in the workplace in the last 6 months?

- Yes
- No
- DK/Can't remember



IF YES AT Q13. IF NO OR DK AT Q13 BUT YES AT Q14 GO TO Q22. IF NO OR DK AT Q13 AND Q14 GO TO Q29.

Q15. Where did you see or hear the advertising or publicity about slipping or tripping over in the workplace? PROBE: Any other ways? DO NOT PROMPT

On TV/television
On the radio
On posters indoors (in a pub, gym or workplace for example)
On billboards outside
In national/local newspapers
In a trade magazine
In other magazine
Received email
On Internet/website – specify
HSE Website
From friends/colleagues/relations
Received leaflet/direct mail at work
From trade body/association
From a network of people who share your role
From a supplier of equipment/products
From your Head Office or another office
At the Doctor's surgery/hospital
Other way (CODE & WRITE IN)
Don't know/can't remember

NEW QUESTION IF HSE WEBSITE CODED AT Q15

Q15a. Which, if any, source or sources of information prompted you to go to the HSE website?

Times online
Posters
Radio - specify
Word of mouth
Other – specify
DK

Q16. Can I just check, did you see or hear the advertising or publicity about slipping or tripping over at the workplace ? READ OUT & ROTATE START POINT (CATI ONLY TO SHOW CODES IF NOT MENTIONED AT Q15).

(answer options for each: yes, no, don't know, not applicable)

On the television
On the radio
On posters indoors (in a pub, gym or workplace for example)
On the HSE website (ALWAYS ROTATE BEFORE ON AN INTERNET/WEBSITE)
On an internet/website – if yes please specify
DELETE BILLBOARDS
In national or local newspapers
In trade press or specialist newsletters – if yes, specify which trade press or specialist newsletters
Leaflet or direct mail sent to your place of work
From your Head Office or another office



IF YES ON HSE WEBSITE

Q16a. Which, if any, source or sources of information prompted you to go to the HSE website?

Times online
Posters
Radio - specify
Word of mouth
Other – specify
DK

IF RADIO AT Q15 OR Q16. OTHERS GO TO Q18.

Q17 Can you remember which radio station you heard the advert on?

BACKCODE TO LIST OF MEDIA ACTUALLY USED

ENTER VERBATIM

Don't know

Q18. And which month did you see or hear this advertising?

Jul 07
Aug 07
Sep 07
Oct 07
Nov 07
Dec 07
Jan 08
Feb 08
Mar 08
Apr 08
May 08
DK/Can't remember

Q19. What do you remember the advertising or publicity specifically saying? PROMPT: What were the main messages?

OPEN

Don't know/can't remember

DO NOT ASK Q20 IF RADIO ONLY AT Q15 AND Q16

Q20. And if you saw a picture in the advert or publicity, what do you remember about the picture in the advert?

OPEN

Don't know/can't remember

Q21 What made the advert memorable to you?

OPEN

Don't know/can't remember



IF YES AT Q14. OTHERS GO TO FILTER BEFORE Q29.

Q22. Where did you see or hear the advertising or publicity about falls from above floor level in the workplace? PROBE: Any other ways? DO NOT PROMPT

BACK CODE TO LIST OF MEDIA PROVIDED

On TV/television
On the radio
On posters indoors (in a pub, gym or workplace for example)
On billboards outside
In national/locals newspapers
In trade magazine - specify
In other magazine - specify
Received email
On Internet/website – specify
HSE website
From friends/colleagues/relations
Received leaflet/direct mail at work
From trade body/association
From a network of people who share your role
From a supplier of equipment/products
From your Head Office or another office
At the Doctor's surgery/hospital
Other way (CODE & WRITE IN)
Don't know/can't remember

IF HSE WEBSITE CODED AT Q22

Q22a. Which, if any, source or sources of information prompted you to go to the HSE website?

Times online
Posters
Radio - specify
Word of mouth
Other – specify
DK

Q23. Can I just check, did you see or hear the advertising or publicity about falls from above floor level at the workplace ? READ OUT & ROTATE START POINT (CATI ONLY TO SHOW CODES IF NOT MENTIONED AT Q22).

(answer options for each: yes, no, don't know, not applicable)

On the television
On the radio
On posters indoors (in a pub, gym or workplace for example)
On the HSE website (ALWAYS ROTATE BEFORE ON AN INTERNET/WEBSITE)
On an internet/website – if yes please specify
In national or local newspapers
In trade press or specialist newsletters – if yes please specify
Leaflet or direct mail sent to your place of work
From your Head Office or another office



IF YES ON HSE WEBSITE

Q23a. Which, if any, source or sources of information prompted you to go to the HSE website?

Times online
Posters
Radio - specify
Word of mouth
Other – specify
DK

IF RADIO AT Q22 OR Q23. OTHERS GO TO Q25.

Q24. Can you remember which radio station you heard the advert on?

BACKCODE TO LIST OF MEDIA ACTUALLY USED
ENTER VERBATIM

Q25. And which month did you see or hear this advertising?

Jul 07
Aug 07
Sep 07
Oct 07
Nov 07
Dec 07
Jan 08
Feb 08
Mar 08
Apr 08
May 08
DK/Can't remember

Q26. What do you remember the advertising or publicity specifically saying? PROMPT: What were the main messages?

OPEN

DK/Can't remember

DO NOT ASK IF RADIO ONLY AT Q22 AND Q23.

Q27 And what do you remember about the picture in the advert?

OPEN

Don't know/can't remember

Q28 What made the advert memorable to you?

OPEN

Don't know/can't remember



IF YES AT Q2. OTHERS GO TO Q33

Q29. There have been some adverts on the radio, in selected press, website and on posters recently. If you have access to the internet at the moment, you can take a look at the press and poster adverts now. Are you able to get access to the internet right now, whilst you are still on the phone?

Yes

No

IF YES AT Q29. OTHERS GO TO Q33.

Q30. I would now like you to go to the following website www.surveys.com/slips. If you are on the website you should be able to see a window containing the GfK NOP logo, some writing and a next button. Have you been able to get on to the website? IF NECESSARY GIVE URL AGAIN OR TELL THEM TO MAXIMISE THEIR BROWSER WINDOW

Yes

No

IF YES AT Q30. OTHERS GO TO Q33.

Q31. On this website you will see 5 adverts that have been in selected press and on posters recently. When the browser window opens follow the instructions on the screen. Now I would like you to click number [FEEDFORWARD NUMBER RELATING TO SECTOR] and click next. Can you see the advertisements on screen?

Yes

No

IF YES AT Q31. OTHERS GO TO Q33.

Q32a. I am going to ask if you have seen each one. Looking at the first advert please tell me what letter is next to the advert

RECORD LETTER

A

B

C

D

E

F

Q32ai. Do you remember seeing this advert?

Yes

No

DK

Q32b. Thank you. Please click next. Looking at the second advert please tell me what letter is next to the advert

RECORD LETTER

A

B

C

D

E

F



Q32bi. Do you remember seeing this advert?

Yes
No
DK

Q32c. Looking at the third advert please tell me what letter is next to the advert

RECORD LETTER

A
B
C
D
E
F

Q32ci. Do you remember seeing this advert?

Yes
No
DK

Q32d. Looking at the fourth advert please tell me what letter is next to the advert

RECORD LETTER

A
B
C
D
E
F

Q32di. Do you remember seeing this advert?

Yes
No
DK

Q32e. Do you recall seeing any publicity in the press or TV featuring a woman who is painted to look like a cracked/shattered 'porcelain' model to show how lives can be shattered by accidents? The woman may have looked similar to the one shown in these pictures.

Yes/No/DK

Thank you. You can now close down the browser window.



IF NO AT Q2 OR NO AT Qs 29, 30 OR 31.

Q33. Since you are not able to get on to the website right now I'd like to describe to you the advertisements that appeared in selected press and on posters. There were 6 adverts in total and they each showed a different person, either falling or slipping in a work environment and some part of their body shattering on impact with the floor or other object. The main message underneath the photographs was 'Accidents at work can shatter lives'. Do you remember seeing any adverts that match this description? REPEAT DESCRIPTION IF NECESSARY

Yes/No/DK

Q33a. Do you recall seeing any publicity in the press or TV featuring a woman who is painted to look like a cracked/shattered 'porcelain' model to show how lives can be shattered by accidents?

Yes/No/DK

ASK ALL

Q33b. Now I am going to play you three adverts that have been broadcast on the radio throughout March. This is the first one. [PLAY RADIO AD1 Porcelain Mix]. Do you remember hearing this advertisement on the radio?

Yes/No/DK

IF NO/DK AT Q33b. OTHERS GO TO FILTER BEFORE Q34

Q33c. Here is the second radio advertisement. [PLAY RADIO AD2 I loved my job]. Do you remember hearing this advertisement on the radio?

Yes/No/DK

IF NO/DK AT Q33c. OTHERS GO TO FILTER BEFORE Q34

Q33d. Here is the third radio advertisement. [PLAY RADIO AD3 Never forget]. Do you remember hearing this advertisement on the radio?

Yes/No/DK

ROTATE ORDER IN WHICH ADVERTS PLAYED

IF RECOGNISE ANY OF THE SLIPS AND TRIPS ADS AT Q32 OR Q32e Q33, Q33a, Q33b, Q33c, Q33d. OTHERS GO TO Q50.

