



GfK NOP Social Research

GfK. Growth from Knowledge



Shattered Lives Campaign 2009

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

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1 Executive Summary

1.1 Introduction

The 2009 evaluation followed a second phase of the Shattered Lives Campaign and was designed to examine the campaign's impact by measuring levels of awareness of slips, trips and falls amongst line managers and workers within the seven industries targeted by the campaign, as well as highlighting any action taken as a result of the campaign. The research was not as extensive as in 2008 with quantitative work only conducted immediately after the campaign.

A 15 minute telephone survey was conducted with direct line managers from the seven target industries:

- Building and plant maintenance - site or facilities managers;
- food and drink manufacturing - 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;
- education– the person responsible for health and safety;
- health – the person responsible for health and safety.

The education and health sectors were targeted for the first time in phase 2. Samples for these sectors were obtained from Experian. Simultaneously a 10 minute telephone survey of employees from these seven sectors was carried out. These workers were found through standard random digit dial (RDD) sample supplied by UK Changes.

1.2 Industry Survey – Key Findings

Health and Safety at Work:

- Slips and trips was the most common safety issue mentioned spontaneously when respondents were asked which health and safety issues people at their workplace need to be aware of.
- 34% thought they were likely to have a slip and trip accident in the workplace and 19% thought they were likely to have a falls accident in the workplace.
- Respondents were very confident that they knew what to do to prevent accidents caused by slips, trips and falls.
- 49% thought more could be done to prevent slip and trip accidents and 36% thought that more could be done to prevent falls accidents.

Spontaneous Awareness:

- Spontaneous awareness of Shattered Lives advertising and publicity was 37%
- Managers in construction were more aware than managers from other sectors.
- Advertising about slips and trips (seen by 29%) was most likely to have been seen on television, in trade press, or on the HSE website.
- The primary reason people gave for remembering the ads was that they were relevant to them/that the incidents shown could happen to them where they work.

Impacts:

- One in ten line managers had sought information on preventing slips, trips and falls in the past few weeks.
- A small proportion took or intended to introduce new health and safety initiatives as a result of the campaign.
- Primary actions including providing staff with training and information and consulting staff and assessing risks.
- Findings show that a majority of respondents took no action as they felt they were already doing enough.
- Most agreed that they and their colleagues were taking enough action on health and safety.

Prompted Recall:

- Overall, adverts and publicity were recognised by a third of line managers.
- Primary messages taken from them were to be careful/aware and also that it reminds them of the consequences of accidents.

Attitudes to Accidents:

- The vast majority felt that they had a good understanding of the measures that they can take to reduce risks and claimed that they take risks such as slipping and tripping and falling from height seriously.
- 51% agreed that there will always be some slips,, trips and falls accidents in the workplace and that there is very little that can be done about it.

1.3 Workers Survey – Key Findings

Health and Safety at Work:

- After general health and safety at work, slips and trips was the second most common issue mentioned spontaneously by workers.
- 39% thought it likely that they could have a slip and trip accident where they work and 15% that they could have a falls accident.
- Most respondents were confident that they and their managers were doing all they can to reduce slip, trip and fall accidents.

Actions Taken:

- Nearly all felt that safety procedures for preventing slips, trips and falls 6 months ago or when they first started at their current workplace were effective.
- 18% said they had been asked to do something different over the last 6 months to reduce the risks of slips and trips; only 9% to reduce falls.
- Things they were asked to do included courses/training, cleaning up, being careful.
- 53% of workers said that over the last 6 months their employer had done something to make them more aware of how to reduce slips and trips, and 34% said the same of falls.
- The most common action by employers was the provision of training courses.

Prompted Recall:

- Overall, adverts and publicity were recognised by 35% of workers.

Attitudes to Accidents:

- Two attitude statements caused considerable disparity in agreement, these were: 'There will always be some slip and trip accidents in the workplace and there is very little you can do to stop it happening' and 'It's my company's responsibility to ensure that people don't slip and trip over things or fall from height in the workplace, not mine'.

2 Background and Aims

2.1 The Campaign

In February 2009, the Health and Safety Executive (HSE) conducted a second phase of the Shattered Lives campaign. The second phase aimed to raise awareness and change perceptions of slip, trip and fall risks and to encourage individuals to take action in the workplace to reduce these risks..

The main objectives of the campaign were to:

- Increase awareness and change perceptions of slips, trips and falls among employers 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

The second phase of advertising for the campaign took place in March 2009. It had two key elements: a national paid media / publicity campaign, with local activity in all areas, supported by promotional activity at events in conjunction with stakeholders for the targeted sectors; and operational activity in 2008/09. The target audience for the campaign were primarily duty holders and managers, clients and procurers of work, and subsequently workers (both employees and the self-employed) in the building and plant maintenance, food and drink manufacturing, catering and hospitality, food retail, construction, education and health sectors.

2.2 Aims of the Evaluation

The evaluation covered by this report aimed to measure:

- the extent to which the objectives of the second phase of the campaign had been achieved;
- the specific impacts of the second phase of the campaign on behavioural change, by testing different communication channels and different advertising executions and by sector;
- the extent to which fulfilment/collateral benefits motivated respondents to take action.
- the effectiveness of the campaign so that lessons learned can be incorporated into future initiatives

3 Survey Design

3.1 Methodology

The evaluation sought to demonstrate the impact of a second phase 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. The evaluation involved quantitative research immediately after the second phase of the campaign.

A 15 minute telephone survey was conducted with direct line managers in the seven target industries which were:

- building and plant maintenance - site or facilities managers;
- food and drink manufacturing - production works or shift managers;
- catering and hospitality (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;
- education – the person responsible for health and safety
- health – the person responsible for health and safety

The education and health sectors were targeted for the first time in phase 2. Samples for these sectors were obtained from Experian. Simultaneously a 10 minute telephone survey of people who work in those seven sectors was carried out. These workers were found through standard random digit dial (RDD) sample supplied by UK Changes.

3.2 Sample Structure

The table below shows the proportion of each sample type interviewed. 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+	
Building and plant maintenance	32	25	9	66
Food and drink manufacturing	27	37	43	107
Catering	27	36	40	103
Food retail	35	37	34	106
Construction	36	39	28	103
Education	34	36	40	110
Health	30	36	39	105
Total	221	246	233	700

Residential survey of workers in the industry

Building and plant maintenance	100
Food and drink manufacturing	51
Catering	112
Food retail	110
Construction	112
Education	112
Health	112
Total	700

3.3 Research Materials

The line managers' questionnaire was based on the immediate post campaign questionnaire in 2008 but with some significant changes which means that the surveys from phase 1 and 2 are largely not comparable. The workers survey also followed that used in 2008 before the campaign and 6 months after it, with some additional material added. Copies of the questionnaires are 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 seven key industries surveyed as they were not sampled in proportion to their weight within GB. In the main body of the report significant findings are indicated by circles around values and represent differences against the average findings.

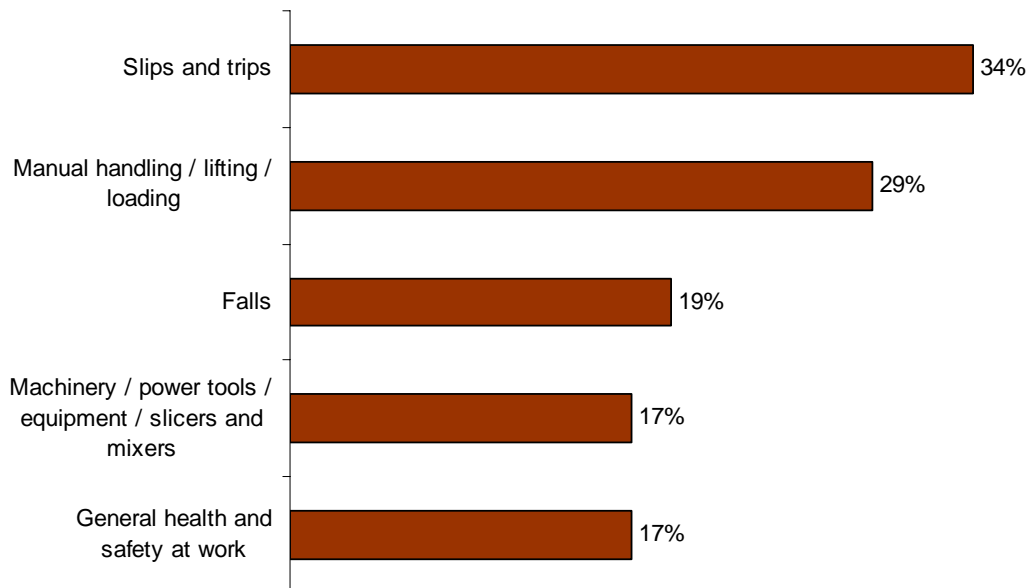
4 Main Findings – Industry Survey

4.1 Health and safety at work

4.1.1 Safety issues to be aware of at the workplace

To start the interview line managers were asked what they considered to be safety issues that people in their workplace need to be aware of. 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.

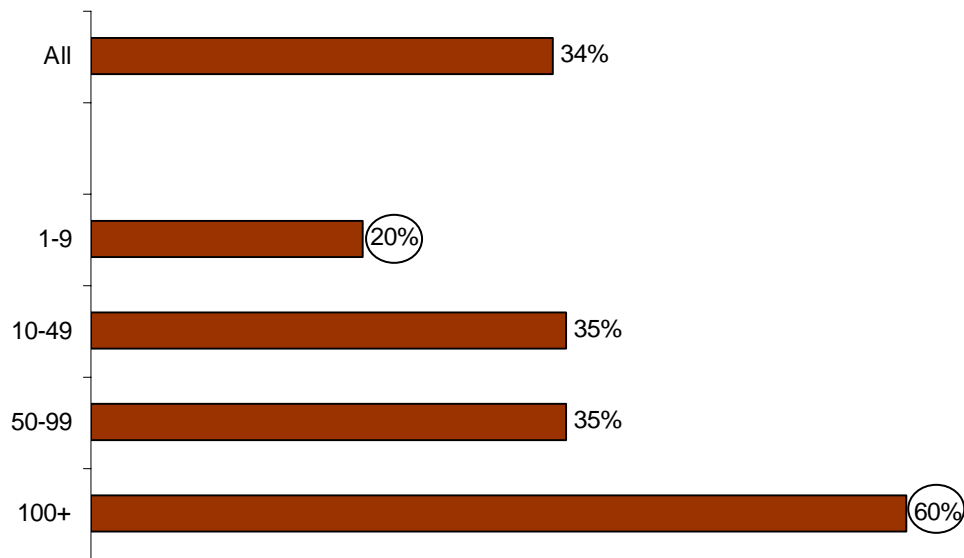
Chart 1: What would you say are the safety issues that people who work in your workplace need to be aware of?



Base: all respondents (700)

Looking at respondents' levels of concern about slips and trips by size of company indicates that respondents from the smallest companies (1 to 9 employees), are significantly less likely than the average to consider employees to be at risk from slips and trips. Whereas those in the largest companies (more than 100 employees) were significantly **more** likely to consider slips and trips to be a safety issue.

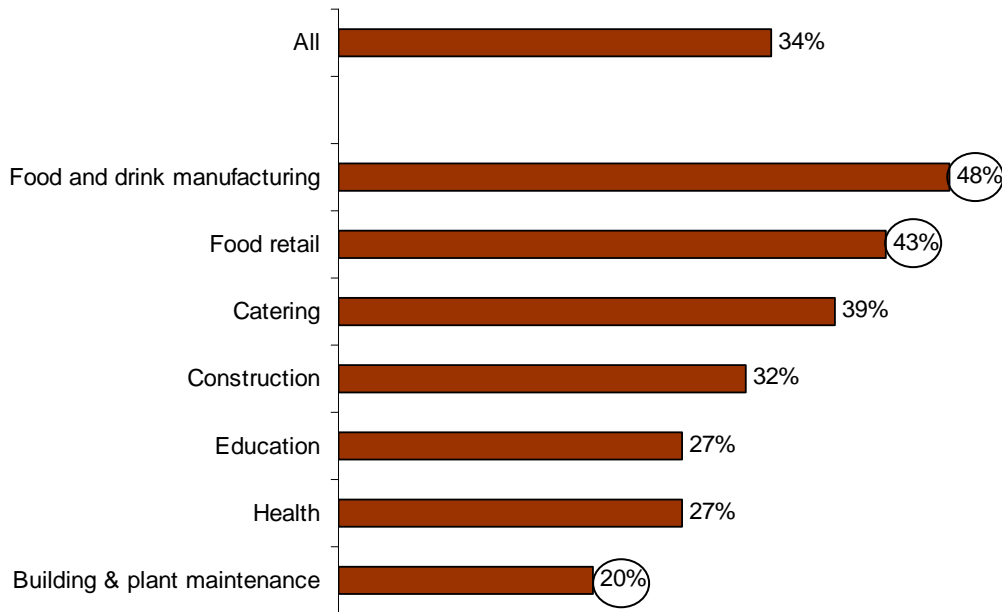
Chart 2: Safety issues to be aware of - Slips and Trips by size of company



Base: all respondents (700) ○ indicates a significant difference compared to the overall proportion

Level of concern about slips and trips broken down by industry type shows significant findings within consumer industries as opposed to other industries. Respondents from food and drink manufacturing and food retail are significantly more likely to mention slips and trips than the average and respondents from the building and plant maintenance sector were significantly less likely to mention slips and trips.

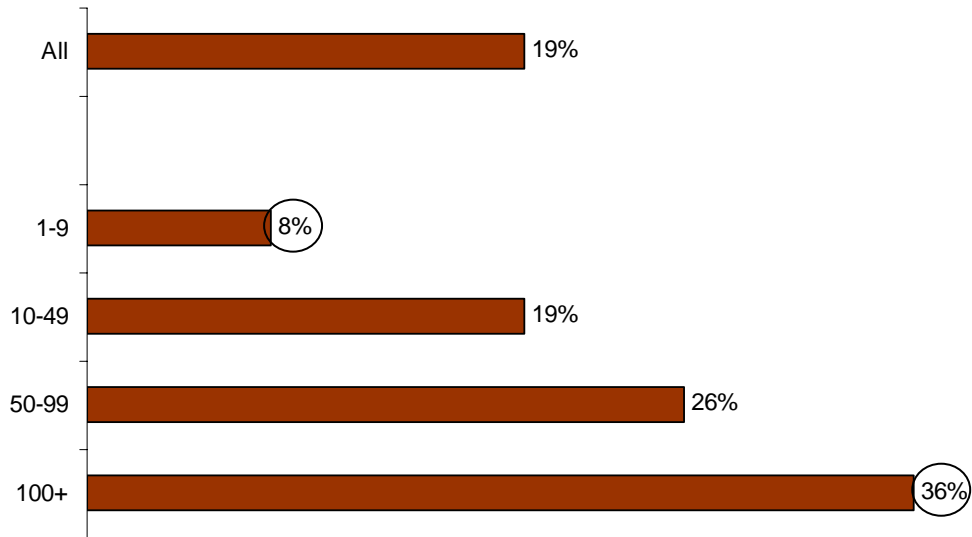
Chart 3: Safety issues to be aware of – Slips and Trips by type of company



Base: all respondents (700) ○ indicates a significant difference compared to the overall proportion

Levels of concern about falls broken down by company size follows the same pattern as with slips and trips. Those with 1-9 employees were significantly less likely than the average to say that staff need to be aware of falls and those with more than 100 employees were significantly more likely than average to say so.

Chart 4: Safety issues to be aware of - Falls by size of company

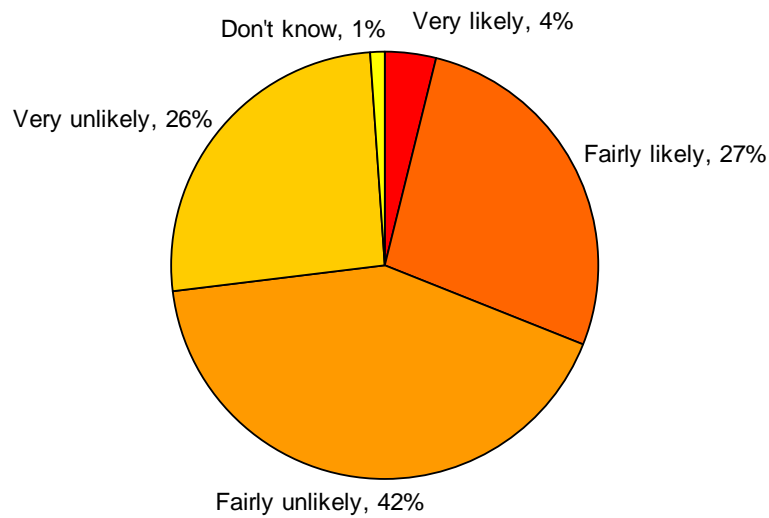


Base: all respondents (700) ○ indicates a significant difference compared to the overall proportion

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

A third (31%) of respondents considered it very or fairly likely that staff could have an accident slipping or tripping in the workplace.

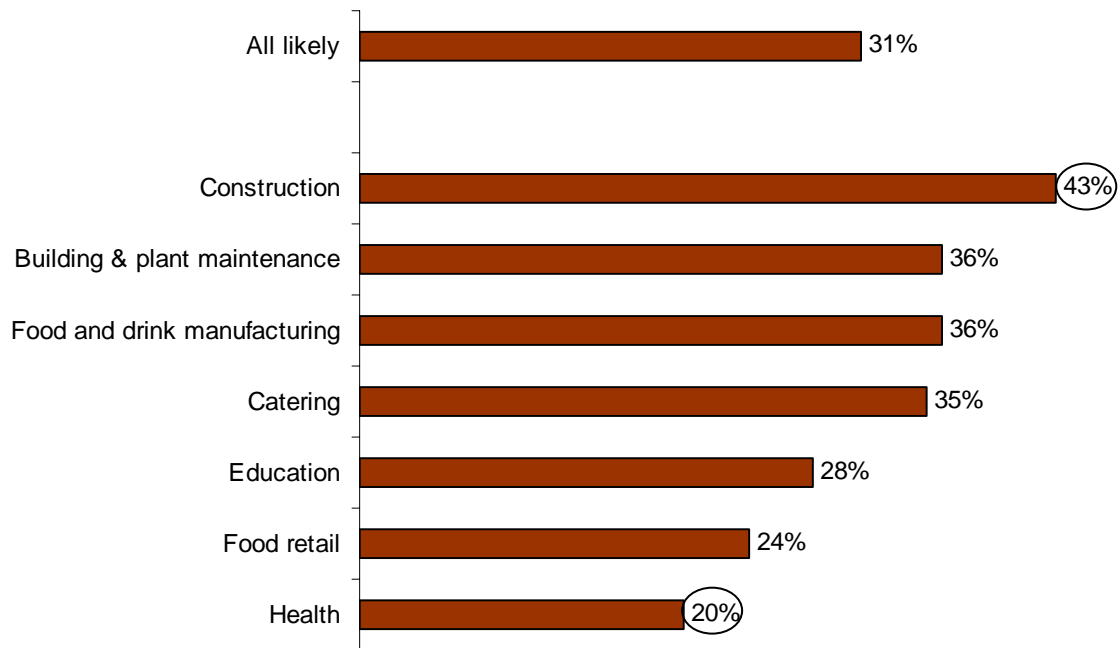
Chart 5: One common type of accident in the workplace is slips and trips. Thinking specifically about slip and trip accidents in the workplace how likely is it that you or the staff you are responsible for could have an accident from slipping or tripping over in the course of their work?



Base: all respondents (700)

When these responses are broken down by sector there are some marked differences. In construction a significantly higher proportion of respondents than average consider employees to be at risk from slips and trips. Whereas in the health sector it is considered much less of an issue.

Chart 6: 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? By sector

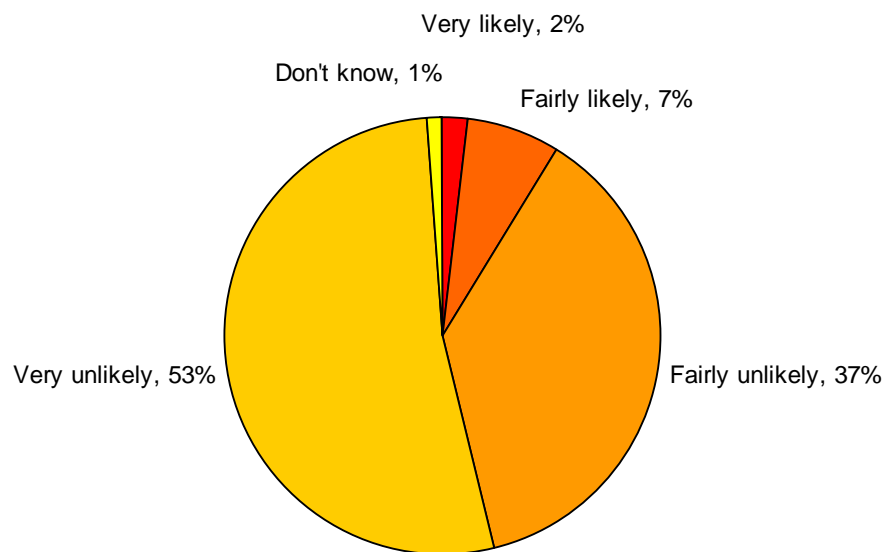


Base: all respondents (700) ○ indicates a significant difference compared to the overall proportion

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

Overall line managers thought it far less likely that employees would fall in the course of their work than slip or trip.

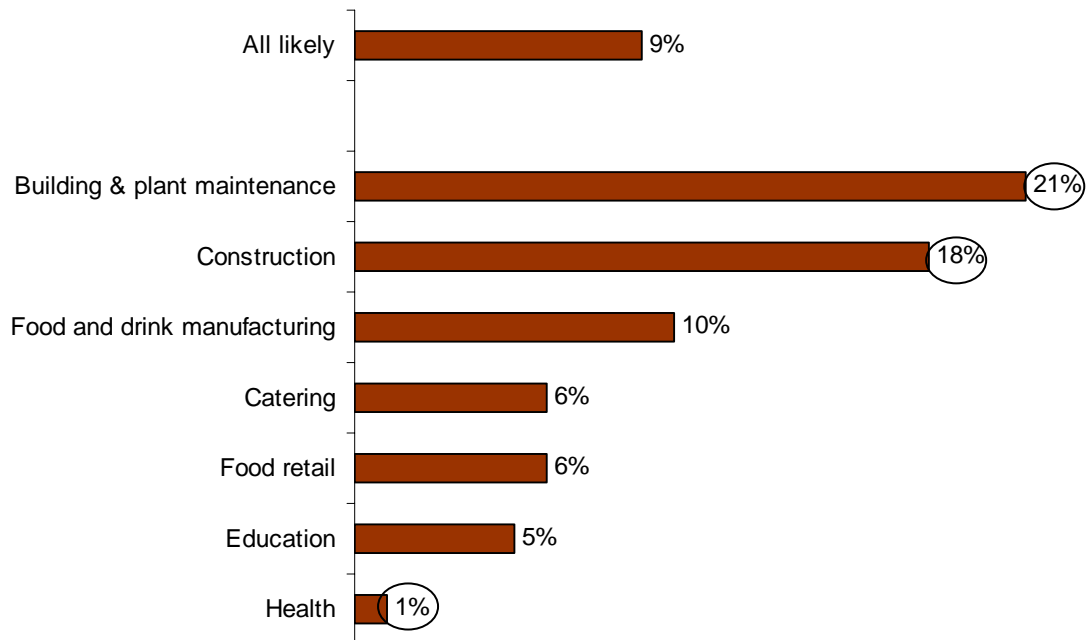
Chart 7: Another type of workplace accident is falls from anywhere above floor level. This includes falls from below head height, perhaps from a counter top, chair or desk, or from the lower rungs of a ladder, as well as falls from above head height such as from the top or higher rungs of a ladder, or 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 respondents (700)

When these responses are broken down by sector, a significantly higher proportion of line managers from the building and plant maintenance and construction sectors reported that employees were at risk of a fall compared to the average. These high percentages are not as high as those for slips and trips so it may be that falls are less common.

Chart 8: 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? By sector

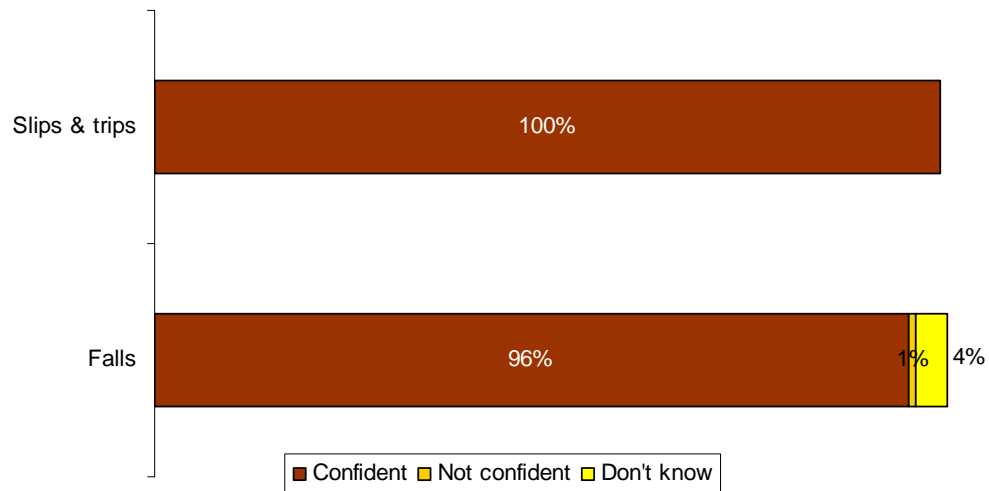


Base: all respondents (700) ○ indicates a significant difference compared to the overall proportion

4.1.4 Confidence that line managers 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 very high.

Chart 9: 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?

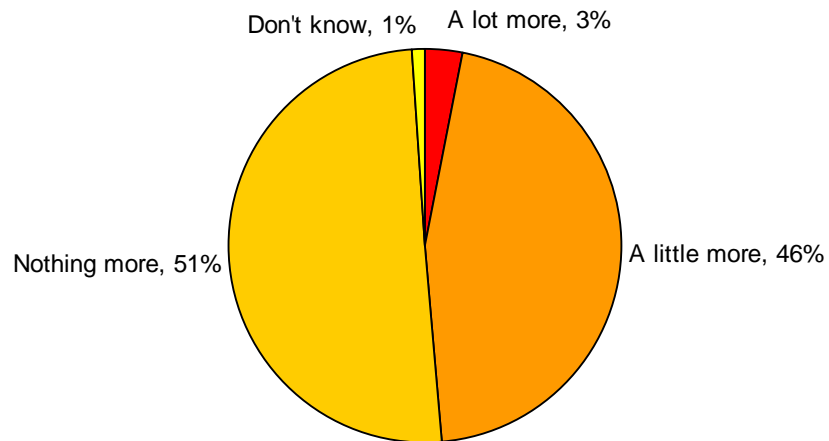


Base: all respondents (700)

4.1.5 How much more can be done to prevent slip and trip/falls accidents

Respondents were asked how much more, if anything they thought they could be doing to prevent slip and trip accidents in the workplace. 49% thought that something more could be done.

Chart 10: How much more, if anything, do you think you could be doing to prevent slips and trips accidents where you usually work?

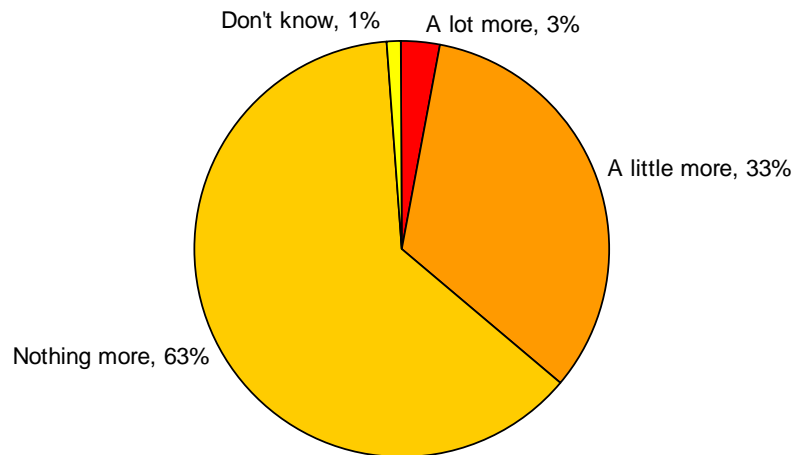


Base: all respondents (700)

Line managers in building and plant maintenance and food retail were significantly less likely to say more could be done (38% and 40% respectively).

Respondents were asked how much more they thought they could do to prevent falls accidents. Fewer line managers think anything can be done to prevent falls, compared with slips and trips which may reflect the smaller proportion of managers who thought that staff were at risk from falls as we saw earlier.

Chart 11: How much more, if anything, do you think you could be doing to prevent falls accidents where you usually work?



Base: all respondents (700)

Health and food retail were sectors where line managers were significantly less likely to think anything more can be done to prevent falls, compared to the average (26% and 25% respectively).

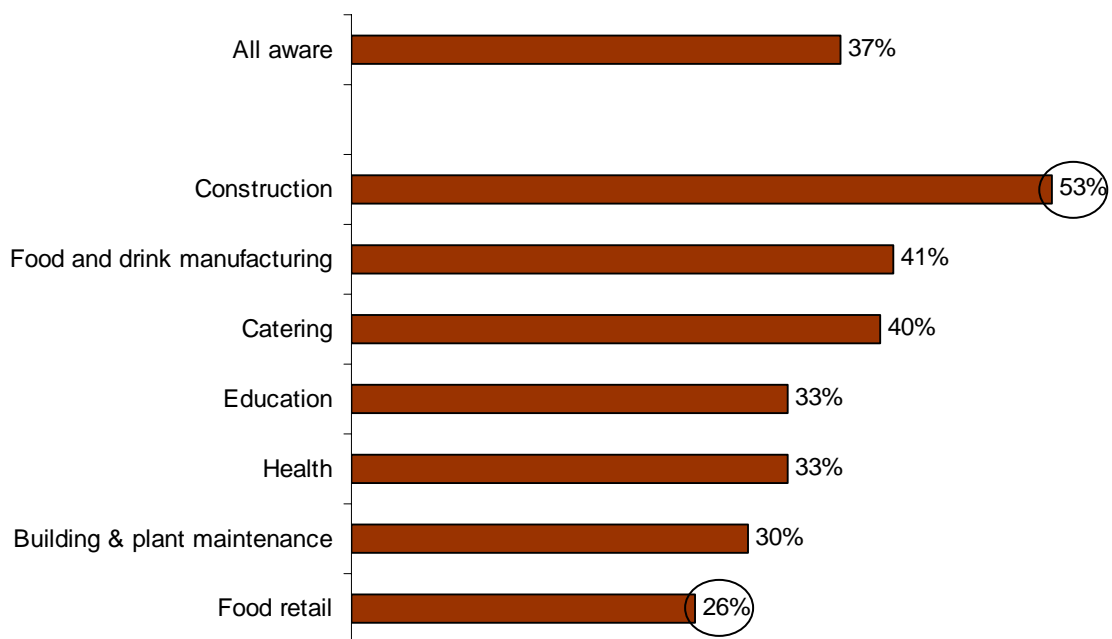
4.2 Spontaneous Awareness and Key Messages

4.2.1 Spontaneous awareness of advertising re slips, trips and falls

The chart below illustrates those who mentioned something related to the HSE adverts in response to an open question on what respondents remembered seeing, as well as all those who remembered advertising specifically about slipping, tripping or falling.

In Chart 12 the top bar is the overall figure across all sectors and this is followed by a sector breakdown where we can see that construction and food retail stand out as significantly different from the average.