Q34. As a result of seeing or hearing this ad campaign have you sought any further information or advice about preventing accidents in the workplace?

Yes

No

IF YES AT Q34. OTHERS GO TO Q36.

Q35. Where did you seek the information or advice?

Phoned the HSE helpline number

Went on to the website

Other (specify)



Q36. As a result of seeing the ad campaign did you or a colleague take action or plan to take action to reduce the risk of accidents in your workplace?

IF YES PROBE:

Take action
Plan to take action
No
DK

IF TAKEN ACTION/PLAN TO TAKE ACTION AT Q36 (ALL EXCEPT NO OR DK). OTHERS GO TO Q38.

Q37. What action was taken/ planned? DO NOT PROMPT

Provided staff with training
Provided staff with information/advice on how to avoid slips and trips
Provided a designated person to check that walkways were clean and clear
Tidied/cleaned up/ got rid of rubbish/obstacles
Organised space better/more room
Tackled trailing wires/other trip risks
Fixed/repaired/improved floor surfaces/carpets
Tackled water/spills/liquids
Tackled food spillages
Better/quicker/safer cleaning
Provided better footwear
Improved lighting
Improved signs/warnings
Consulted staff/assessed risks
Provide staff with information on how to work safely above floor level
Provide someone to check that staff are working safely above floor level
Provide better/safer/new steps or step ladders
Provide better/safer/new ladders
Store things at a lower level/lower shelves/cupboards
Provide staff to help
Install hand rails/safety rails
Provide better or more safety equipment – use of platforms, cherry pickers, other safer equipment for working above floor level
Other (specify)
DK

IF PLAN TO TAKE ACTION OR NO AT Q36 (CODES 2,3). OTHERS GO TO Q39.

Q38. Why have you or a colleague not taken any action (yet)? DO NOT PROMPT

I was already doing enough
Just haven't got round to it
No money available to make the necessary improvements
Need co-operation of management/employer
Do not have enough authority to make the necessary changes
Other colleagues have addressed this issue DELETE
Other (specify)
DK



IF TAKEN ACTION/PLAN TO TAKE ACTION AT Q36 (ALL CODES EXCEPT NO OR DK). OTHERS GO TO Q49.

Q39. It would be useful to have an idea of the cost of these changes you have made and/or are planning to make. If there is a cost associated with the changes you have made and/or are planning to make can you give me an idea of the one off cost of making the change

ENTER NUMBER

£

No costs associated with it GO TO ROUTING BEFORE Q48

Don't know

Q39a And could you give me an idea of the running costs of this change.

INTERVIEWER IF YES – IS THIS BY YEAR OR BY MONTH

per year £ ENTER NUMBER

or per month £ ENTER NUMBER

No running costs associated with it

Don't know

DELETE Q40/41/42/43/44/45a/45b/46/47/48a

IF TAKEN AND OR PLANNING TO TAKE ACTION AT Q36 (ALL EXCEPT NO OR DK)

Q48 As a result of making those changes, including those planned, what kinds of benefits to your organisation do you expect?

PROMPTED

Fewer accidents among staff

Fewer days taken off in sickness absence

Fewer staff unable to undertake work because of injury

Fewer claims for compensation

Other benefit (specify)

Yes

No

DK



IF RECOGNISE ANY OF THE SLIPS AND TRIPS ADS AT Q32 OR Q32e Q33, Q33a, Q33b, Q33c, Q33d

Q49. Thinking about the adverts, please tell me to what extent you agree or disagree with each of the following statements READ OUT

(Agree strongly, agree slightly, neither agree nor disagree, disagree slightly, disagree strongly, don't know, not applicable).

(ROTATED)

These are ads which really stick in my mind

The message in these ads is clear

These ads are meant for people in my position

These ads encourage me to advise all staff to keep floors free of slip and trip hazards

These ads encourage me to take steps to advise all staff to reduce their risk of falls from above floor level

These ads encourage me to ensure that floors are kept clean and clear.

These ads encourage me to take steps at work by insisting that the right access equipment is available for staff working at height.

These ads encouraged me to review current practices to reduce the risk of staff slipping and tripping in the workplace

These ads encouraged me to review current practices to reduce the risk of staff falling from above floor level

ASK ALL

Q50. Now thinking about health and safety issues in the workplace in general, I'd like to ask you the extent to which you agree or disagree with the following statements that I'll read out. To what extent do you agree that.. READ OUT STATEMENTS. ROTATE START POINT

(Agree strongly, agree slightly, neither agree nor disagree, disagree slightly, disagree strongly, don't know, not applicable).

1. There will always be some slip and trip, and falls accidents in the workplace and there is very little you can really do to stop it happening
2. Slipping & tripping over in the workplace is an issue that we take seriously.
3. Falling from above floor level in the workplace is an issue that we take seriously.
4. I feel that I have a good understanding of the measures we can take to reduce the risk of slipping or tripping in the workplace.
5. I feel that I have a good understanding of the measures we can take to reduce the risk of falling from above floor level in the workplace.

Thank you. I have a few last questions to ask.

Q51. How many staff are you responsible for at the place where you usually work

1-4

5-6

7-10

11-20

20+

Q52. How long have you been working for your current employer?

ENTER YEARS

DK

Not applicable – self employed



Q53. And how long have you held your current position in the company?

ENTER YEARS

DK

Not applicable

Q54. INTERVIEWER: CODE GENDER

Male

Female

Q55. And what was your age last birthday?

ENTER VERBATIM

THANK & CLOSE



Appendix 3. Industry 6 month post 2008 campaign questionnaire

Good morning/afternoon/evening. My name is .. from GfK NOP Research. We are carrying out a short survey for the Central Office of Information about work related accidents. I am seeking to conduct this survey with particular people within companies so I would be very grateful if you could spare 30 seconds just to let me know a few details about the organisation. I'll then know who is best suited to answer the survey.

QA Can I just check which of these industry types your company is part of?

- 5 Construction
- 2 Food and Drink manufacture
- 3 Catering, for example restaurants, bars, canteen, or contract canteen (IF NECESSARY HOTEL SERVING FOOD)
- 4 Food retail, the sale of food products and tobacco
- 1 Building and plant maintenance

QB And how many employees are there at this establishment?

- 1-9
- 10-49
- 50-99
- 100+
- DK

QC Does the company you work for have one site only or more than one site?

- One site only
- More than one
- Don't know

IF MORE THAN ONE

QD Is this site the head office?

- Yes
- No
- Don't know

IF MORE THAN ONE AT QC

QE What is the total number of employees across all the company's sites?

- 1-9
- 10-49
- 50-99
- 100+
- DK

Thank you. For the purposes of this interview I need to talk to

- IF 1 AT QA a site or facilities manager
 - IF 2 AT QA a production works or shift manager / floor manager
 - IF 3 AT QA the kitchen supervisor or head chef
 - IF 4 AT QA the manager of the shop or if you do not have a shop the retail manager
or facilities manager
 - IF 5 AT QA a foreman or site or facilities manager
- IF NECESSARY ARRANGE AN APPOINTMENT. RECORD A NAME AND CONTACT NUMBER.



CONFIRM YOU ARE TALKING TO THE CORRECT PERSON. IF SPEAKING TO THE SAME PERSON SKIP THE FIRST PARAGRAPH.

Good morning...My name is ... from GfK NOP, an independent research company. We are conducting a survey for the Central Office of Information, a government department, looking at health and safety in the workplace. It should take 15-20 minutes to complete.

The survey will take 10 minutes.

SAY TO ALL: I would like to assure you that all the information we collect will be kept in the strictest confidence and used for research purposes only. It will not be possible to identify any particular person, or employer in the results.

Q1. What would you say are the safety issues that people who work in your workplace need to be aware of?

OPEN
DK
None

Q11. In the past few months, have you seen or heard any advertising or publicity about safety issues in the workplace?

Yes
No
DK/Can't remember

ASK IF YES AT Q11. OTHERS GO TO Q2.

Q12. Specifically what do you remember this advertising or publicity being about or saying?
PROMPT: What were the main messages?

OPEN
DK/Can't remember

Q2. One common type of accident in the workplace is slips and trips. Thinking specifically about slip and trip accidents in the workplace how likely is it that you or the staff you are responsible for could have an accident from slipping or tripping over in the course of their work?

Very likely
Fairly likely
Fairly unlikely
Very unlikely
DK

Q4. And how confident are you that you know what to do to reduce the risk of people slipping and tripping in the place where you usually work?

Very confident
Fairly confident
Not very confident
Not at all confident
Don't know



Q5. How much more, if anything, do you personally think you could be doing to prevent slip and trip accidents where you usually work?

A lot more
A little more
Or nothing more
DK

IF A LOT OR A LITTLE MORE. OTHERS GO TO Q7.

Q6. What more do you think you could be doing? DO NOT PROMPT

Tidy/clean up/ get rid of rubbish/obstacles
Organise space better/more room
Tackle trailing wires/other trip risks
Fix/repair/improve floor surfaces/carpets
Tackle water/spills/liquids
Tackle food spillages
Better/quicker/safer cleaning
Task someone with responsibility for checking that walkways are clear & clean
Improve training/awareness among staff
Provide better footwear
Improve lighting
Improve signs/warnings
Consult staff/assess risks
Other (specify)
DK

ASK ALL

Q7. Another type of workplace accident is falls, from anywhere above floor level. This includes falls from below head height, perhaps from a counter top, chair or desk, or from the lower rungs of a ladder, as well as falls from above head height such as from the top or higher rungs of a ladder, or from a scaffold or other type of access equipment. Thinking about falls from above floor level, how likely is it that you or the staff you are responsible for could have an accident falling in the course of their work?

Very likely
Fairly likely
Fairly unlikely
Very unlikely
DK

Q8. And how confident are you that you know how to reduce the risk of falling when those you are responsible for are working above floor level at the site/place where you usually work?

Very confident
Fairly confident
Not very confident
Not at all confident
Don't know

Q9. How much more, if anything, do you think you could be doing to prevent falls accidents where you usually work?

- A lot more
- A little more
- Or nothing more
- DK

IF A LOT OR A LITTLE MORE. OTHERS GO TO Q13.

Q10. What more do you think you could be doing? DO NOT PROMPT

- Better/safer/new steps or step ladders
- Better/safer/new ladders
- Store things at a lower level/lower shelves/cupboards
- Better training/guidance
- Provide staff to help
- Hand rails/safety rails
- Safer access equipment – use of Mewps(mobile elevated work platforms) cherry pickers, other safer equipment for working at height
- Other (specify)
- Don't know

ASK ALL

Q13. Have you seen or heard any advertising or publicity about the risk of workers slipping or tripping over in the workplace in the last 6 months?

- Yes
- No
- DK/Can't remember

Q14. And have you seen or heard any (IF YES AT Q13: different) advertising or publicity about the risk of workers falling from above floor level in the workplace in the last 6 months?

- Yes
- No
- DK/Can't remember

IF YES AT Q13. IF NO OR DK AT Q13 BUT YES AT Q14 GO TO Q22. IF NO OR DK AT Q13 AND Q14 GO TO Q29.

Q15. Where did you see or hear the advertising or publicity about slipping or tripping over in the workplace? PROBE: Any other ways? DO NOT PROMPT

On TV/television
On the radio
On posters indoors (in a pub, gym or workplace for example)
On billboards outside
In national/local newspapers
In a trade magazine
In other magazine
Received email
On Internet/website
HSE Website
From friends/colleagues/relations
Received leaflet/direct mail at work
From trade body/association
From a network of people who share your role
From a supplier of equipment/products
From your Head Office or another office
At the Doctor's surgery/hospital
Other way (CODE & WRITE IN)
Don't know/can't remember

Q16. Can I just check, did you see or hear the advertising or publicity about slipping or tripping over at the workplace ? READ OUT & ROTATE START POINT (CATI ONLY TO SHOW CODES IF NOT MENTIONED AT Q15).

(answer options for each: yes, no, don't know, not applicable)

On the television
On the radio
On posters indoors (in a pub, gym or workplace for example)
On the HSE website (ALWAYS ROTATE BEFORE ON AN INTERNET/WEBSITE)
On an internet/website
In national or local newspapers
In trade press or specialist newsletters
Leaflet or direct mail sent to your place of work
From your Head Office or another office

IF RADIO AT Q15 OR Q16. OTHERS GO TO Q18.

Q17 Can you remember which radio station you heard the advert on?
BACKCODE TO LIST OF MEDIA ACTUALLY USED
ENTER VERBATIM

Don't know



Q18. And which month did you see or hear this advertising?

- Jan 08
- Feb 08
- Mar 08
- Apr 08
- May 08
- Jun 08
- Jul 08
- Aug 08
- Sep 08
- DK/Can't remember

Q19. What do you remember the advertising or publicity specifically saying? PROMPT: What were the main messages?

OPEN

Don't know/can't remember

DO NOT ASK Q20 IF RADIO ONLY AT Q15 AND Q16

Q20. And if you saw a picture in the advert or publicity, what do you remember about the picture in the advert?

OPEN

Don't know/can't remember

Q21 What made the advert memorable to you?

OPEN

Don't know/can't remember



IF YES AT Q14. OTHERS GO TO Q33.

Q22. Where did you see or hear the advertising or publicity about falls from above floor level in the workplace? PROBE: Any other ways? DO NOT PROMPT

BACK CODE TO LIST OF MEDIA PROVIDED

On TV/television
On the radio
On posters indoors (in a pub, gym or workplace for example)
On billboards outside
In national/locals newspapers
In trade magazine
In other magazine
Received email
On Internet/website
HSE website
From friends/colleagues/relations
Received leaflet/direct mail at work
From trade body/association
From a network of people who share your role
From a supplier of equipment/products
From your Head Office or another office
At the Doctor's surgery/hospital
Other way (CODE & WRITE IN)
Don't know/can't remember

Q23. Can I just check, did you see or hear the advertising or publicity about falls from above floor level at the workplace ? READ OUT & ROTATE START POINT (CATI ONLY TO SHOW CODES IF NOT MENTIONED AT Q22).

(answer options for each: yes, no, don't know, not applicable)

On the television
On the radio
On posters indoors (in a pub, gym or workplace for example)
On the HSE website (ALWAYS ROTATE BEFORE ON AN INTERNET/WEBSITE)
On an internet/website
In national or local newspapers
In trade press or specialist newsletters
Leaflet or direct mail sent to your place of work
From your Head Office or another office

IF RADIO AT Q22 OR Q23. OTHERS GO TO Q25.

Q24. Can you remember which radio station you heard the advert on?

BACKCODE TO LIST OF MEDIA ACTUALLY USED

ENTER VERBATIM



Q25. And which month did you see or hear this advertising?

Jan 08
Feb 08
Mar 08
Apr 08
May 08
Jun 08
Jul 08
Aug 08
Sep 08
DK/Can't remember

Q26. What do you remember the advertising or publicity specifically saying? PROMPT: What were the main messages?

OPEN

DK/Can't remember

DO NOT ASK IF RADIO ONLY AT Q22 AND Q23.

Q27 And what do you remember about the picture in the advert?

OPEN

Don't know/can't remember

Q28 What made the advert memorable to you?

OPEN

Don't know/can't remember

ASK ALL

Q33. I'd like to describe to you some advertisements that appeared in selected press and on posters and the radio a few months ago. There were 6 adverts in total and they each showed a different person, either falling or slipping in a work environment and some part of their body shattering on impact with the floor or other object. The main message underneath the photographs was 'Accidents at work can shatter lives'. The radio adverts had a similar message and featured the sound of shattering glass. Do you remember seeing or hearing any adverts that match this description? REPEAT DESCRIPTION IF NECESSARY

Yes/No/DK

Q33a. Do you recall seeing any publicity in the press or TV featuring a woman who is painted to look like a cracked/shattered 'porcelain' model to show how lives can be shattered by accidents?

Yes/No/DK

IF YES AT Q33 OR Q33a. OTHERS GO TO Q50.

Q34. As a result of seeing or hearing this ad campaign have you sought or did you seek any further information or advice about preventing accidents in the workplace?

Yes

No



Q36. As a result of seeing or hearing the ad campaign did you or a colleague take action or plan to take action to reduce the risk of accidents in your workplace?

IF YES PROBE:

Take action
Plan to take action
No
DK

IF TAKEN ACTION/PLAN TO TAKE ACTION AT Q36 (ALL EXCEPT NO OR DK). OTHERS GO TO Q38.

Q37. What action was taken/ planned? DO NOT PROMPT

Provided staff with training
Provided staff with information/advice on how to avoid slips and trips
Provided a designated person to check that walkways were clean and clear
Tidied/cleaned up/ got rid of rubbish/obstacles
Organised space better/more room
Tackled trailing wires/other trip risks
Fixed/repaired/improved floor surfaces/carpets
Tackled water/spills/liquids
Tackled food spillages
Better/quicker/safer cleaning
Provided better footwear
Improved lighting
Improved signs/warnings
Consulted staff/assessed risks
Provide staff with information on how to work safely above floor level
Provide someone to check that staff are working safely above floor level
Provide better/safer/new steps or step ladders
Provide better/safer/new ladders
Store things at a lower level/lower shelves/cupboards
Provide staff to help
Install hand rails/safety rails
Provide better or more safety equipment – use of platforms, cherry pickers, other safer equipment for working above floor level
Other (specify)
DK

IF PLAN TO TAKE ACTION OR NO AT Q36 (CODES 2,3). OTHERS GO TO Q39.

Q38. Why have you or a colleague not taken any action (yet)? DO NOT PROMPT

I was already doing enough
Just haven't got round to it
No money available to make the necessary improvements
Need co-operation of management/employer
Do not have enough authority to make the necessary changes
Other (specify)
DK

IF TAKEN ACTION/PLAN TO TAKE ACTION AT Q36 (ALL CODES EXCEPT NO OR DK). OTHERS GO TO Q49.

Q39. It would be useful to have an idea of the cost of these changes you have made and/or are planning to make. If there is a cost associated with the changes you have made and/or are planning to make can you give me an idea of all of the costs associated with it, including the one off cost of making the change if applicable, the running costs of this change or any other money you have spent on it so far

ENTER NUMBER

£

No costs associated with it GO TO ROUTING BEFORE Q48

Don't know

IF TAKEN AND OR PLANNING TO TAKE ACTION AT Q36 (ALL EXCEPT NO OR DK)

Q48 As a result of making those changes, including those planned, what kinds of benefits to your organisation do you expect?