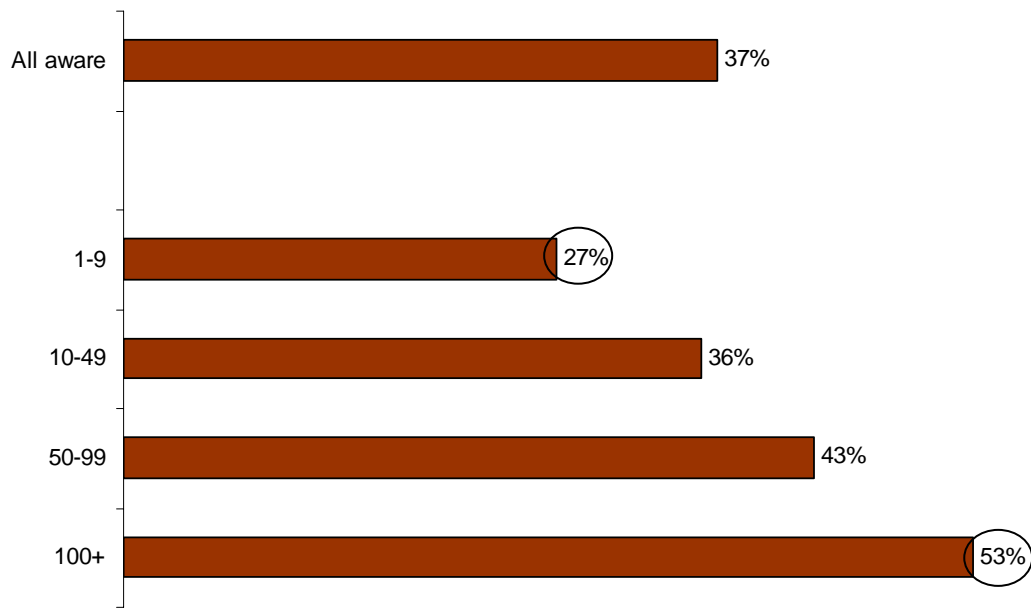
Chart 12: What do you specifically remember seeing (all relevant mentions)? + Have you seen or heard any advertising about the risk of workers slipping or tripping over in the workplace / falling in the last 6 months? (unprompted). By sector



Base: all respondents(700) ○ indicates a significant difference compared to the overall proportion

Looking at these responses by size of company, the larger the company size the more likely respondents are to have been spontaneously aware of advertising.

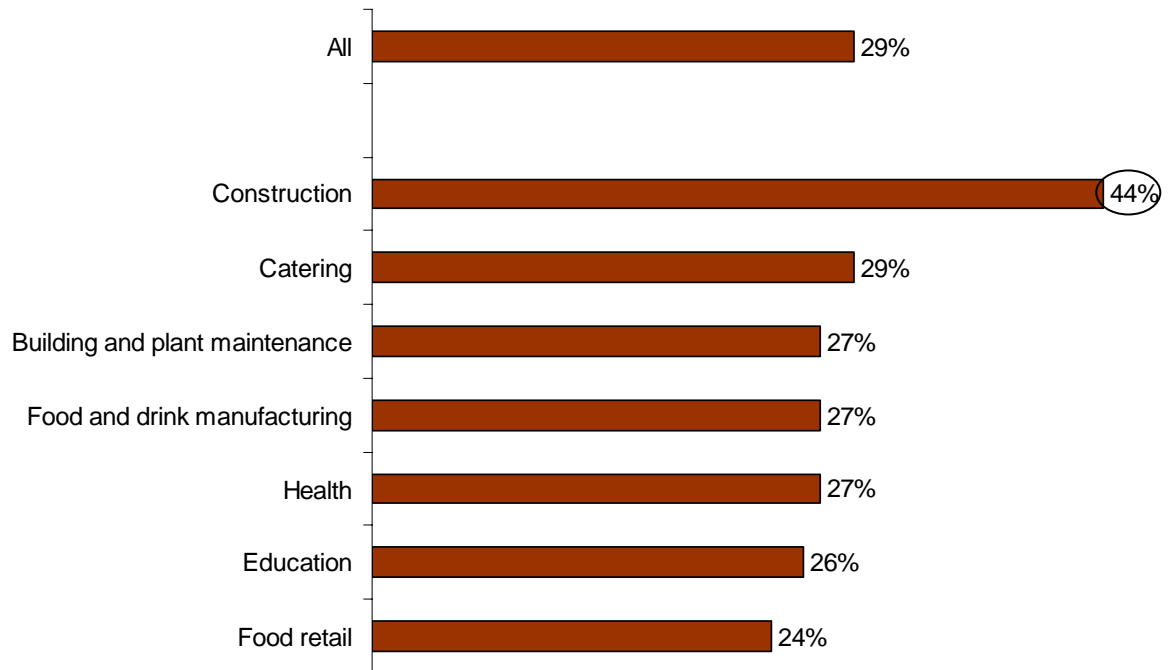
Chart 13: What do you specifically remember seeing (all relevant mentions)? + Have you seen or heard any advertising about the risk of workers slipping or tripping over in the workplace / falling in the last 6 months? (unprompted). By size



Base: all respondents(700) ○ indicates a significant difference compared to the overall proportion

One of the questions that made up the overall unprompted awareness figure described above (in chart 12) was specifically about slip and trip adverts. Construction clearly stands out in terms of respondents' awareness of slips and trips advertising. Awareness of slip and trip advertising and publicity among other sectors is remarkably even.

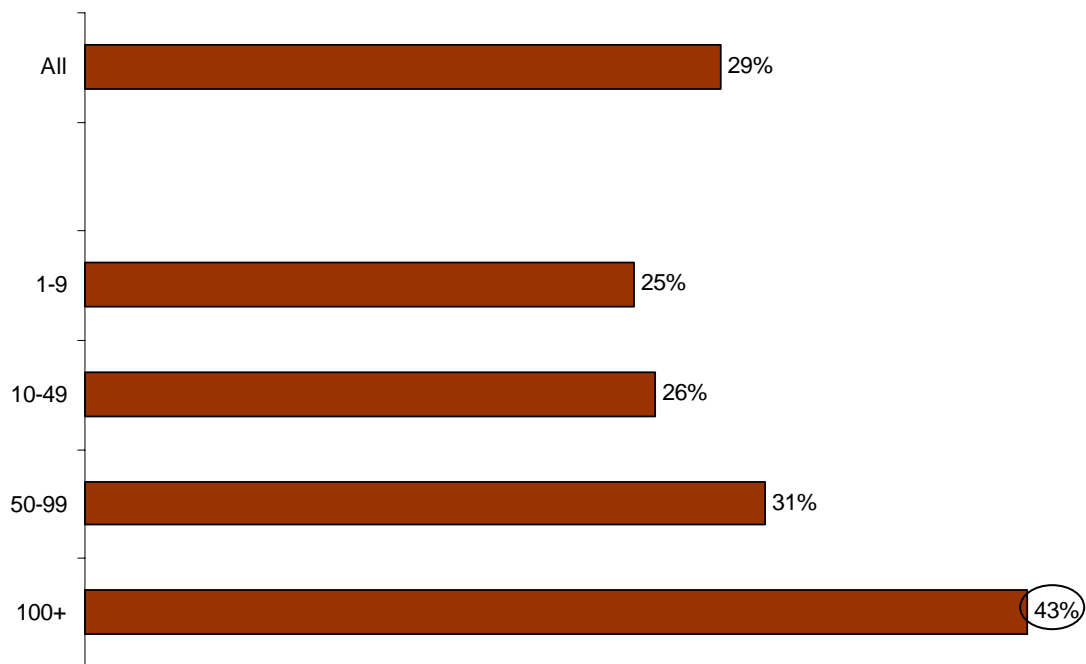
Chart 14: Have you seen or heard any advertising or publicity about the risk of workers slipping or tripping over in the workplace in the last 6 months? By sector



Base: all respondents (700) ○ indicates a significant difference compared to the overall proportion

Companies with 100 or more employees were more likely to have seen publicity or advertising on slips and trips than companies of other sizes. Same trend as before, awareness increases with company size

Chart 15: 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? By size

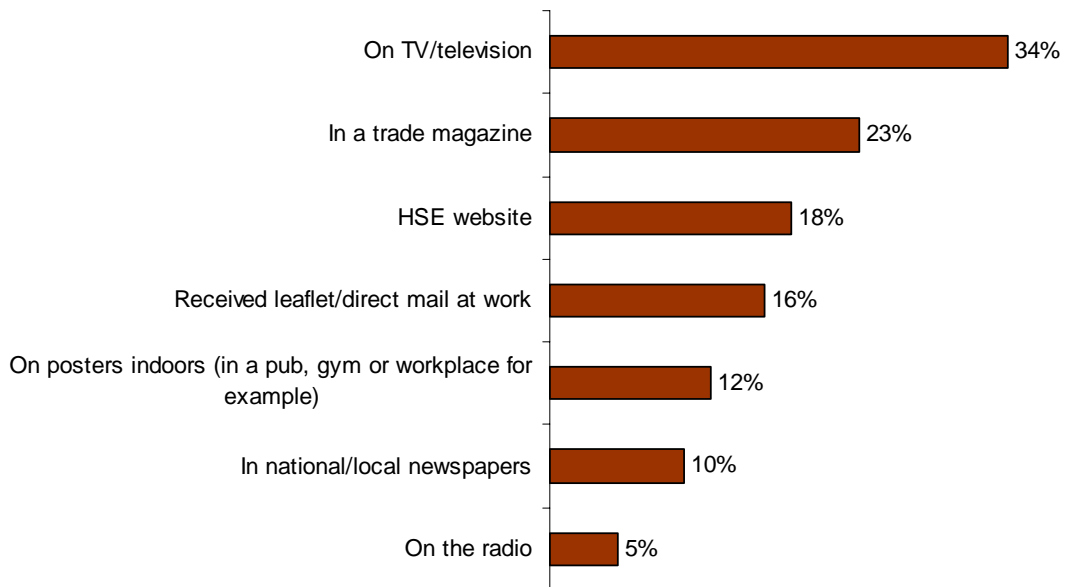


Base: all respondents (700) ○ indicates a significant difference compared to the overall proportion

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 television was the top mention which does not reflect the actual dispersal of campaign materials. However, the second and third most common responses were trade magazines and the HSE website which were key sources of campaign advertising.

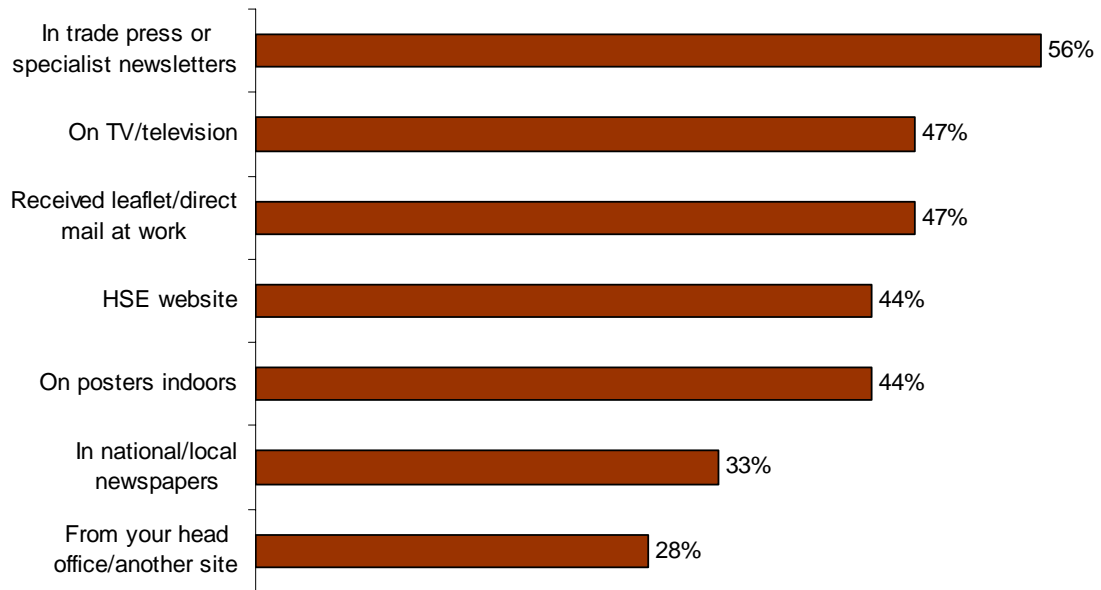
Chart 16: Where did you see or hear the advertising or publicity about slipping or tripping over in the workplace? (unprompted recall)



Base: all respondents who have seen slips and trips adverts or publicity (204).

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 combined prompted and unprompted responses to get an overall idea of extent of recall. Television is no longer the most common response.

Chart 17: Where did you see or hear the advertising or publicity about slipping or tripping over in the workplace? (Prompted and unprompted recall)

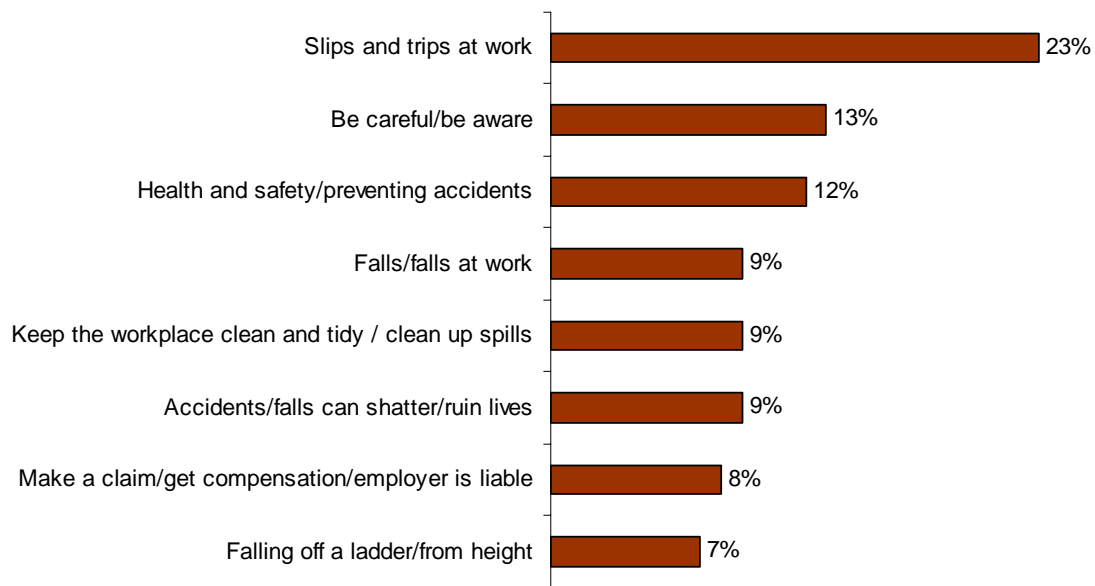


Base: all respondents who have seen slips and trips adverts or publicity (204)

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 an open question about what the advertising was saying. All of the statements in the chart below relate to the campaign adverts and publicity except the 8% who said that it talked about making a claim/get compensation. The statement 'Accidents/falls can shatter/ruin lives' is a direct link with the campaign and was mentioned by 9%.

Chart 18: What do you remember the advertising or publicity specifically saying? (No mentions shown at less than 5% except for comparison).

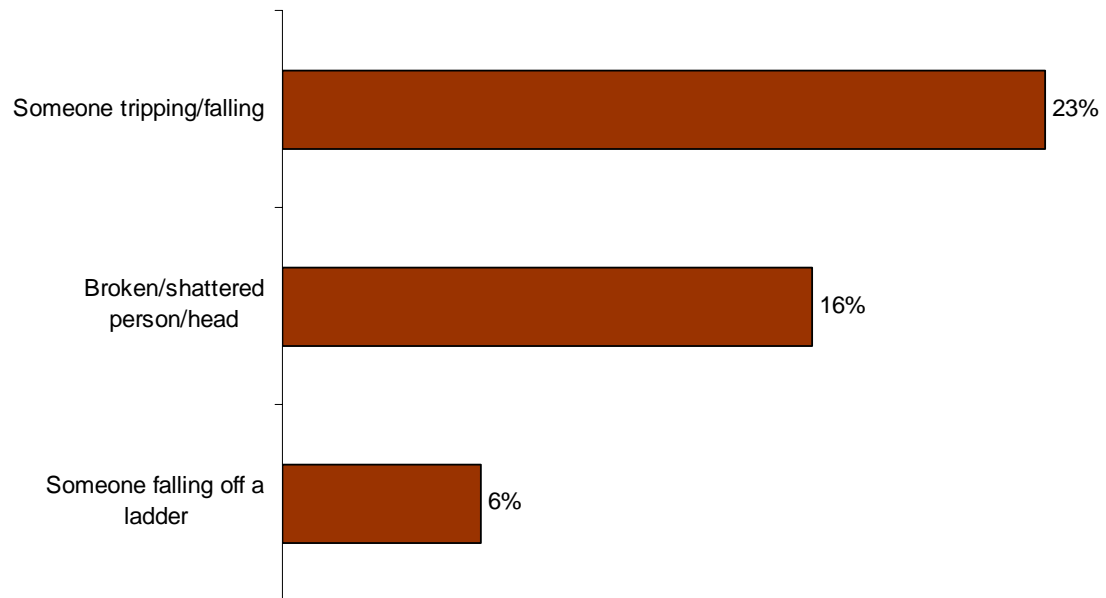


Base: all respondents who have seen slips and trips adverts or publicity (204)

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

The top three mentions in this unprompted question could all relate to the campaign. Other mentions were at much lower levels.

Chart 19: And if you saw a picture in the advert or publicity, what do you remember about it?