PROMPTED

Fewer accidents among staff
Fewer days taken off in sickness absence
Fewer staff unable to undertake work because of injury
Fewer claims for compensation
Other benefit (specify)

Yes

No

DK

IF RECOGNISE ANY OF THE SLIPS AND TRIPS ADS AT Q33 OR Q33a

Q49. Thinking about the adverts, please tell me to what extent you agree or disagree with each of the following statements READ OUT

(Agree strongly, agree slightly, neither agree nor disagree, disagree slightly, disagree strongly, don't know, not applicable).

(ROTATED)

They were are ads that really stuck in my mind
The message in these ads was clear
The ads were meant for people in my position
The ads encouraged me to advise all staff to keep floors free of slip and trip hazards
The ads encouraged me to take steps to advise all staff to reduce their risk of falls from above floor level
The ads encouraged me to ensure that floors are kept clean and clear.
The ads encouraged me to take steps at work by insisting that the right access equipment is available for staff working at height.
The ads encouraged me to review current practices to reduce the risk of staff slipping and tripping in the workplace
The ads encouraged me to review current practices to reduce the risk of staff falling from above floor level



ASK ALL

Q50. Now thinking about health and safety issues in the workplace in general, I'd like to ask you the extent to which you agree or disagree with the following statements that I'll read out. To what extent do you agree that.. READ OUT STATEMENTS. ROTATE START POINT

(Agree strongly, agree slightly, neither agree nor disagree, disagree slightly, disagree strongly, don't know, not applicable).

1. There will always be some slip and trip, and falls accidents in the workplace and there is very little you can really do to stop it happening
2. Slipping & tripping over in the workplace is an issue that we take seriously.
3. Falling from above floor level in the workplace is an issue that we take seriously.
4. I feel that I have a good understanding of the measures we can take to reduce the risk of slipping or tripping in the workplace.
5. I feel that I have a good understanding of the measures we can take to reduce the risk of falling from above floor level in the workplace.

Thank you. I have a few last questions to ask.

Q51. How many staff are you responsible for at the place where you usually work

- 1-4
- 5-6
- 7-10
- 11-20
- 20+

Q52. How long have you been working for your current employer?

ENTER YEARS

DK

Not applicable – self employed

Q53. And how long have you held your current position in the company?

ENTER YEARS

DK

Not applicable

Q54. INTERVIEWER: CODE GENDER

Male

Female

Q55. And what was your age last birthday?

ENTER VERBATIM

THANK & CLOSE



Appendix 4. Industry immediate post 2009 campaign questionnaire

Good morning/afternoon/evening. My name is .. from GfK NOP Research. We are carrying out a short survey for the Central Office of Information about work related accidents. I am seeking to conduct this survey with particular people within companies so I would be very grateful if you could spare 30 seconds just to let me know a few details about the organisation. I'll then know who is best suited to answer the survey.

QA Can I just check which of these industry types your company is part of?

- 1 Building and plant maintenance
- 2 Food and Drink manufacture
- 3 Catering, for example restaurants, bars, hotels serving food, canteen, or contract canteen
- 4 Food retail, the sale of food products and tobacco
- 5 Construction
- 6 Health
- 7 Education

QB And how many employees are there at this establishment?

- 1-9
- 10-49
- 50-99
- 100+
- DK

QC Does the company you work for have one site only or more than one site?

- One site only
- More than one
- Don't know

IF MORE THAN ONE

QD Is this site the head office?

- Yes
- No
- Don't know

IF MORE THAN ONE AT QC

QE What is the total number of employees across all the company's sites?

- 1-9
- 10-49
- 50-99
- 100+
- DK

Thank you. For the purposes of this interview I need to talk to

- IF 1 AT QA a site or facilities manager
- IF 2 AT QA a production works or shift manager / floor manager
- IF 3 AT QA the kitchen supervisor or head chef
- IF 4 AT QA the manager of the shop or if you do not have a shop the retail manager or facilities manager
- IF 5 AT QA a foreman or site or facilities manager



IF 6 OR 7 the person with responsibility for health and safety
IF NECESSARY ARRANGE AN APPOINTMENT. RECORD A NAME AND CONTACT NUMBER.

CONFIRM YOU ARE TALKING TO THE CORRECT PERSON. IF SPEAKING TO THE SAME PERSON SKIP THE FIRST PARAGRAPH.

Good morning...My name is ... from GfK NOP, an independent research company. We are conducting a survey for the Central Office of Information, a government department, looking at health and safety in the workplace. It should take 15-20 minutes to complete.

The survey will take 20 minutes.

SAY TO ALL: I would like to assure you that all the information we collect will be kept in the strictest confidence and used for research purposes only. It will not be possible to identify any particular person, or employer in the results.

Q1. What would you say are the safety issues that people who work in your workplace need to be aware of?

OPEN

DK
None

Q2. In the past few months, have you seen or heard any advertising or publicity about safety issues in the workplace?

Yes
No
DK/Can't remember

ASK IF YES AT Q2. OTHERS GO TO Q4.

Q3. Specifically what do you remember this advertising or publicity being about or saying?
PROMPT: What were the main messages?

OPEN

DK/Can't remember

Q4. One common type of accident in the workplace is slips and trips. Thinking specifically about slip and trip accidents in the workplace how likely is it that you or the staff you are responsible for could have an accident from slipping or tripping over in the course of their work?

Very likely
Fairly likely
Fairly unlikely
Very unlikely
DK

Q5. And how confident are you that you know what to do to reduce the risk of people slipping and tripping in the place where you usually work?

Very confident
Fairly confident
Not very confident
Not at all confident
Don't know



Q6. How much more, if anything, do you personally think you could be doing to prevent slip and trip accidents where you usually work?

- A lot more
- A little more
- Or nothing more
- DK

IF A LOT OR A LITTLE MORE. OTHERS GO TO Q8.

Q7. What more do you think you could be doing? DO NOT PROMPT

- Tidy/clean up/ get rid of rubbish/obstacles
- Organise space better/more room
- Tackle trailing wires/other trip risks
- Fix/repair/improve floor surfaces/carpets
- Tackle water/spills/liquids
- Tackle food spillages
- Better/quicker/safer cleaning
- Task someone with responsibility for checking that walkways are clear & clean
- Improve training/awareness among staff
- Provide better footwear
- Improve lighting
- Improve signs/warnings
- Consult staff/assess risks
- Other (specify)
- DK

ASK ALL

Q8. Another type of workplace accident is falls, from anywhere above floor level. This includes falls from below head height, perhaps from a counter top, chair or desk, or from the lower rungs of a ladder, as well as falls from above head height such as from the top or higher rungs of a ladder, or from a scaffold or other type of access equipment. Thinking about falls from above floor level, how likely is it that you or the staff you are responsible for could have an accident falling in the course of their work?

- Very likely
- Fairly likely
- Fairly unlikely
- Very unlikely
- DK

Q9. And how confident are you that you know how to reduce the risk of falling when those you are responsible for are working above floor level at the site/place where you usually work?

- Very confident
- Fairly confident
- Not very confident
- Not at all confident
- Don't know



Q10. How much more, if anything, do you think you could be doing to prevent falls accidents where you usually work?

- A lot more
- A little more
- Or nothing more
- DK

IF A LOT OR A LITTLE MORE. OTHERS GO TO Q12.

Q11. What more do you think you could be doing? DO NOT PROMPT

- Better/safer/new steps or step ladders
- Better/safer/new ladders
- Store things at a lower level/lower shelves/cupboards
- Better training/guidance
- Provide staff to help
- Hand rails/safety rails
- Safer access equipment – use of Mewps(mobile elevated work platforms) cherry pickers, other safer equipment for working at height
- Other (specify)
- Don't know

ASK ALL

Q12. Have you seen or heard any advertising or publicity about the risk of workers slipping or tripping over in the workplace in the last 6 months?

- Yes
- No
- DK/Can't remember

Q13. And have you seen or heard any (IF YES AT Q12: different) advertising or publicity about the risk of workers falling from above floor level in the workplace in the last 6 months?

- Yes
- No
- DK/Can't remember

IF YES AT Q12. IF NO OR DK AT Q12 BUT YES AT Q13 GO TO Q23. IF NO OR DK AT Q12 AND Q13 GO TO Q32.

Q14. Where did you see or hear the advertising or publicity about slipping or tripping over in the workplace? PROBE: Any other ways? DO NOT PROMPT

- On TV/television
- On the radio
- On posters indoors (in a pub, gym or workplace for example)
- On billboards outside
- In national/local newspapers
- In a trade magazine
- In other magazine
- Received email
- On Internet/website – specify
- HSE Website
- From friends/colleagues/relations
- Received leaflet/direct mail at work
- From trade body/association



From a network of people who share your role
From a supplier of equipment/products
From your Head Office or another office
At the Doctor's surgery/hospital
Other way (CODE & WRITE IN)
Don't know/can't remember

IF HSE WEBSITE CODED AT Q14

Q15. Which, if any, source or sources of information prompted you to go to the HSE website?

MSN
Yahoo
Is4profit
Reed publishing - network of sites
Growning Business
Daltons Business
The Register
E-media
Timesonline
Trade journals (spec)
Radio (spec)
Poster
Word of mouth
Other (spec)
DK

Q16. Can I just check, did you see or hear the advertising or publicity about slipping or tripping over at the workplace ? READ OUT & ROTATE START POINT (CATI ONLY TO SHOW CODES IF NOT MENTIONED AT Q14).

(answer options for each: yes, no, don't know, not applicable)

On the television
On the radio
On posters indoors (in a pub, gym or workplace for example)
On the HSE website (ALWAYS ROTATE BEFORE ON AN INTERNET/WEBSITE)
On an internet/website – if yes please specify
In national or local newspapers
In trade press or specialist newsletters – if yes, specify which trade press or specialist newsletters
Leaflet or direct mail sent to your place of work
From your Head Office or another office

IF YES ON HSE WEBSITE

Q17. Which, if any, source or sources of information prompted you to go to the HSE website?

MSN
Yahoo
Is4profit
Reed publishing - network of sites
Growning Business
Daltons Business
The Register
E-media
Timesonline
Trade journals (spec)
Radio (spec)
Poster
Word of mouth
Other (spec)
DK

IF RADIO AT Q14 OR Q16. OTHERS GO TO Q19.

Q18 Can you remember which radio station you heard the advert on?
ENTER VERBATIM

Don't know

Q19. And which month did you see or hear this advertising?

Sep 08
Oct 08
Nov 08
Dec 08
Jan 09
Feb 09
Mar 09
Apr 09
DK/Can't remember

Q20. What do you remember the advertising or publicity specifically saying? PROMPT: What were the main messages?

OPEN

Don't know/can't remember

DO NOT ASK Q21 IF RADIO ONLY AT Q14 AND Q16

Q21. And if you saw a picture in the advert or publicity, what do you remember about the picture in the advert?

OPEN

Don't know/can't remember



Q22 What made the advert memorable to you?

OPEN

Don't know/can't remember

IF YES AT Q13. OTHERS GO TO Q32.

Q23. Where did you see or hear the advertising or publicity about falls from above floor level in the workplace? PROBE: Any other ways? DO NOT PROMPT

BACK CODE TO LIST OF MEDIA PROVIDED

On TV/television

On the radio

On posters indoors (in a pub, gym or workplace for example)

On billboards outside

In national/locals newspapers

In trade magazine - specify

In other magazine - specify

Received email

On Internet/website – specify

HSE website

From friends/colleagues/relations

Received leaflet/direct mail at work

From trade body/association

From a network of people who share your role

From a supplier of equipment/products

From your Head Office or another office

At the Doctor's surgery/hospital

Other way (CODE & WRITE IN)

Don't know/can't remember

IF HSE WEBSITE CODED AT Q23

Q24. Which, if any, source or sources of information prompted you to go to the HSE website?

MSN

Yahoo

Is4profit

Reed publishing - network of sites

Growing Business

Daltons Business

The Register

E-media

Timesonline

Trade journals (spec)

Radio (spec)

Poster

Word of mouth

Other (spec)

DK



Q25. Can I just check, did you see or hear the advertising or publicity about falls from above floor level at the workplace ? READ OUT & ROTATE START POINT (CATI ONLY TO SHOW CODES IF NOT MENTIONED AT Q23).

(answer options for each: yes, no, don't know, not applicable)

On the television

On the radio

On posters indoors (in a pub, gym or workplace for example)

On the HSE website (ALWAYS ROTATE BEFORE ON AN INTERNET/WEBSITE)

On an internet/website – if yes please specify

In national or local newspapers

In trade press or specialist newsletters – if yes please specify

Leaflet or direct mail sent to your place of work

From your Head Office or another office

IF YES ON HSE WEBSITE

Q26. Which, if any, source or sources of information prompted you to go to the HSE website?

MSN

Yahoo

Is4profit

Reed publishing - network of sites

Growing Business

Daltons Business

The Register

E-media

Timesonline

Trade journals (spec)

Radio (spec)

Poster

Word of mouth

Other (spec)

DK

IF RADIO AT Q23 OR Q25. OTHERS GO TO Q28.

Q27. Can you remember which radio station you heard the advert on?

BACKCODE TO LIST OF MEDIA ACTUALLY USED

ENTER VERBATIM

Q28. And which month did you see or hear this advertising?

Sep 08

Oct 08

Nov 08

Dec 08

Jan 09

Feb 09

Mar 09

Apr 09

DK/Can't remember



Q29. What do you remember the advertising or publicity specifically saying? PROMPT: What were the main messages?

OPEN

DK/Can't remember

DO NOT ASK IF RADIO ONLY AT Q23 AND Q25.

Q30 And what do you remember about the picture in the advert?

OPEN

Don't know/can't remember

Q31 What made the advert memorable to you?

OPEN

Don't know/can't remember

ASK ALL

Q32. Have you or a colleague sought any information or advice about preventing slips, trips and falls in the workplace in the past few weeks?

Yes

No

IF YES AT Q32. OTHERS GO TO Q35

Q33 What was this information or advice you sought?

OPEN

IF YES AT Q32. OTHERS GO TO Q35.

Q34. Where did you seek the information or advice?

Phoned the HSE helpline number

Went on to the website

Other (specify)

Q35. Have you or a colleague introduced any new health and safety initiatives to reduce the risk of slips, trips and falls in the past few weeks?

IF YES PROBE:

Introduced new h&s initiatives

Plan to introduce new h&s initiatives

No

DK

IF CODE 1 OR 2 AT Q35 (ALL EXCEPT NO OR DK). OTHERS GO TO Q38.

IF CODE 1 AT Q35: Q36 What health and safety initiatives were taken? DO NOT PROMPT

IF CODE 2 AT Q35: Q37. What health and safety initiatives were planned? DO NOT PROMPT (ASK BOTH QUESTIONS IF CODES 1 & 2 AT Q35).

Provided staff with training

Provided staff with information/advice on how to avoid slips and trips

Provided a designated person to check that walkways were clean and clear

Tidied/cleaned up/ got rid of rubbish/obstacles

Organised space better/more room

Tackled trailing wires/other trip risks

Fixed/repaired/improved floor surfaces/carpets

Tackled water/spills/liquids

Tackled food spillages

Better/quicker/safer cleaning

Provided better footwear

Improved lighting

Improved signs/warnings

Consulted staff/assessed risks

Provide staff with information on how to work safely above floor level

Provide someone to check that staff are working safely above floor level

Provide better/safer/new steps or step ladders

Provide better/safer/new ladders

Store things at a lower level/lower shelves/cupboards

Provide staff to help

Install hand rails/safety rails

Provide better or more safety equipment – use of platforms, cherry pickers, other safer equipment for working above floor level

Other (specify)

DK

ASK ALL

Q38 To what extent do you agree that you and your colleagues are taking enough action on Health & Safety? Do you.. READ OUT

Strongly agree

Tend to agree

Neither agree nor disagree

Tend to disagree

Or disagree strongly?

DO NOT READ DK

IF CODE 2 OR 3 AT Q35. OTHERS GO TO Q40.

Q39. A lot of things get in the way of action being taken. What is it that's prevented you from introducing new health & safety initiatives (yet)? DO NOT PROMPT

I was already doing enough

Just haven't got round to it

No money available to make the necessary improvements

Need co-operation of management/employer

Do not have enough authority to make the necessary changes

Other (specify)

DK



IF CODE 1 OR 2 AT Q35 (ALL CODES EXCEPT NO OR DK). OTHERS GO TO Q43.

Q40. It would be useful to have an idea of the cost of these health & safety initiatives you have made and/or are planning to make. If there is a cost associated with the initiatives you have made and/or are planning to make can you give me an idea of the one off cost of making the change

ENTER NUMBER

£

No costs associated with it GO TO ROUTING BEFORE Q48

Don't know

Q41 And could you give me an idea of the running costs of these health & safety initiatives?

INTERVIEWER IF YES – IS THIS BY YEAR OR BY MONTH

per year £ ENTER NUMBER

or per month £ ENTER NUMBER

No running costs associated with it

Don't know

IF CODES 1 OR 2 AT Q35 (ALL EXCEPT NO OR DK)

Q42 As a result of introducing new health & safety initiatives, including those planned, what kinds of benefits to your organisation do you expect?

PROMPTED

Fewer accidents among staff

Fewer days taken off in sickness absence

Fewer staff unable to undertake work because of injury

Fewer claims for compensation

Yes

No

DK

ASK ALL

Q43. I'd like to describe to you some advertisements that appeared in selected press and on posters in the last few weeks. There were 7 adverts in total and they each showed a different person, either falling or slipping in a work environment and some part of their body shattering on impact with the floor or other object. The main message beneath the photograph was about accidents at work shattering lives. Do you remember seeing any adverts that match this description? REPEAT DESCRIPTION IF NECESSARY

Yes/No/DK

IF YES AT Q43. OTHERS GO TO Q50

Q44 And what did you understand the adverts to be telling you?

OPEN

IF YES AT Q43,

Q45 Was it clear from the adverts what steps you should take to reduce slips, trips and falls?

Yes

No

DK



IF YES AT Q43,

Q46. Thinking about the adverts, please tell me to what extent you agree or disagree with each of the following statements READ OUT

(Agree strongly, agree slightly, neither agree nor disagree, disagree slightly, disagree strongly, don't know, not applicable).

(ROTATED)

These are ads which really stick in my mind

The message in these ads is clear

These ads are meant for people in my position

These ads encourage me to advise all staff to keep floors free of slip and trip hazards

These ads encourage me to take steps to advise all staff to reduce their risk of falls from above floor level

These ads encourage me to ensure that floors are kept clean and clear.