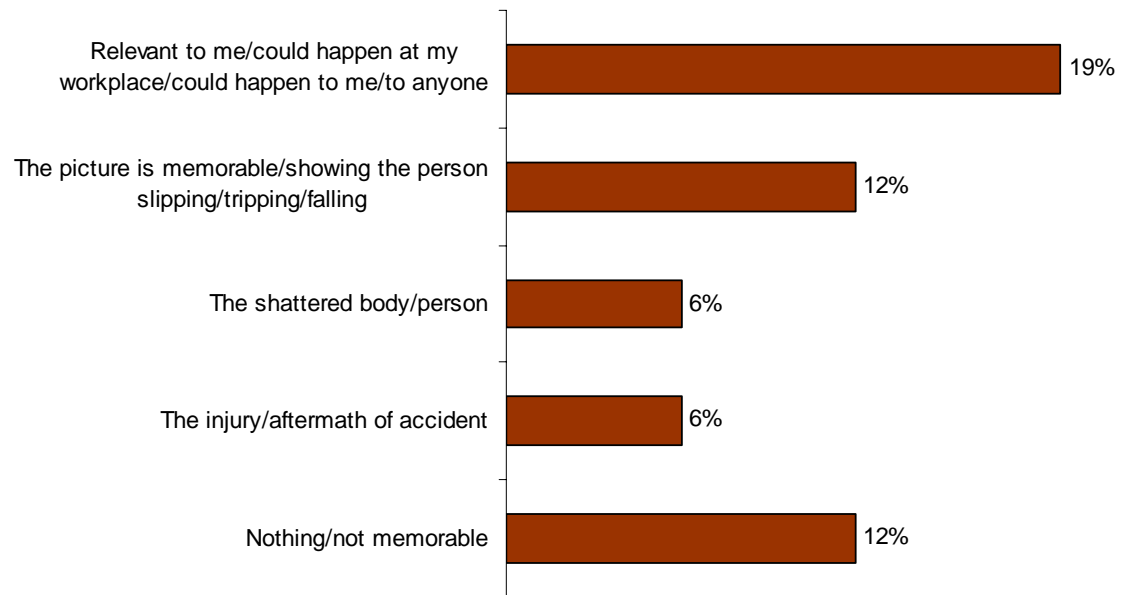


Base: all respondents who have seen a picture in the slips and trips adverts or publicity (202)

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

The greatest proportion said that relevance was the reason that the advert or publicity was memorable to them, followed by the picture. The shattered body and the injury or aftermath of an accident received much fewer mentions.

Chart 20: What made the advert or publicity memorable to you? (No mentions shown at less than 5%).



Base: all respondents who have seen a picture in the slips and trips adverts or publicity (202)

4.2.6 Falls publicity/advertising spontaneous awareness

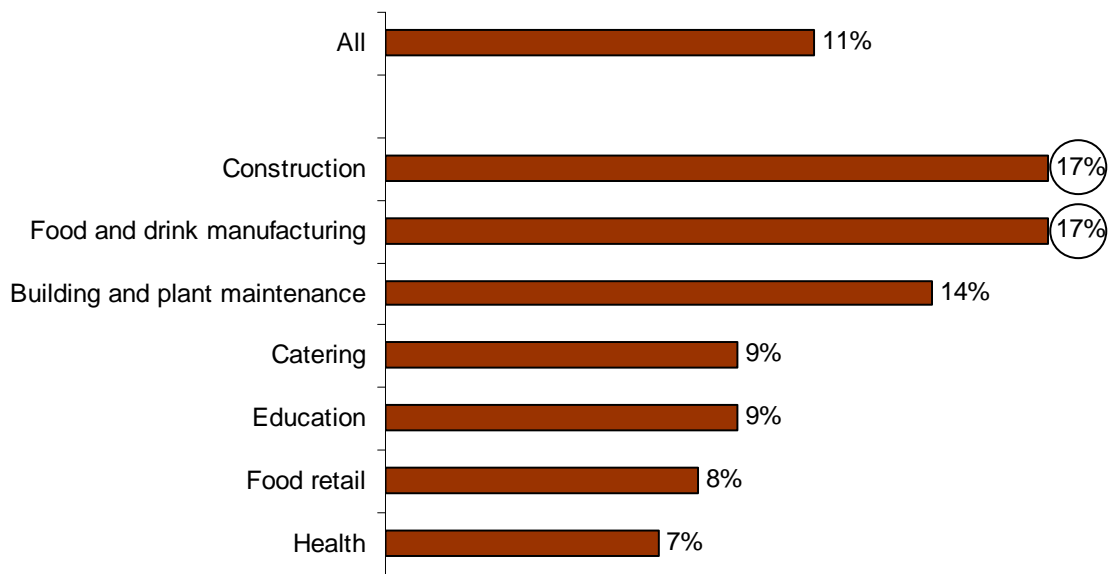
Respondents who said that they had seen different falls advertising were also asked a series of questions about spontaneous awareness of falls advertising/publicity. The results were similar to the responses for the slips and trips advertising and publicity and will therefore not be discussed in detail. If further detail is required the findings can be found in a separate volume of tabulations.

4.3 Impacts

4.3.1 Seeking information

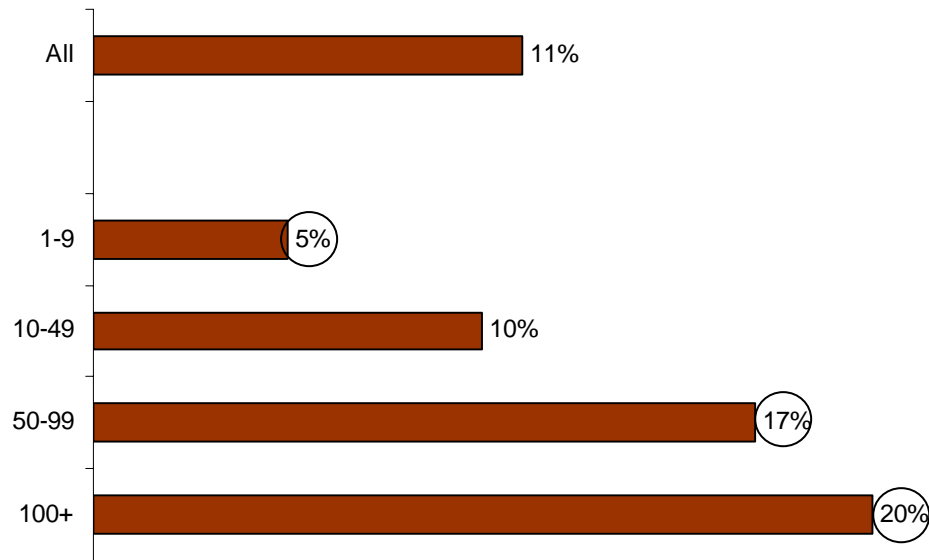
Line managers were asked whether they or a colleague had sought any information or advice about how to prevent slips, trips and falls in the workplace in the past few weeks. As the chart below indicates 11% of respondents claimed that they had. When this figure is broken down by sector, we can see that construction and food and drink manufacturing are significantly higher than the average.

Chart 21: Have you or a colleague sought any information or advice about preventing slips, trips and falls in the workplace in the past few weeks? By sector



Base: all respondents (700) ○ indicates a significant difference compared to the overall proportion

Chart 22: Have you or a colleague sought any information or advice about preventing slips, trips and falls in the workplace in the past few weeks? By size



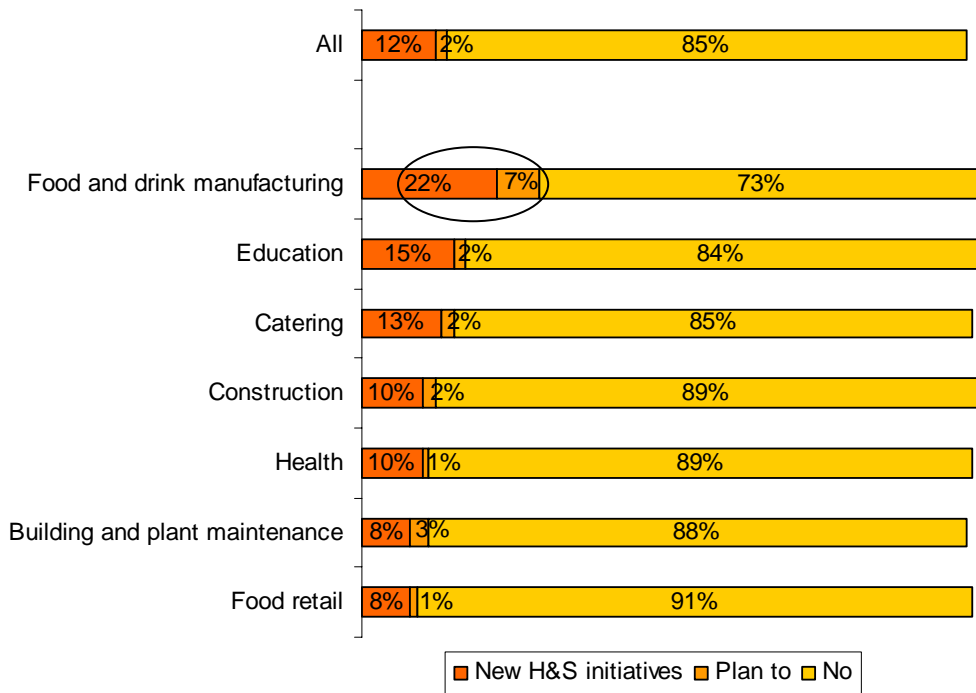
Base: all respondents (700) ○ indicates a significant difference compared to the overall proportion

It is also interesting to consider this finding in terms of whether respondents have seen the advertising (asked later in the survey). There is a clear distinction as 17% of those who were aware of the campaign claimed to have sought information compared with 8% of those who were not aware of the campaign.

4.3.2 Whether any new health and safety initiatives have been introduced

12% of respondents reported that they had introduced new health and safety initiatives and a further 2% reported that they were planning to do so. The food and drink manufacturing sector was identified as more likely than the average to have introduced new health and safety initiatives or be planning to do so.

Chart 23: 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?



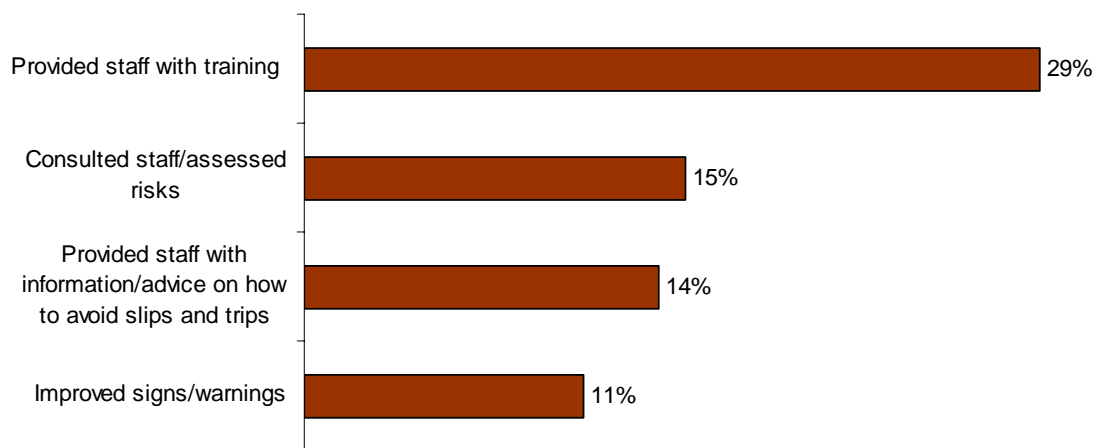
Base: all respondents (700) ○ indicates a significant difference compared to the overall proportion

It is also of interest that those who were aware of the campaign were significantly more likely to have introduced new health and safety initiatives (17%) than those who had not seen the advertisements/publicity (10%).

4.3.3 Health & safety initiatives undertaken

All those who reported that they had introduced new health and safety initiatives were asked what they had done. The number to whom this question was asked is small, therefore the results need to be treated with caution and results of less than 10% are unreliable. The most commonly mentioned initiatives were training, consultation with staff and provision of information.

Chart 24: What health and safety initiatives were taken?

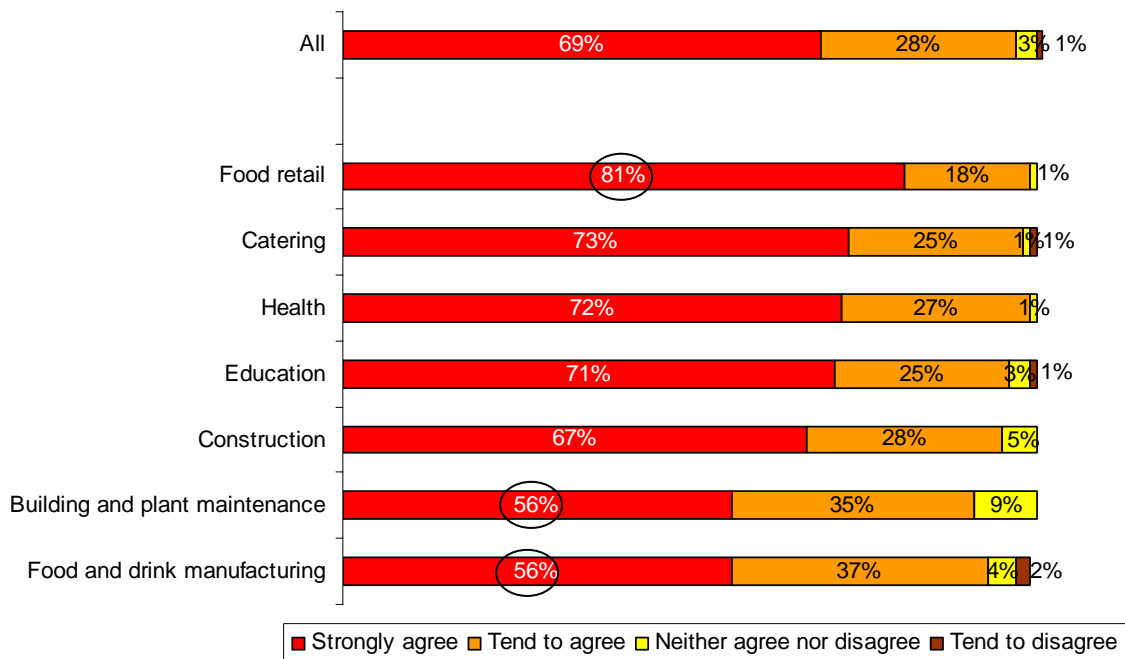


Base: all respondents who introduced new health and safety initiatives (87)

4.3.4 Whether enough is being done about health and safety

All respondents were asked to what extent they agreed that they and their colleagues were taking sufficient action on health and safety. Overall agreement was high but there are some significant differences by sector as the chart below demonstrates. Within the food retail sector the proportion who strongly agreed with the statement is significantly higher than average and the building and plant maintenance and food and drink manufacturing are significantly less likely to strongly agree.

Chart 25: To what extent do you agree that you and your colleagues are taking enough action on health and safety?

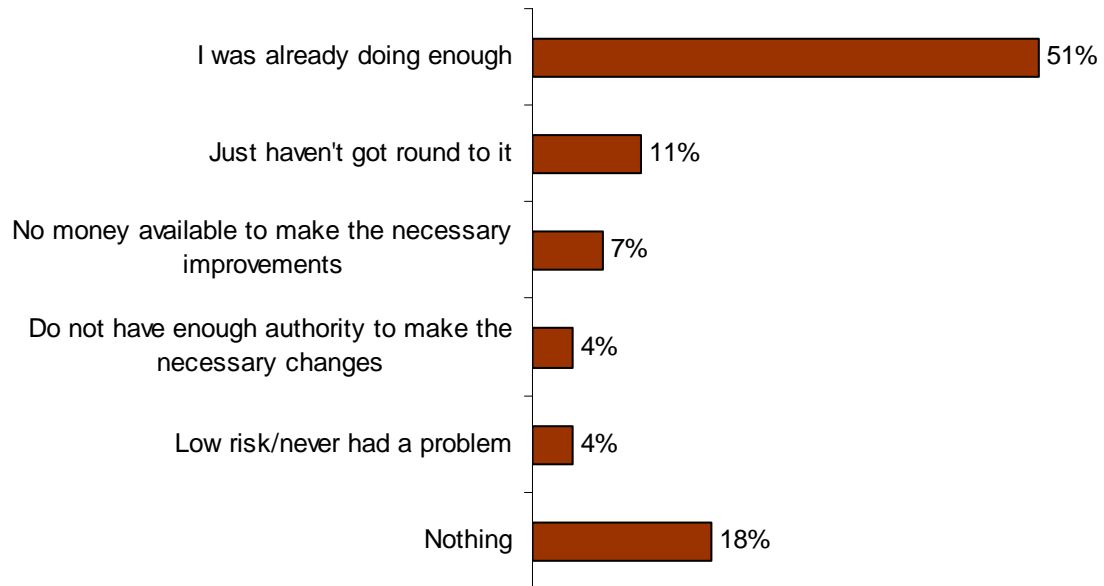


Base: all respondents (700) ○ indicates a significant difference compared to the overall proportion

4.3.5 Reasons for inaction

Those who said they planned to introduce new health and safety issues and those who said they had not done so were asked why not. 51% said that they were already doing enough, with a further 11% saying they hadn't got round to it.

Chart 26: A lot of things get in the way of action being taken. What is it that's prevented you from introducing new health and safety initiatives (yet)?

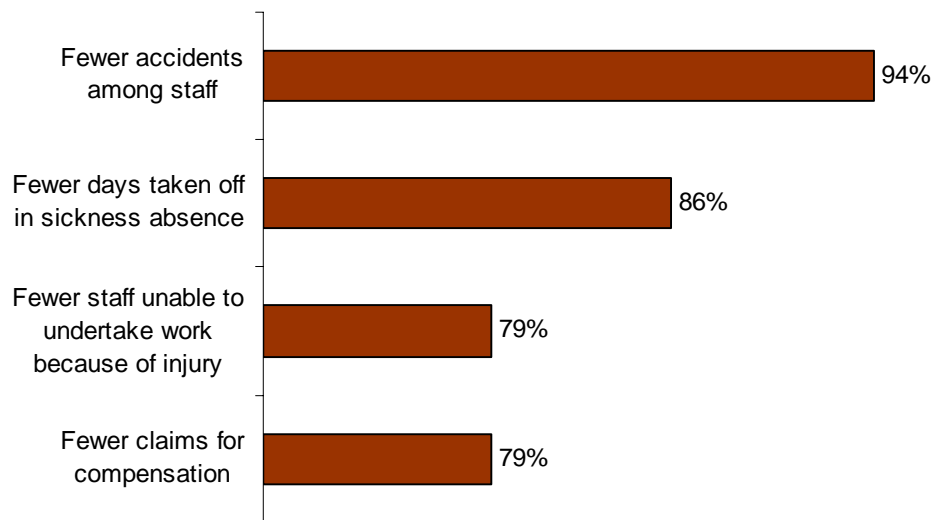


Base: all respondents who have not (yet) introduced new health and safety initiatives (614)

4.3.6 Benefits

Respondents who had introduced new health and safety initiatives or were planning to do so were read four statements describing the possible benefits that might be the result of those changes and were asked to say whether they thought that the changes they had made/were planning to make could produce these benefits. As the chart shows, the majority thought that making changes would result in fewer accidents and a good proportion thought the other three statements were also true.

Chart 25: As a result of making those changes, including those planned, what kinds of benefits to your organisation do you expect?



Base: all respondents who have introduced or are planning to introduce new health and safety initiatives (101)

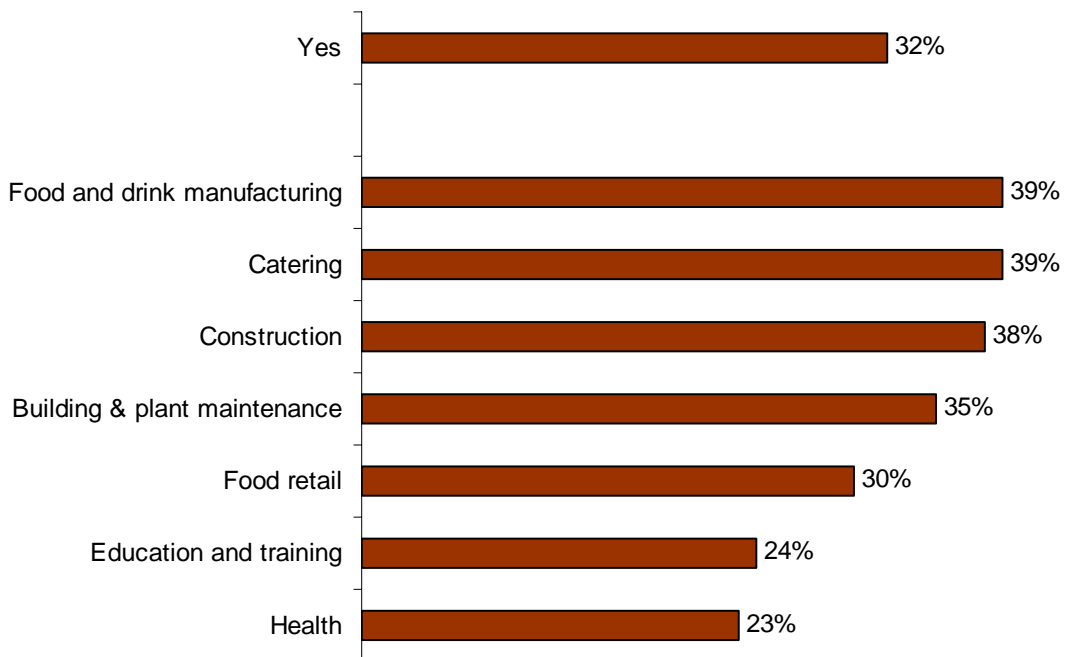
4.4 Prompted Recall of Advertising/Publicity

4.4.1 Recognition of advertisements

All respondents were read a detailed description of the campaign advertising: '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?'

As chart 26 demonstrates there was less recognition within the health and education sectors compared with construction, catering and food and drink manufacturing but there are no significant differences when compared with the average.

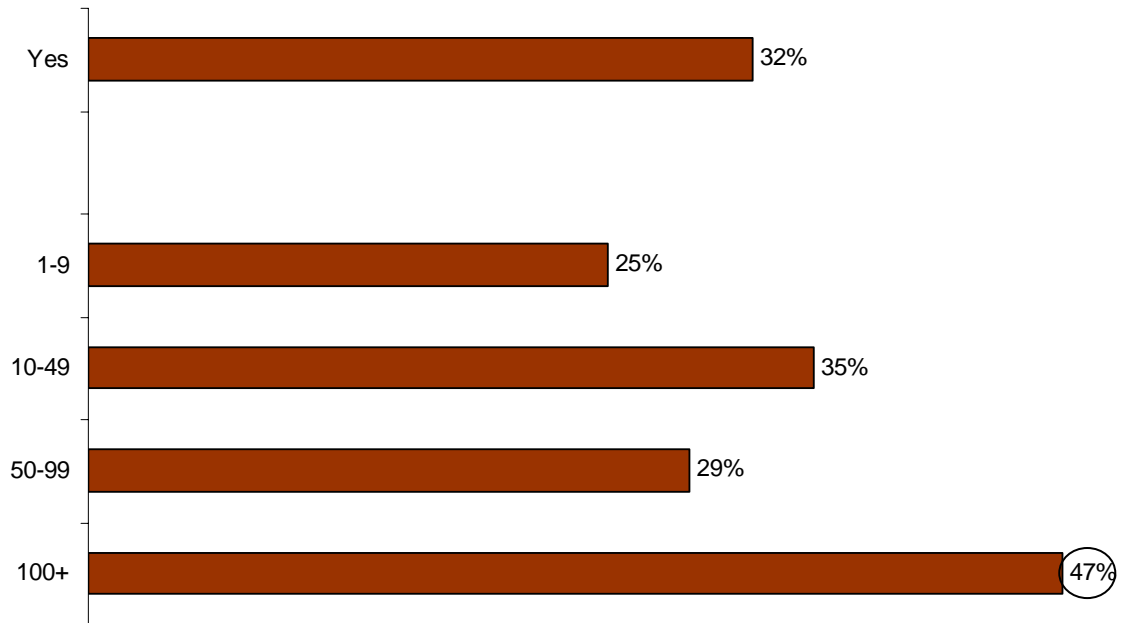
Chart 26: Do you remember seeing any adverts that match this description? By sector



Base: all respondents (700)

Line managers in large companies were found to be more likely to say they had seen the adverts than the average.

Chart 27: Do you remember seeing any adverts that match this description? By size

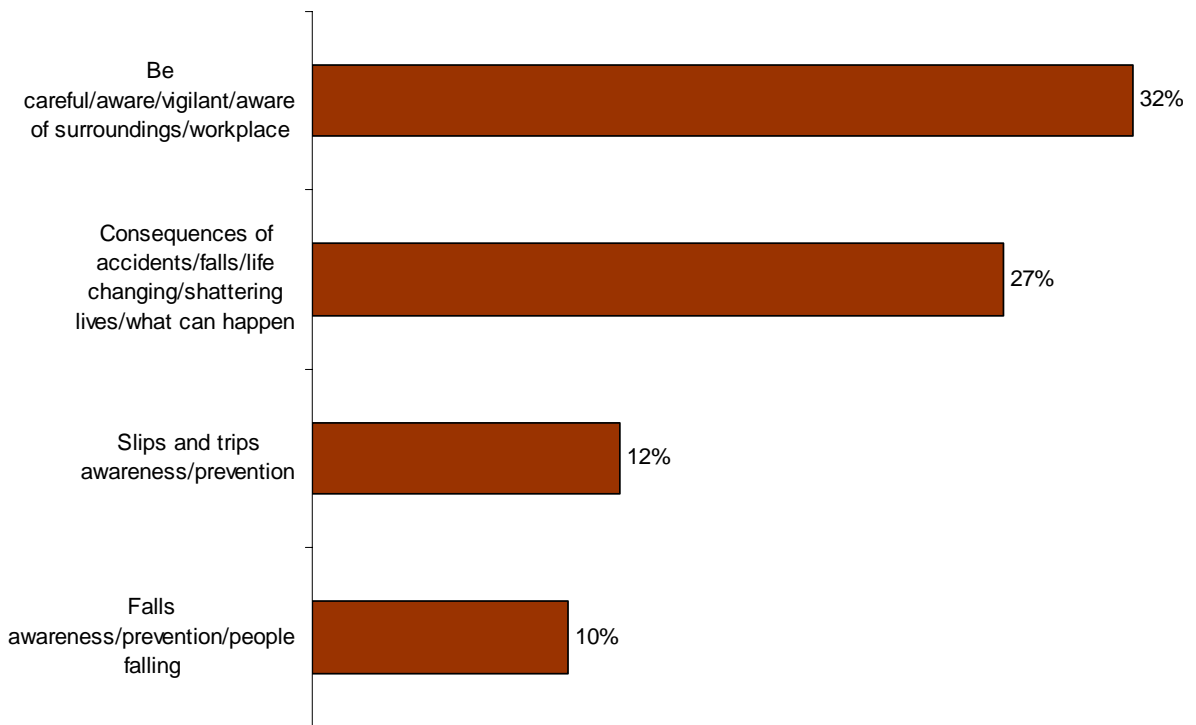


Base: all respondents (700) ○ indicates a significant difference compared to the overall proportion

4.4.2 The message from the adverts and steps to be taken

Those who had seen the adverts and/or publicity were asked what they understood the adverts to be telling them. This was an unprompted open question and findings mentioned by at least one in ten respondents are shown in the chart below. 32% thought the primary message was to be careful or more aware of surroundings and 27% thought that it indicated the consequences of accidents/how they can shatter lives.

Chart 27: What did you understand the adverts to be telling you?



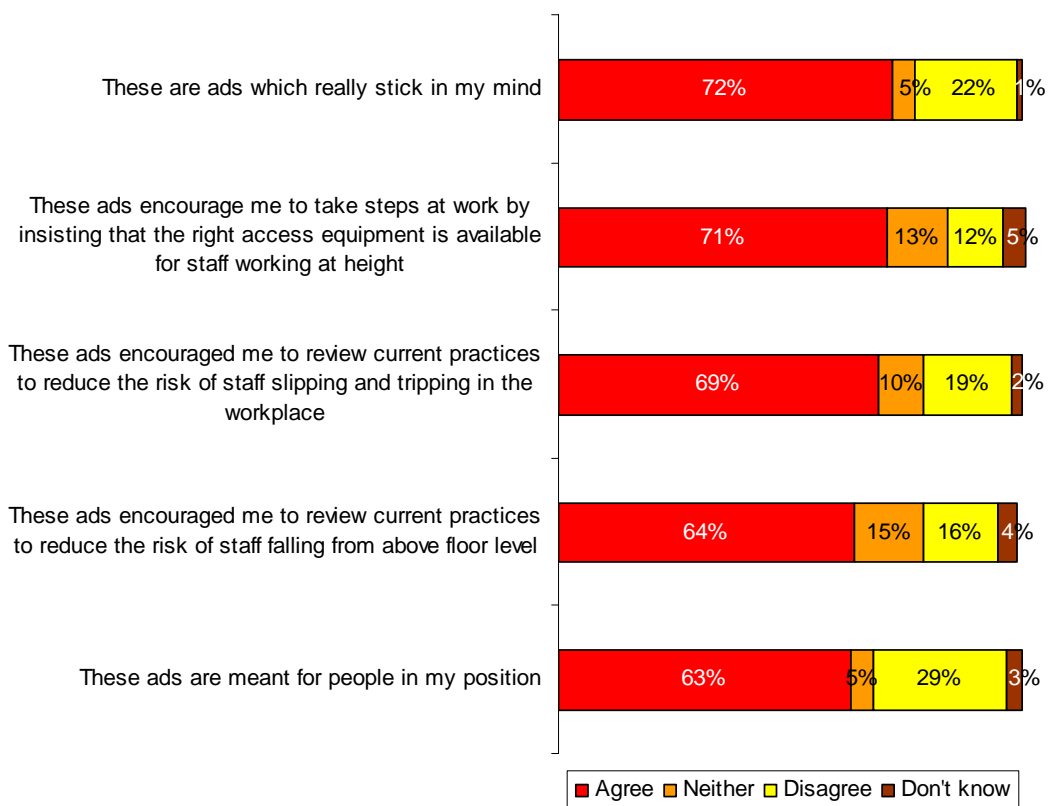
Base: all respondents who recognised the description of the adverts (226)

Respondents were then asked whether it was clear from the adverts what steps you should take to reduce slips, trips and falls. 53% agreed that it was clear, 29% thought that it was unclear and the remainder (18%) did not know.

4.4.3 Agreement with statements about the adverts

Those respondents who recognised the description of the adverts were also read a number of statements about the adverts and asked to say to what extent they agreed with each. The highest level of disagreement (29%) was with the statement 'The ads are meant for people in my position'. The second highest level of disagreement was with the statement 'These are ads which really stick in my mind' which conversely, also had the highest level of agreement (72%).

Chart 28: Thinking about the adverts, please tell me to what extent you agree or disagree with each of the following statements.

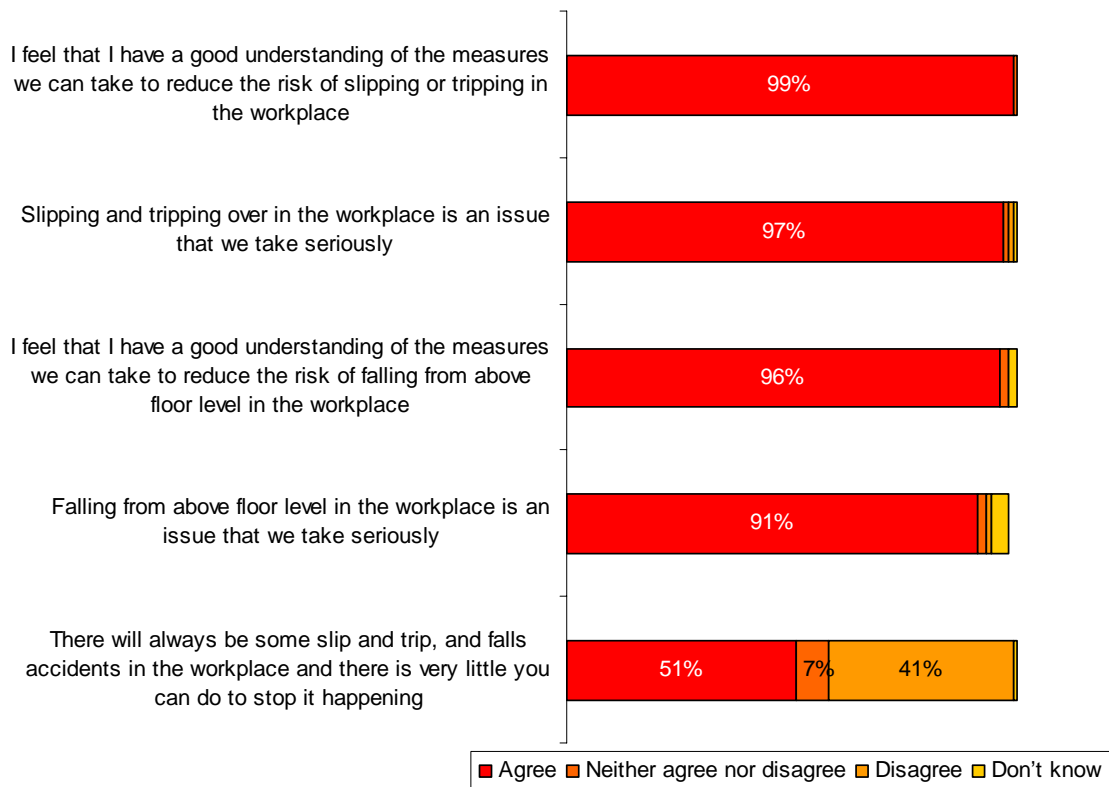


Base: all respondents who recognised the description of the adverts (226)

4.5 Attitudes to Accidents

Towards the end of the survey all respondents were asked to what extent they agreed with a series of statements about accidents in the workplace. There was over-riding agreement to all but one of the statements, as the charts below indicate. The only statement which saw a polarity of 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.'