These ads encourage me to take steps at work by insisting that the right access equipment is available for staff working at height.

These ads encouraged me to review current practices to reduce the risk of staff slipping and tripping in the workplace

These ads encouraged me to review current practices to reduce the risk of staff falling from above floor level

ASK ALL

Q47. Now thinking about health and safety issues in the workplace in general, I'd like to ask you the extent to which you agree or disagree with the following statements that I'll read out. To what extent do you agree that.. READ OUT STATEMENTS. ROTATE START POINT

(Agree strongly, agree slightly, neither agree nor disagree, disagree slightly, disagree strongly, don't know, not applicable).

1. There will always be some slip and trip, and falls accidents in the workplace and there is very little you can really do to stop it happening
2. Slipping & tripping over in the workplace is an issue that we take seriously.
3. Falling from above floor level in the workplace is an issue that we take seriously.
4. I feel that I have a good understanding of the measures we can take to reduce the risk of slipping or tripping in the workplace.
5. I feel that I have a good understanding of the measures we can take to reduce the risk of falling from above floor level in the workplace.

Thank you. I have a few last questions to ask.

Q48. How many staff are you responsible for at the place where you usually work

1-4

5-6

7-10

11-20

20+

Q49. How long have you been working for your current employer?

ENTER YEARS

DK

Not applicable – self employed



Q50. And how long have you held your current position in the company?

ENTER YEARS

DK

Not applicable

Q51. INTERVIEWER: CODE GENDER

Male

Female

Q52. And what was your age last birthday?

ENTER VERBATIM

THANK & CLOSE



Appendix 5. Workers (residential) pre and 6 month post campaign questionnaire

Good morning/afternoon/evening. My name is from GfK NOP Research, an independent research organisation. We're conducting a short but important survey for the Central Office of Information, a government department, on the risk of slips, trips and falls at work. Would you have 10 minutes to answer a few questions about this? ADD IF NECESSARY It would be very useful to speak to you even if you don't think you are at risk of these accidents.

QA Can I just check, does anyone in your household, over the age of 16, work in any of the following sectors: building and plant maintenance, food and drink manufacture, catering (for example restaurants, bars, canteens or contract caterers), food retail (the sale of food products and tobacco) or construction?

Yes – me SKIP TO QC
Yes – someone else ASK QB
No CLOSE
Don't know CLOSE

IF YES – SOMEONE ELSE AT QA

QB And is that person available for me to talk to now or would it be more convenient if I called at another time.

Now – GO TO INTRO B

Later – schedule and take a name of the potential respondent

Refused – thank and close

IF NOW AT QB AND NOW SPEAKING TO THAT PERSON

INTRO B. Good morning/afternoon/evening. My name is from GfK NOP Research, an independent research organisation. We're conducting a short but important survey for the Central Office of Information, a government department, on the risk of slips, trips and falls at work. Would you have 10 minutes to answer a few questions about this? ADD IF NECESSARY It would be very useful to speak to you even if you don't think you are at risk of these accidents.

QC Can I just check, which of these sectors do you work in? READ OUT

- 1 Building and plant maintenance
- 2 Food and drink manufacture
- 3 Catering (for example restaurants, bars, canteens or contract caterers)
- 4 Food retail (the sale of food products and tobacco)
- 5 Construction
- None – CLOSE

QD Do you have an employer or are you self employed?

Employer
Self employed - THANK AND CLOSE

SAY TO ALL: Thank you. I would like to assure you that all the information we collect will be kept in the strictest confidence and used for research purposes only. It will not be possible to identify any particular person, household, or address in the results.

In the survey I am going to refer to your usual place of work. If you do not have a main or usual place of work, please think of this as the place you last worked.



Q2. What would you say are the safety issues that people who work in the place where you usually work need to be aware of?

OPEN

DK
None

Q3. One common type of accident in the workplace is slips and trips. Thinking specifically about slip and trip accidents in the workplace how likely is it that you personally could have an accident from slipping or tripping over in the course of your work? READ OUT

Very likely
Fairly likely
Fairly unlikely
Very unlikely
DK

Q5. And how confident are you that those managing the place where you usually work are doing all they can to reduce the risks of people slipping and tripping at the place where you usually work?

Very confident
Fairly confident
Not very confident
Not at all confident
Don't know

IF FAIRLY, NOT VERY OR NOT AT ALL CONFIDENT. OTHERS GO TO Q8.

Q7. What more do you think your employer could be doing? DO NOT PROMPT

Tidy/clean up/ get rid of rubbish/obstacles
Organise space better/more room
Tackle trailing wires/other trip risks
Fix/repair/improve floor surfaces/carpets
Tackle water/spills/liquids
Better/quicker/safer cleaning
Improve training/
Improve awareness
Provide better footwear
Improve lighting
Improve signs/warnings
Consult staff/assess risks
Other (specify)



ASK ALL

Q8. Another type of workplace accident is falls, from anywhere above floor level. This includes falls from below head height, perhaps from a counter top, chair or desk, or from the lower rungs of a ladder, as well as falls from above head height such as from the top or higher rungs of a ladder, or from a scaffold or harness. Thinking about falls from above floor level, how likely is it that you could have an accident falling in the course of your work?

READ OUT

Very likely
Fairly likely
Fairly unlikely
Very unlikely
DK

Q9. And how confident are you that those managing the place where you usually work are doing all they can to reduce the risks of people falling when working above floor level at the place where you usually work?

Very confident
Fairly confident
Not very confident
Not at all confident
Don't know

IF FAIRLY, NOT VERY OR NOT AT ALL CONFIDENT. OTHERS GO TO Q12.

Q11. What more do you think your employer could be doing? DO NOT PROMPT

Better/safer/new steps or step ladders/access equipment
Better/safer/new ladders
Store things at a lower level/lower shelves/cupboards
Better training
Better guidance
Provide staff to help
Hand rails/safety rails
Safety equipment – use of platforms, cherry pickers, other safer equipment for working at height
Other (specify)
Don't know

ASK ALL

Q12. Over the last six months have staff at the place where you usually work been asked to do anything differently or change their normal working practices in order to reduce the risk of slips and trips in the workplace?

Yes
No
Can't remember/Don't know

IF YES

Q13. What specifically have staff been asked to do differently?

ENTER VERBATIM



ASK ALL

Q14. And over the last six months has your employer done anything to make staff at the place where you usually work more aware of how to reduce the risks of slips and trips in the workplace?

Yes

No

Can't remember/Don't know

IF YES. OTHERS GO TO Q16.

Q15. What specifically has your employer done?

ENTER VERBATIM

ASK ALL

Q16. Over the last six months have staff at the place where you work been asked to do anything differently or change their normal working practices in order to reduce the risk of falling from above floor level in the workplace?

Yes

No

Can't remember/Don't know

IF YES. OTHERS GO TO Q18.

Q17. What specifically have staff been asked to do differently?

ENTER VERBATIM

ASK ALL

Q18. And over the last six months has your employer done anything to make staff at the place where you usually work more aware of how to reduce the risks of falling in the workplace?

Yes

No

Can't remember/Don't know

IF YES. OTHERS GO TO Q17.

Q19. What specifically has your employer done?

ENTER VERBATIM

Q20. Now thinking about health and safety issues in the workplace in general, I'd like to ask you the extent to which you agree or disagree with the following statements that I'll read out. There are no right or wrong answers – it's just your opinion that we're interested in. So firstly ... READ OUT AND ROTATE ORDER

(Agree strongly, tend to agree, neither agree nor disagree, tend to disagree, disagree strongly, don't know, not applicable).

1. It's my company's responsibility to ensure people don't slip or trip over things or fall from height in the workplace, not mine.
2. There will always be some slip and trip and falls accidents in the workplace and there is very little you can really do stop it happening.
3. I feel that I do everything I can to ensure no-one gets hurt from slipping or tripping in the workplace.
4. Slipping, tripping and falls in the workplace are issues that my employer takes seriously.



Q1 How many employees are there at the place where you usually work? (total number of employees)

- 1-9
- 10-49
- 50-99
- 100+
- DK

Thank you. Now I just need to collect some details from you in order to ensure that we interview a good cross section of people.

Q21. Firstly how old were you at your last birthday?

ENTER AGE
Ref

Q22. INTERVIEWER CODE GENDER

- Male
- Female

Q23. Do you work full-time or part-time (less than 30 hours a week)

- Full-time
- Part-time

Q24. And in your job are you responsible for other staff?

- Yes
- No

Finally can I have the first half of your postcode to ensure we get a good geographic spread of interviews?

ENTER VERBATIM

Thank you very much for taking part in this survey. It is possible that we would like to talk to people again about health and safety. Would you be willing to take part in further research on this subject?

- Yes
- No

IF YES
Please can I record your name?

RECORD FULL NAME
Ref.

And is this the best number to call you on or is there another number that would be better?

IF A DIFFERENT NUMBER RECORD AND READ BACK TO ENSURE YOU HAVE TAKEN IT DOWN ACCURATELY. RECORD WHETHER HOME OR BUSINESS NUMBER. Thank and Close



Appendix 6. Workers (residential) post 2009 campaign questionnaire

Good morning/afternoon/evening. My name is from GfK NOP Research, an independent research organisation. We're conducting a short but important survey for the Central Office of Information, a government department, on accidents in the workplace, with the aim of making workplaces safer. Would you have 10 minutes to answer a few questions about this? ADD IF NECESSARY It would be very useful to speak to you even if you don't think you are at risk of these accidents.

QA Can I just check, does anyone in your household, over the age of 16, work in any of the following sectors: building and plant maintenance, food and drink manufacture, catering (for example restaurants, bars, hotels serving food, canteens or contract caterers), food retail (the sale of food products and tobacco), construction, health or education and training?

Yes – me SKIP TO QC
Yes – someone else ASK QB
No CLOSE
Don't know CLOSE

IF YES – SOMEONE ELSE AT QA

QB And is that person available for me to talk to now or would it be more convenient if I called at another time.

Now – GO TO INTRO B

Later – schedule and take a name of the potential respondent

Refused – thank and close

IF NOW AT QB AND NOW SPEAKING TO THAT PERSON

INTRO B. Good morning/afternoon/evening. My name is from GfK NOP Research, an independent research organisation. We're conducting a short but important survey for the Central Office of Information, a government department, on accidents at work. Would you have 10 minutes to answer a few questions about this? ADD IF NECESSARY It would be very useful to speak to you even if you don't think you are at risk of these accidents.

QC Can I just check, which of these sectors do you work in? READ OUT

1 Building and plant maintenance
2 Food and drink manufacture
3 Catering (for example restaurants, bars, canteens or contract caterers)
4 Food retail (the sale of food products and tobacco)
5 Construction
6 Health
7 Education and training
None – CLOSE

Q1 Do you have an employer or are you self employed?

Employer

Self employed - THANK AND CLOSE

SAY TO ALL: Thank you. I would like to assure you that all the information we collect will be kept in the strictest confidence and used for research purposes only. It will not be possible to identify any particular person, household, workplace or address in the results.

In the survey I am going to refer to your usual place of work. If you do not have a main or usual place of work, please think of this as the place you last worked.



Q2. How long have you worked for your current employer? DO NOT PROMPT

Less than 6 months
> 6 months - year
> 1 year - 5 years
> 6 years - 10 years
More than 10 years
Don't know

Q3. What would you say are the safety issues that people who work in the place where you usually work need to be aware of?

OPEN

DK
None

Q4. How effective would you say safety procedures were for preventing slips, trips and falls at the place where you usually work IF CODE 2-5 AT Q2: 6 months ago/IF CODE 1 AT Q1: when you first started working here? Would you say they were READ OUT

Very effective
Fairly effective
Not very effective
Not effective at all
DO NOT READ: Don't know

Q5. One common type of accident in the workplace is slips and trips. Thinking specifically about slip and trip accidents in the workplace how likely is it that you personally could have an accident from slipping or tripping over in the course of your work? READ OUT

Very likely
Fairly likely
Fairly unlikely
Very unlikely
DK

Q6. And how confident are you that those managing the place where you usually work are doing all they can to reduce the risks of people slipping and tripping at the place where you usually work?

Very confident
Fairly confident
Not very confident
Not at all confident
Don't know



IF FAIRLY, NOT VERY OR NOT AT ALL CONFIDENT. OTHERS GO TO Q8.

Q7. What more do you think your employer could be doing? DO NOT PROMPT

Tidy/clean up/ get rid of rubbish/obstacles
Organise space better/more room
Tackle trailing wires/other trip risks
Fix/repair/improve floor surfaces/carpets
Tackle water/spills/liquids
Better/quicker/safer cleaning
Improve training/
Improve awareness
Provide better footwear
Improve lighting
Improve signs/warnings
Consult staff/assess risks
Other (specify)

ASK ALL

Q8. Another type of workplace accident is falls, from anywhere above floor level. This includes falls from below head height, perhaps from a counter top, chair or desk, or from the lower rungs of a ladder, as well as falls from above head height such as from the top or higher rungs of a ladder, or from a scaffold or harness. Thinking about falls from above floor level, how likely is it that you could have an accident falling in the course of your work?

READ OUT

Very likely
Fairly likely
Fairly unlikely
Very unlikely
DK

Q9. And how confident are you that those managing the place where you usually work are doing all they can to reduce the risks of people falling when working above floor level at the place where you usually work?

Very confident
Fairly confident
Not very confident
Not at all confident
Don't know

IF FAIRLY, NOT VERY OR NOT AT ALL CONFIDENT. OTHERS GO TO Q11.

Q10. What more do you think your employer could be doing? DO NOT PROMPT

Better/safer/new steps or step ladders/access equipment
Better/safer/new ladders
Store things at a lower level/lower shelves/cupboards
Better training
Better guidance
Provide staff to help
Hand rails/safety rails
Safety equipment – use of platforms, cherry pickers, other safer equipment for working at height
Other (specify)
Don't know



ASK ALL

Q11. Over the last six months have staff at the place where you usually work been asked to do anything differently or change their normal working practices in order to reduce the risk of slips and trips in the workplace?

Yes

No

Can't remember/Don't know

IF YES

Q12. What specifically have staff been asked to do differently?

ENTER VERBATIM

Q13. And what, if anything, have you done differently to reduce the risks of slips and trips in the workplace?

ENTER VERBATIM

ASK ALL

Q14. And over the last six months has your employer done anything to make staff at the place where you usually work more aware of how to reduce the risks of slips and trips in the workplace?

Yes

No

Can't remember/Don't know

IF YES. OTHERS GO TO Q16.

Q15. What specifically has your employer done?

ENTER VERBATIM

ASK ALL

Q16. Over the last six months have staff at the place where you work been asked to do anything differently or change their normal working practices in order to reduce the risk of falling from above floor level in the workplace?

Yes

No

Can't remember/Don't know

IF YES. OTHERS GO TO Q19.

Q17. What specifically have staff been asked to do differently?

ENTER VERBATIM

Q18. And what, if anything, have you done differently to reduce the risk of falling from above floor level in the workplace?

ENTER VERBATIM



ASK ALL

Q19. And over the last six months has your employer done anything to make staff at the place where you usually work more aware of how to reduce the risks of falling in the workplace?

Yes

No

Can't remember/Don't know

IF YES. OTHERS GO TO Q21.

Q20. What specifically has your employer done?

ENTER VERBATIM

Q21. Now thinking about health and safety issues in the workplace in general, I'd like to ask you the extent to which you agree or disagree with the following statements that I'll read out. There are no right or wrong answers – it's just your opinion that we're interested in. So firstly ... READ OUT AND ROTATE ORDER

(Agree strongly, tend to agree, neither agree nor disagree, tend to disagree, disagree strongly, don't know, not applicable).

1. It's my company's responsibility to ensure people don't slip or trip over things or fall from height in the workplace, not mine.
2. There will always be some slip and trip and falls accidents in the workplace and there is very little you can really do stop it happening.
3. I feel that I do everything I can to ensure no-one gets hurt from slipping or tripping in the workplace.
4. Slipping, tripping and falls in the workplace are issues that my employer takes seriously.

ASK ALL

Q22. I'd like to describe to you some advertisements that appeared in selected press and online in the last few weeks. There were 7 adverts in total and they each showed a different person, either falling or slipping in a work environment and some part of their body shattering on impact with the floor or other object. The main message beneath the photograph was about accidents at work shattering lives. Do you remember seeing any adverts that match this description? REPEAT DESCRIPTION IF NECESSARY

Yes/No/DK

IF RECOGNISE ANY OF THE SLIPS AND TRIPS ADS AT Q22,

Q23 Was it clear from the adverts what steps you should take to reduce slips, trips and falls?

Yes

No

DK



IF RECOGNISE ANY OF THE SLIPS AND TRIPS ADS AT Q22,

Q24. Thinking about the adverts, please tell me to what extent you agree or disagree with each of the following statements READ OUT

(Agree strongly, agree slightly, neither agree nor disagree, disagree slightly, disagree strongly, don't know, not applicable).

(ROTATED)

These are ads which really stick in my mind

The message in these ads is clear

These ads are meant for people in my position

These ads encourage me to advise all staff to keep floors free of slip and trip hazards

These ads encourage me to take steps to advise all staff to reduce their risk of falls from above floor level

These ads encourage me to ensure that floors are kept clean and clear.

These ads encourage me to take steps at work by insisting that the right access equipment is available for staff working at height.

These ads encouraged me to review current practices to reduce the risk of staff slipping and tripping in the workplace

These ads encouraged me to review current practices to reduce the risk of staff falling from above floor level

Q25 How many employees are there at the place where you usually work? (total number of employees)

1-9

10-49

50-99

100+

DK

Thank you. Now I just need to collect some details from you in order to ensure that we interview a good cross section of people.

Q26. Firstly how old were you at your last birthday?

ENTER AGE

Ref

Q27. INTERVIEWER CODE GENDER

Male

Female

Q28. Do you work full-time or part-time (less than 30 hours a week)

Full-time

Part-time

Q29. And in your job are you responsible for other staff?

Yes

No



Finally can I have the first half of your postcode to ensure we get a good geographic spread of interviews?

ENTER VERBATIM

Thank you very much for taking part in this survey. It is possible that we would like to talk to people again about health and safety. Would you be willing to take part in further research on this subject?

Yes

No

IF YES

Please can I record your name?

RECORD FULL NAME

Ref.

And is this the best number to call you on or is there another number that would be better?