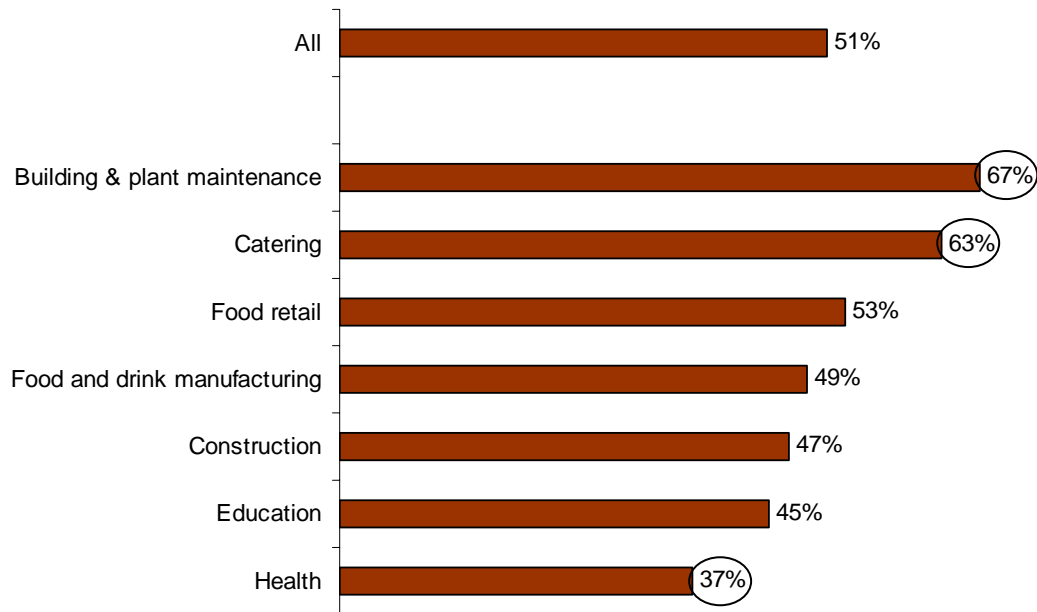
Chart 27: To what extent do you agree that...



All respondents (700)

Looking at this last statement by industry shows that the building and plant maintenance and catering sectors are significantly more likely to agree than average and those in the health sector was significantly less likely to agree.

Chart 28: 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 respondents (700) ○ indicates a significant difference compared to the overall proportion

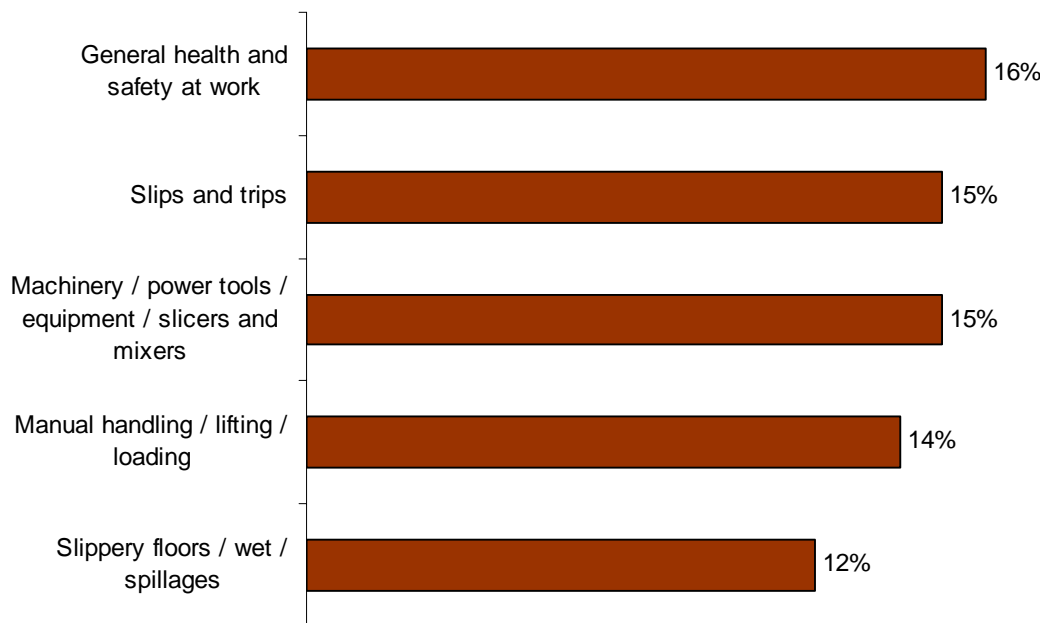
5 Main Findings – Worker’s Survey

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 who work at their place of work. As with the findings of the Industry survey, slips and trips was second on the list of concerns after general health and safety.

Chart 29: 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?

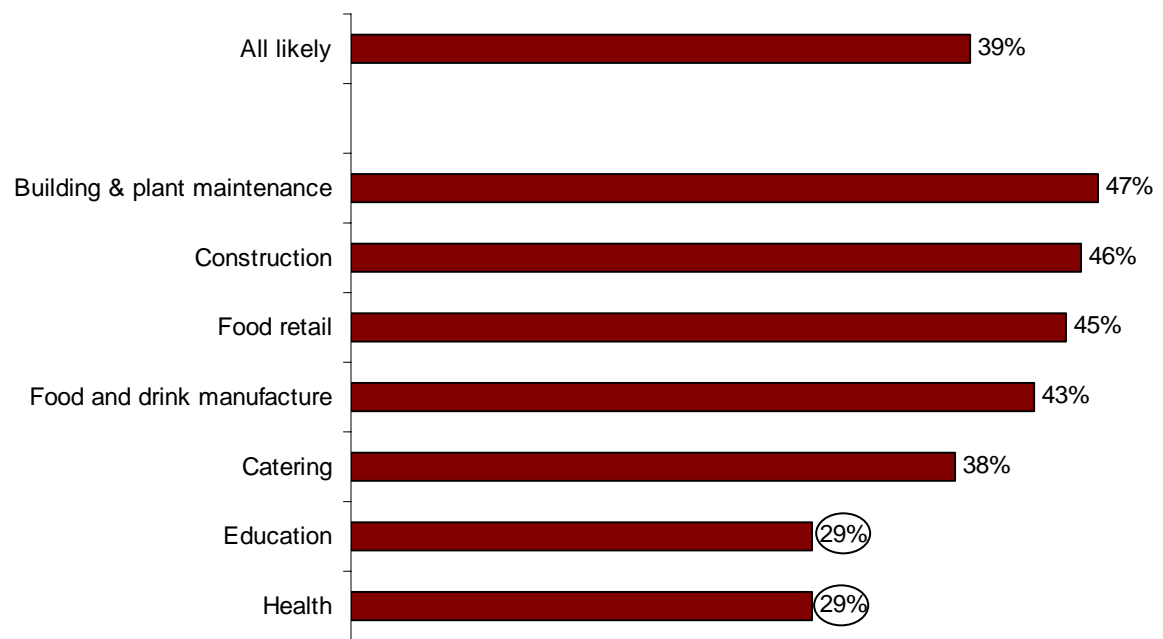


Base: all respondents (700)

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

Overall, 39% thought that it is very or fairly likely that they could suffer from a slip or trip accident in their workplace. Workers in the health and education sectors were significantly less likely to consider slips and trips a likely occurrence at work.

Chart 30: 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?

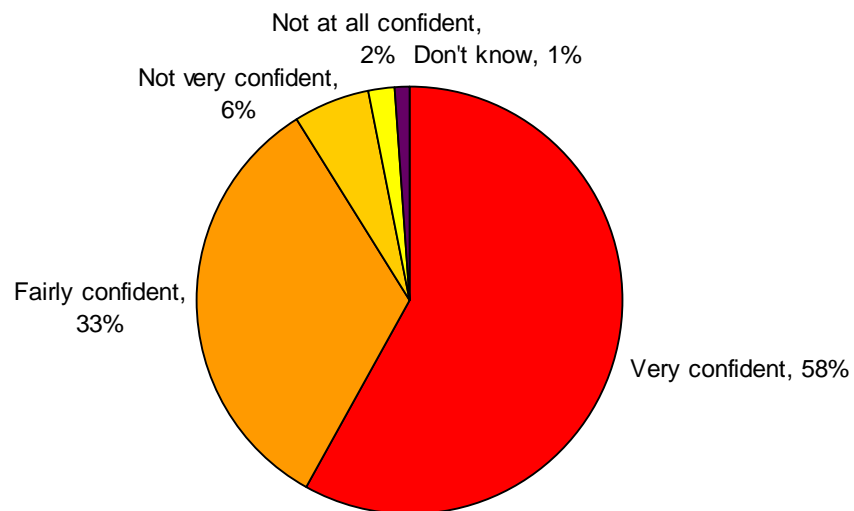


Base: all respondents (700) ○ indicates a significant difference compared to the overall proportion

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 they were about managing their own risk of having such an accident. There are no significant differences by sector or size.

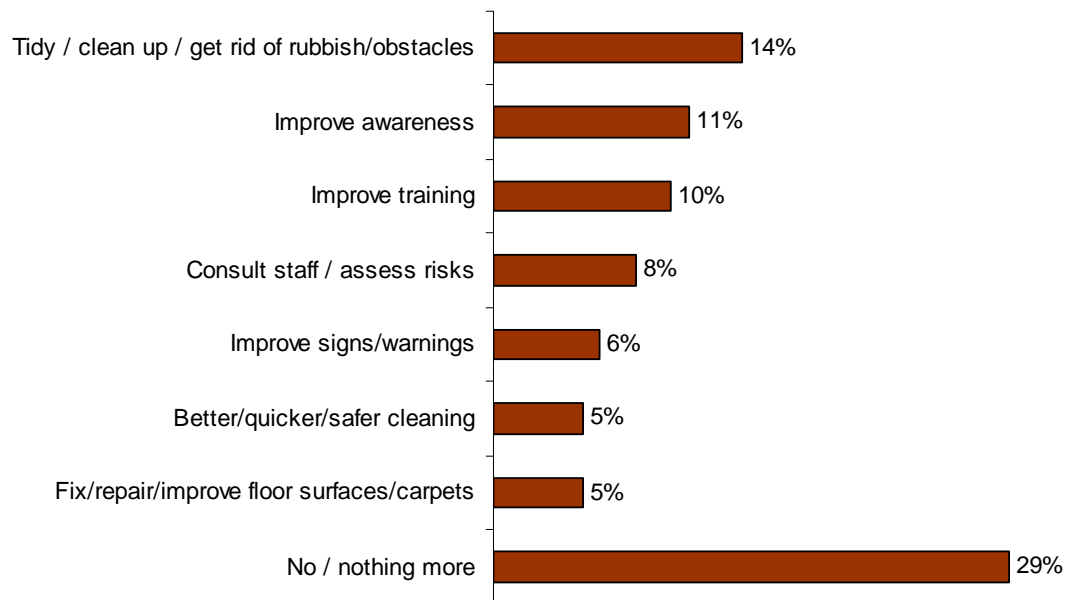
Chart 31: And how confident are you that those managing the place where you usually work are doing all they can to reduce the risks of people slipping and tripping at the place where you usually work?



Base: all respondents (700)

Those who did not say that they were 'very confident' that managers were doing all they can to reduce the risks of slipping and tripping were asked what more they thought could be done. As the chart below shows primary things workers think could be done are cleaning up rubbish/getting rid of obstacles, improving awareness and training, and consulting staff. 29% thought nothing more could be done.

Chart 32: What more do you think your employer could be doing?

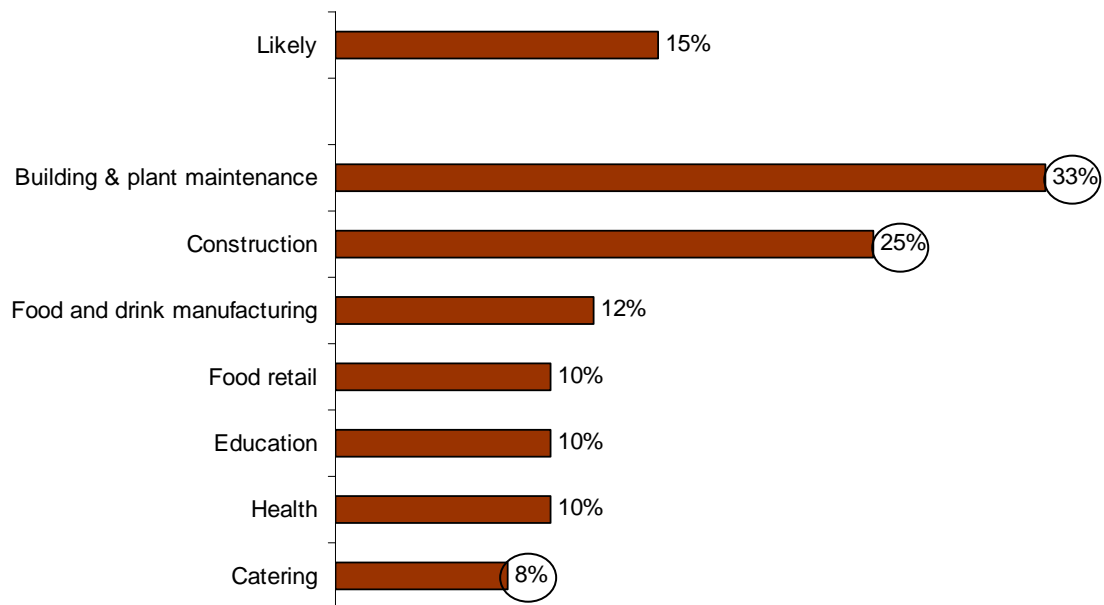


Base: all respondents not 'very confident' that managers are doing all they can to reduce slip and trips accidents (290). Percentages of less than 5% not shown.

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. However those working in the building and plant maintenance and construction sectors thought it much more likely than average. In the catering sector workers were significantly less likely than the average to think they will have a falls accident.

Chart 33: 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? By sector

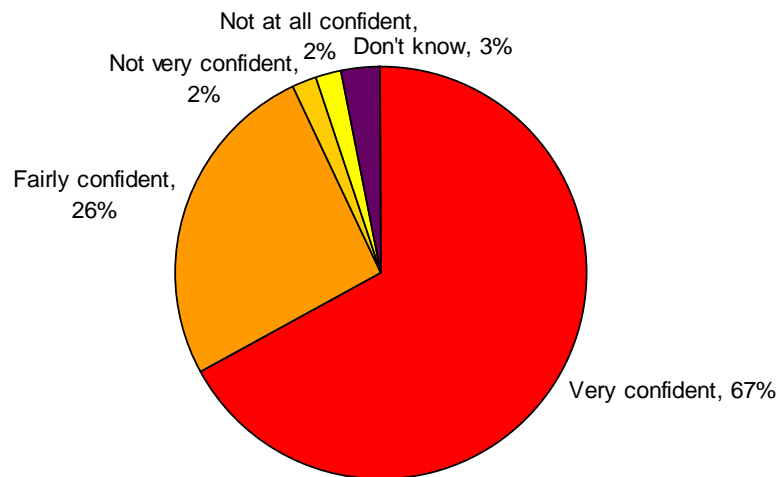


Base: all respondents (700) ○ indicates a significant difference compared to the overall proportion

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

The majority of respondents were very or fairly confident that managers were doing all they could to reduce the chances of employees falling. There are no significant differences by sector or size.