IF A DIFFERENT NUMBER RECORD AND READ BACK TO ENSURE YOU HAVE TAKEN IT DOWN ACCURATELY. RECORD WHETHER HOME OR BUSINESS NUMBER.

Thank and Close



Appendix 7. Stage 1 Qualitative Discussion Guide

'SHATTERED LIVES'
STAGE 1 DISCUSSION GUIDE V5

<p>OBJECTIVES:</p> <ul style="list-style-type: none"> • To examine awareness of and attitudes to the Shattered Lives campaign • To explore the impact of the campaign on workplace attitudes and behaviours • To investigate the extent to which the campaign has motivated the audience to take action • To explore what action has been taken and its current / potential effect

1. INTRODUCTION 10 mins

Moderator

- **Thank respondents for taking part in the research.**
- **Introduce self, GfK NOP, any observers, discussion will last 1½ hours**
- **Explain purpose of research – *To get your reactions to some public safety advertising***
- **Reassure re: confidentiality, recording and MRS Code of Conduct**
- **Explain importance of everyone being able to say what they think, no right or wrong answers, need for honesty, validity of all opinions**
- **Any questions?**

Respondent

- Name
- Occupation – role, responsibilities, job title, length of service, establishment worked for
- What is your favourite advert and why?

2. 'SHATTERED LIVES': SPONTANEOUS 10 mins

- Are you aware of any advertising on accidents and injuries in the workplace?



Spontaneous, then prompt:

- What have you seen?
- Where did you see this?
 - What were you doing at the time?
 - Where were you?
 - What do you remember about it?
 - What was it about?
 - What did it make you think? / What was its message?
 - How did you feel?
 - Who do you think it was aimed at?
 - Overall, what did you think about this advertising?
 - Good / bad
 - Striking / recessive
 - Powerful / weak
 - Etc.
- Do you recall a recent campaign about accident and injuries called 'Shattered Lives'?
Prompt as above if yes

3. **'SHATTERED LIVES': PROMPTED** **20 mins**

- *Moderator: show the 'Shattered Lives' campaign by channel (i.e. all press together and get responses, all radio together and get responses). Please alternate the order.*
- **Press:**
 - What do you think of these ads?
 - Good / bad
 - Striking / recessive
 - Powerful / weak
 - Etc.
 - What are they about?
 - What are they saying to you? / What do they make you think?
 - What do you think their message is?
 - What do you think about the strapline 'Shattered Lives'?
 - How effective is it in communicating the message?
 - How memorable is it?
 - How do these ads make you feel?



- Images
- Wording
- Who are they aimed at?
- Have you seen any of these before? Where / when?
- How could they be improved?

Moderator: show relevant direct mail packs

- What do you think of these packs?
- Have you seen this sticker before? Where?
 - How effective is the sticker in communicating the message?
- **Radio:**
 - Prompt as above
- **Overall:**
 - Who are these ads aimed at?
 - What are these ads trying to say?
 - How effectively are they doing this?
 - Which channel communicates the message in the best way?
 - How?
 - *For those who were aware:* what impact have these ads had on you?
 - How could they be improved?
 - What do you think about using ads to:
 - Increase awareness of slips, trips and falls in the workplace?
 - Prompt people to make safety changes?

4. **'SHATTERED LIVES': IMPACT** **40 mins**

- **Individual action**
 - Having seen these ads, what do you think they are trying to say to you?
 - What action do they want you to take?
 - How effective are they at communicating this?
 - *For those who were aware:* what action did you take after seeing the ads?
 - *For those who were not aware:* what action would you take having seen these ads?
 - How has your perception of risk changed after seeing the ads?

Moderator: post-it exercise:



- *Get participants to write down individually what they did / would do, having seen the ads. Use yellow post-its for those who were aware and pink for those who weren't aware*
- *Each individual to read out their answer –write up all potential actions on a flip chart and discuss likelihood of each being pursued*
- **Workplace impact**
 - What impact have these ads had on your workplace?
 - What action has been taken?
 - How was this action initiated?
 - Who took responsibility for it?
 - Were any costs incurred in taking action?
 - To what extent do you think this a barrier to making safety improvements?
 - What effect do you think it has had / will have?
 - Overall, what impact do you think the ads have had / will have on health and safety in your organisation?
- **Website**
 - Who has been to the HSE / Shattered Lives website?
 - Why did you visit it?
 - What prompted you to visit it?
 - What did it look like?
 - How easy to use was it?
 - How useful was it?
 - What did you get out of your visit?
 - How could it be improved?
 - What action did you take?
 - For those of you who didn't take any action, why is this?
 - For those of you who haven't visited the website, why is this?

Moderator; show screen shots:

- How appealing is it visually?
- How well does it fit with the ads?
- What would you want to find out from it?
 - How easy does it look to find this information?
- How user-friendly does it look?
- How could it be improved?

- **Sources**

- What work safety information have you had from other organisations?
- How are these similar / different to the 'Shattered Lives' ads that you've seen?
 - How do they compare?

Moderator – Section 5 is optional and need only be used if there is sufficient time

5. HEALTH AND SAFETY PRIORITIES 10 mins

- What are the key health and safety priorities in your organisation?
- What are the main causes of accident in your workplace?
- How well does this campaign address each of these?
- How could it be brought more in line with these?

6. SUMMARY 5 mins

- Overall, what do you think of the 'Shattered Lives' campaign?

THANK & CLOSE



Appendix 8. Stage 2 Qualitative Discussion Guide

**SHATTERED LIVES'
STAGE 2 DISCUSSION GUIDE**

<p>OBJECTIVES:</p> <ul style="list-style-type: none"> • To explore the impact of the Shattered Lives campaign on workplace attitudes and behaviours • To investigate the extent to which the campaign has motivated the audience to take action • To explore what action has been taken and its current / potential effect

1. INTRODUCTION 5 mins

Moderator – interviews will be carried out in the respondent's place of work. Please try and observe / collect any related materials or activities during the discussion.

Moderator

- Thank respondent for taking part in the research.
- Introduce self, GfK NOP, any observers, discussion will last 1 hour
- Explain purpose of research – *To discuss your recent health and safety activity and specifically, to understand the impact of the 'Shattered Lives' campaign on this*
- Reassure re: confidentiality, recording and MRS Code of Conduct
- Explain importance being able to say what they think, no right or wrong answers, need for honesty, validity of opinions
- Any questions?

Respondent

- Name
- Occupation – role, responsibilities, job title, length of service, establishment worked for
- Health and safety – level and nature of responsibility

2. RECENT HEALTH & SAFETY ACTIVITY 5mins

- How does health and safety work in your organisation?
 - > Who is in charge of it?



- > Who is responsible for delivering it?
- > What is your role?
- What are the main health and safety issues for you at the moment?
- What health and safety activity does your role involve?
 - > Spontaneous, then prompt:
 - Management
 - Standard processes and procedures
 - Individual activities
 - Specific interventions and initiatives
 - Anything new?
- Have there been any changes to health and safety in your organisation during 2008? What have these been?
- Have any new interventions or initiatives been introduced in 2008? What / why?

3. **RECALL OF SHATTERED LIVES** **5mins**

- What health and safety advertising have you seen recently
 - > Spontaneous, then prompt:
 - Where did you see it?
 - What was it about?
 - What was its message? Who produced it?
 - What action did you take as a result of seeing this?
- Do you recall the Shattered Lives campaign from February this year?
 - > Spontaneous, then prompt – *show ads if necessary*:
 - Where did you see it?
 - What was it about?
 - What was its message?
 - Who produced it?
- What impact have the adverts had in your workplace?

4. **'SHATTERED LIVES': IMPACT** **40 mins**

- What action did you take as a result of seeing the Shattered Lives campaign?
 - > If necessary, remind respondent that they said they had taken action / would take action during the last survey
- How was this action initiated?
- When did it occur? What did it involve?

- Who took responsibility for it?
- What has the impact of this action been?
 - > What effect has it had?
 - > Has it been successful / unsuccessful?
 - > What do you think are the reasons for this?
- What costs do you think have been incurred by taking this action?
 - > What effect did this have on your business?
 - > What bearing did cost have on your decision to take action?
 - > How do these costs compare to other costs involved in running your business?
 - Prompt: materials, staff costs, travel, sickness absence, etc.
- What support did you receive in taking action?
 - > Internally / externally
 - > From HSE
 - > From any other government agencies
- Were any communications (posters, letters, signs, training) used to support this action?
 - > How successful were these? Why?
 - > What support did you receive in producing / using these?
- To what extent did the Shattered Lives campaign motivate you to take this action?
 - > What about the campaign prompted you to take action?
 - > What other factors prompted you to take action?
- What are your health and safety priorities for the next year / six months?
- How are you intending to deliver these?
- What support or advice would be useful?
- How would you prefer to receive this? / Who from?
- How useful would it be for HSE to stage another Shattered Lives campaign?
 - > Positives / negatives
 - > Relevance to business
- What should the emphasis of the campaign be?
 - > Who should it be aimed at?
 - > What issues should it address?
 - > What tone should it take? (e.g. graphic, hard-hitting, emphasis on families, personal stories)
- How could the previous campaign be improved?
- What materials / support / advice should it provide to be useful to you?

5. **SUMMARY** **5 mins**

- Overall, what do you think the impact of the Shattered Lives campaign has been in your workplace?

THANK & CLOSE