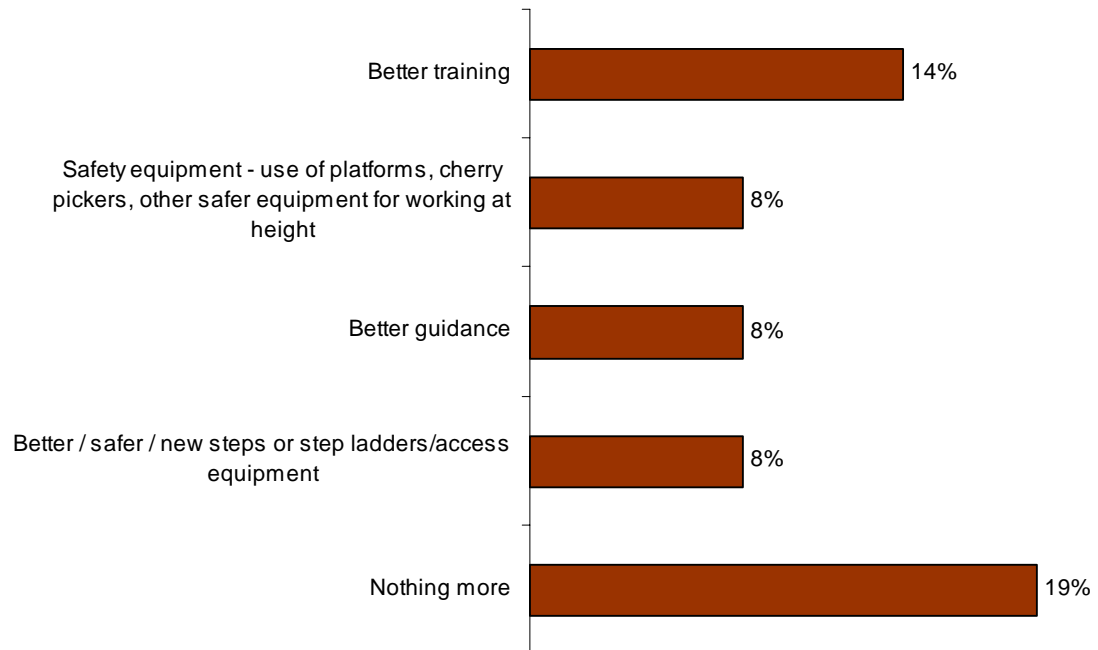
Chart 34: And how confident are you that those managing the place where you usually work are doing all they can to reduce the risks of people falling when working above floor level at the place where you usually work?



Base: all respondents (700)

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

Chart 35: What more do you think your employer could be doing?



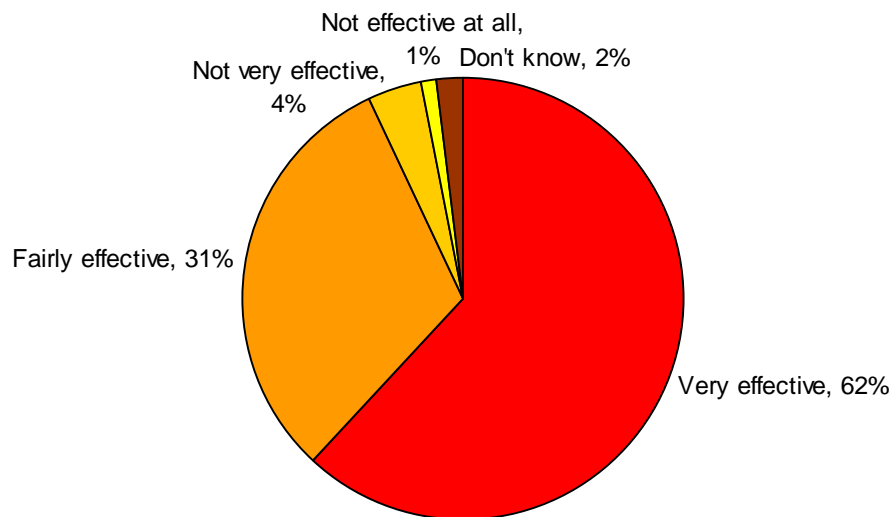
Base: all respondents not 'very confident' that managers are doing all they can to reduce falls accidents (213). Percentages of less than 8% not shown.

5.2 Action taken in the workplace

5.2.1 The effectiveness of safety procedures for preventing slips, trips and falls 6 months ago.

This question explored workers' opinions of safety procedures 6 months ago or when they first started at their workplace. Most thought that they had been very or fairly effective and this was consistent across sectors and size.

Chart 35: How effective would you say safety procedures were for preventing slips, trips and falls at the place where you usually work when you first starting working here/six months ago?

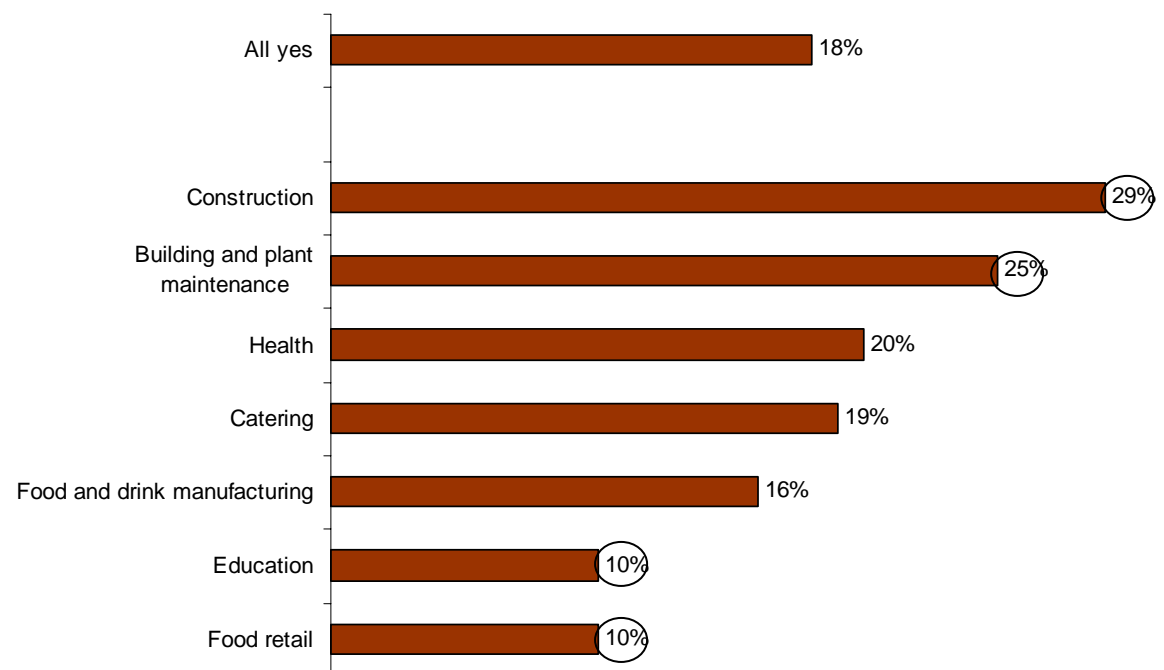


Base: all (700)

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

18% of workers said that they had been asked to do something differently or change their working practices to reduce the risk of slips and trips within the last 6 months. Workers in the construction industry and in building and plant maintenance were significantly more likely to report this. On the other hand, those in food retail and catering were significantly less likely than average to report that they had been asked to do anything differently.

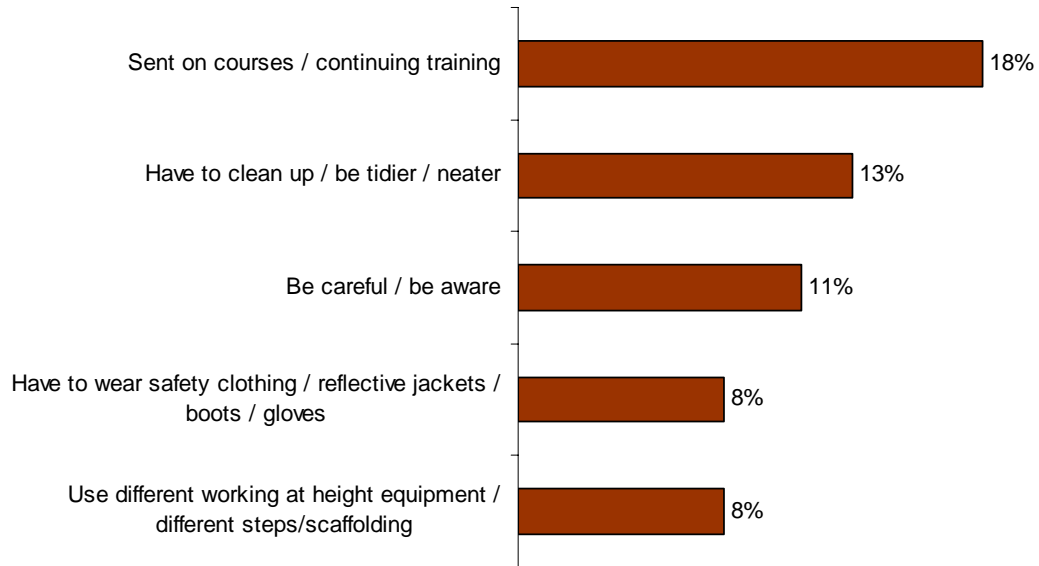
Chart 36: Over the last 6 months have staff at the place where you usually work been asked to do anything differently or change their normal working practices in order to reduce the risk of slips and trips in the workplace?



Base: all respondents (700) ○ indicates a significant difference compared to the overall proportion

Those who said that they had been asked to make changes to reduce the risk of slips and trips were asked about what they had been asked to do differently. This was an open question and primary responses, as the chart below demonstrates, were receiving training/being sent on courses, being asked to clear up/be tidier/neater and to be more careful/be aware.

Chart 37: What specifically have staff been asked to do differently?

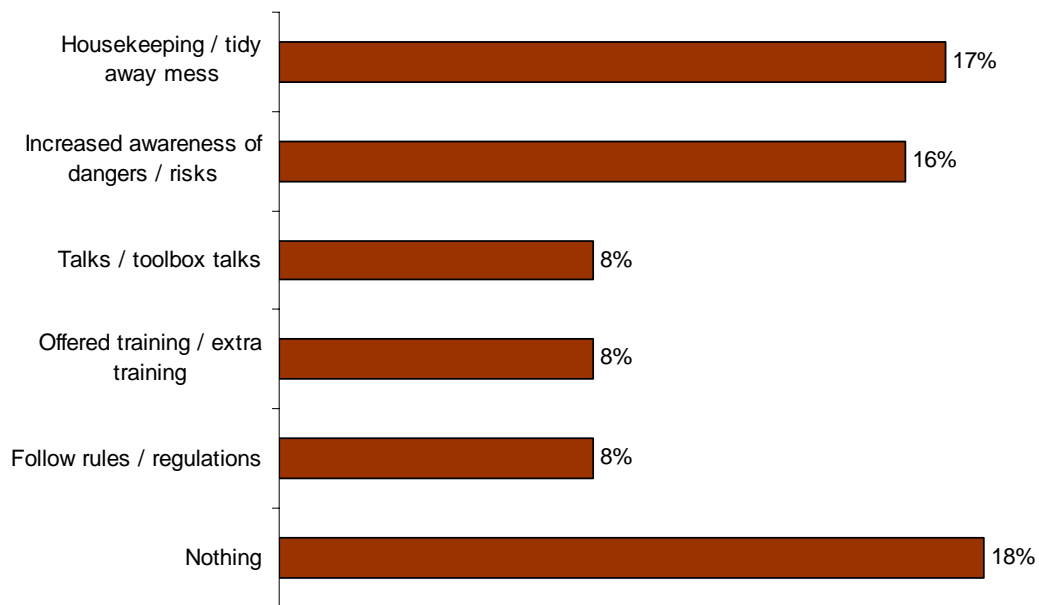


Base: all respondents who said they had been asked to do something differently in the last six months to reduce the chance of slip and trip accidents (131).

5.2.3 What the respondent has done differently to reduce the risk of slips and trips.

Those who said they had been asked to do something differently were asked what they personally had done to reduce the risk of slips and trips, if anything. As the chart below shows, the two primary actions were housekeeping/tidying up mess and an increased awareness of dangers/risks.

Chart 38: What, if anything, have you done differently to reduce the risks of slips and trips in the workplace?

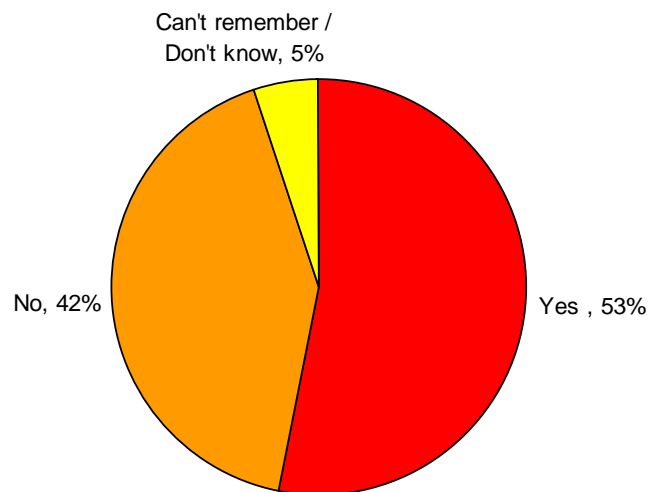


Base: all respondents who said they had been asked to do something differently in the last six months to reduce the chance of slip and trip accidents (131).

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 slips and trips

53% 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. Workers in education were significantly less likely to say this than the average (29%).

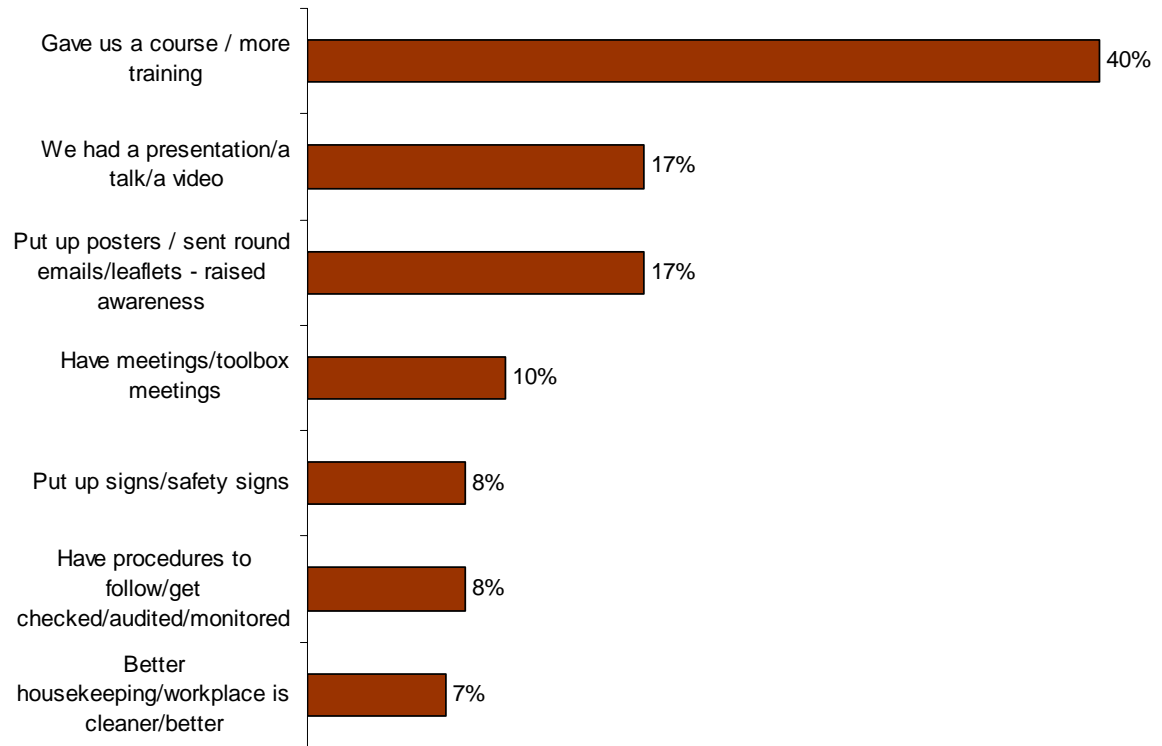
Chart 39: And over the last six months has your employer done anything to make staff at the place where you usually work more aware of how to reduce the risks of slips and trips in the workplace?



Base: all respondents (700)

The most commonly reported actions that employers had taken included sending employees on a course/more training, had a presentation/talk/video, put up posters/sent round emails/leaflet/raised awareness.

Chart 40: What specifically has your employer done?

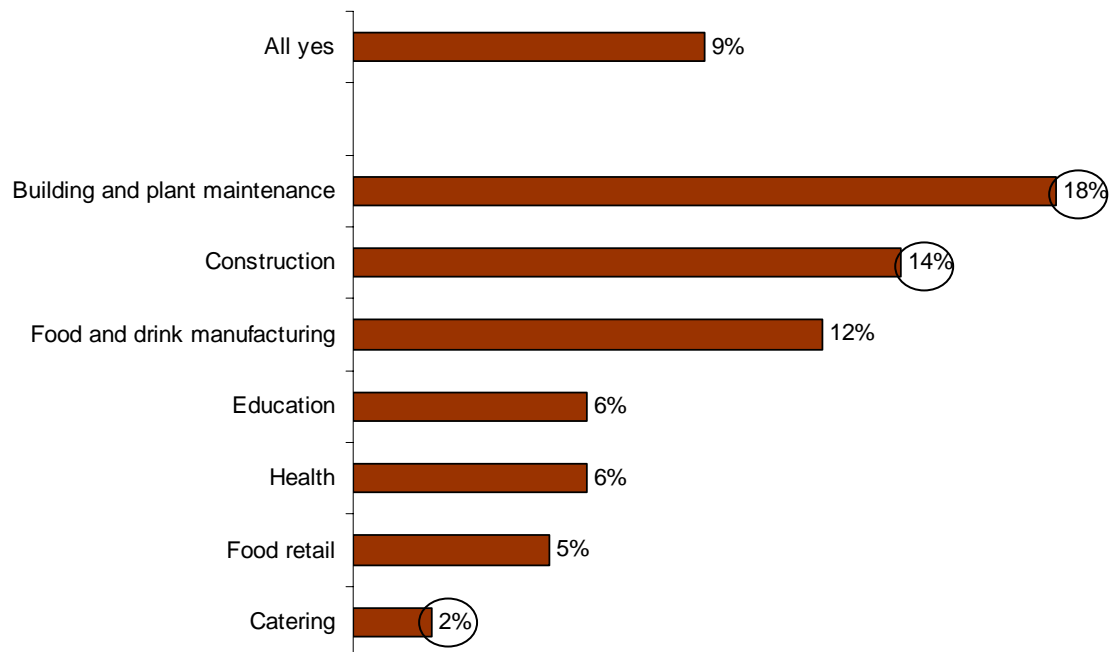


Base: all respondents who said that their employer had made them more aware of how to reduce slips and trips (373)

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

Overall 9% of respondents had been asked to do something differently to reduce the risk of falls. Even in the industries where falling was considered to be more of an issue, the percentage that had been asked to do something differently by their employer was half the proportion that had been asked to do something about slips and trips. The building and plant maintenance and construction sectors were significantly more likely than average to have been asked to do something different about falls in contrast to catering, where significantly fewer than average had been asked to do anything different. This corresponds to the finding demonstrated in chart 33 that respondents in the catering sector are the least likely to think that they could have an accident from falling in the workplace so it is clearly less of an issue than in other sectors.

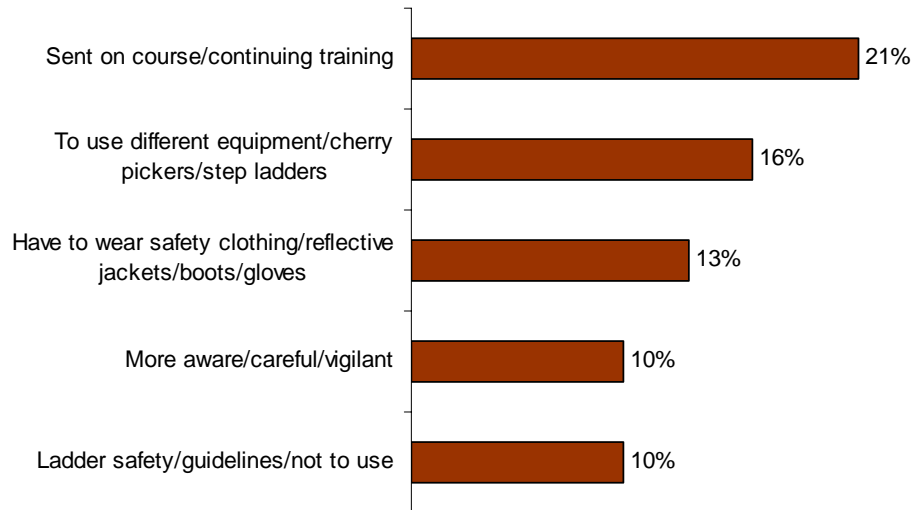
Chart 41: Over the last 6 months have staff at the place where you usually work been asked to do anything differently or change their normal working practices in order to reduce the risk of falling from above floor level in the workplace?



Base: all respondents (700) ○ indicates a significant difference compared to the overall proportion

Those who said that they had been asked to make changes to reduce the risk of falls were asked about what they had been asked to do differently. This question was open and the top responses, as the chart below demonstrates, were sent on courses/continuing training, to use different equipment/cherry pickers and to wear safety clothing.

Chart 42: What specifically have staff been asked to do differently?

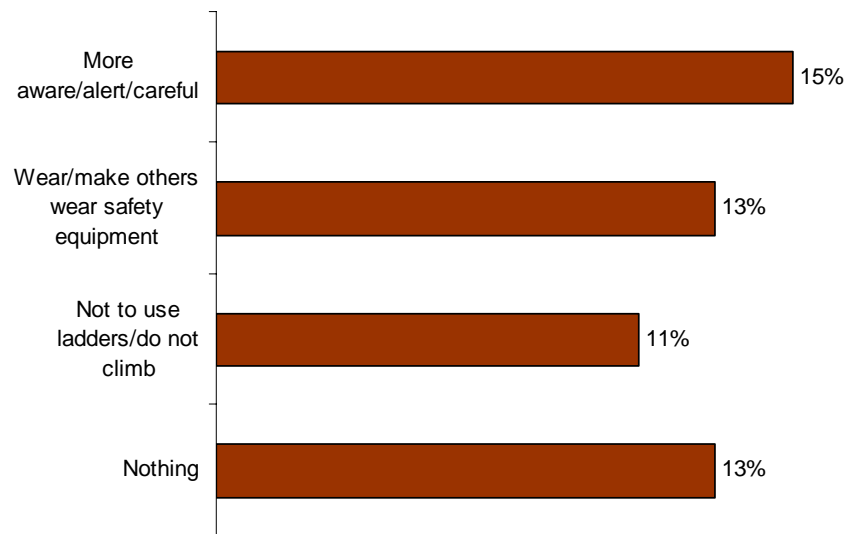


Base: all respondents who said they'd been asked to do something different in the last 6 months to prevent falls (62).

5.2.6 What the respondent has done differently to reduce the risk of falls

Those workers who had been asked to do something differently by their employers were also asked whether they themselves had done to reduce the risk of falling. The primary actions were, being more aware/alert/careful; wearing or making others wear safety equipment, and not climbing (unnecessarily).

Chart 43: What, if anything, have you done differently to reduce the risk of falling from above floor level in the workplace?

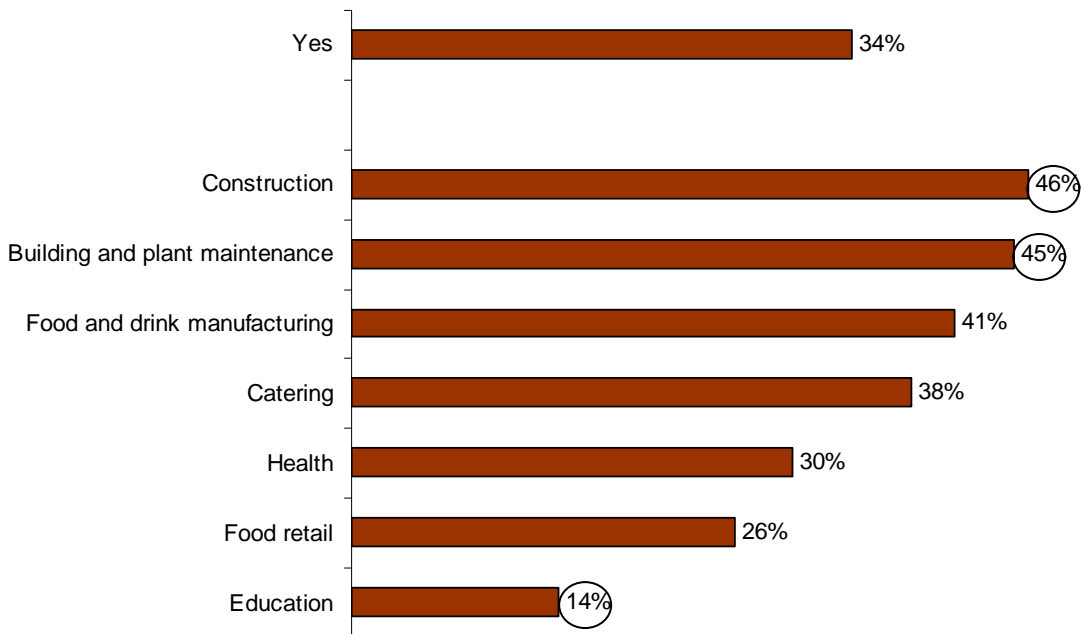


Base: all respondents who said they'd been asked to do something different in the last 6 months to prevent falls (62).

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

34% 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 falling. As the chart below indicates, those working in building and plant maintenance and construction were significantly more likely to say yes than the average and those from the education sector were significantly less likely.

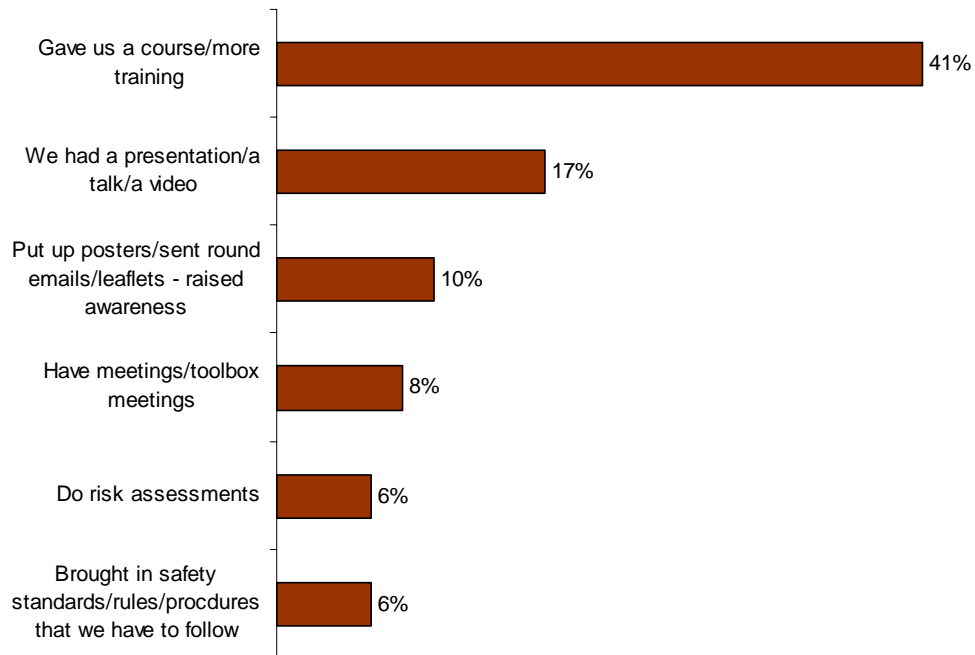
Chart 44: And over the last six months has your employer done anything to make staff at the place where you usually work more aware of how to reduce the risks of falling in the workplace?



Base: all respondents (700) ○ indicates a significant difference compared to the overall proportion

The actions most commonly reported that employers had taken included arranging a course/more training; arranging a presentation/talk/video; putting up posters/sending out emails/leaflet/raised awareness. These actions are similar to those taken by employers to help prevent slip and trip accidents.

Chart 45: What specifically has your employer done?



Base: all respondents who said that their employer had made them more aware of how to reduce falls (239)

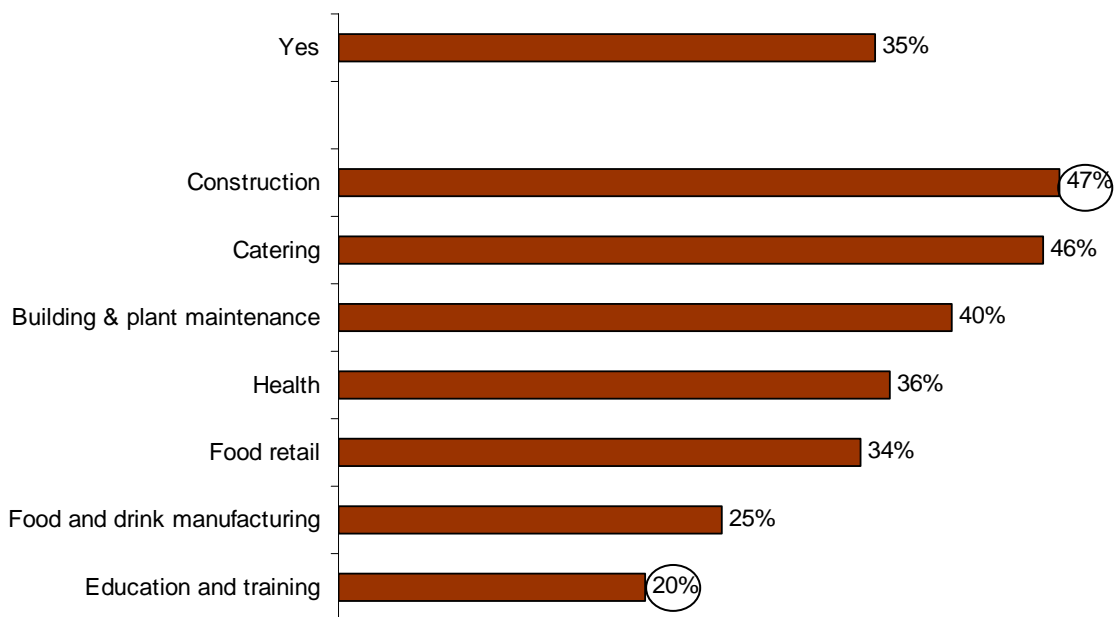
5.3 Prompted recall of adverts and publicity

5.3.1 Recognition of advertisements

All respondents were given a detailed description of the campaign advertising as follows: '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?'

As chart 46 demonstrates, workers in the catering sector were significantly more likely to say they had seen the ads than average and those in the education sector were significantly less likely.

Chart 46: Do you remember seeing any adverts that match this description? By sector

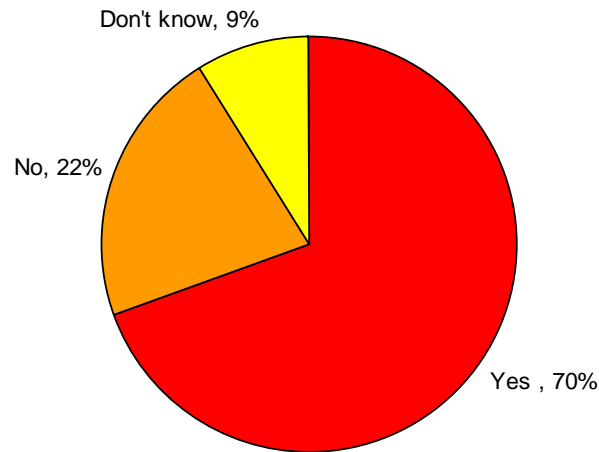


Base: all respondents (700) ○ indicates a significant difference compared to the overall proportion

5.3.2 Whether it was clear from the adverts what steps should be taken to reduce slips, trips and falls

All who remembered seeing the advertisements were asked whether it was clear what steps should be taken to reduce slips, trips and falls. 70% thought that it was clear.

Chart 47: Was it clear from the adverts what steps you should take to reduce slips, trips and falls?

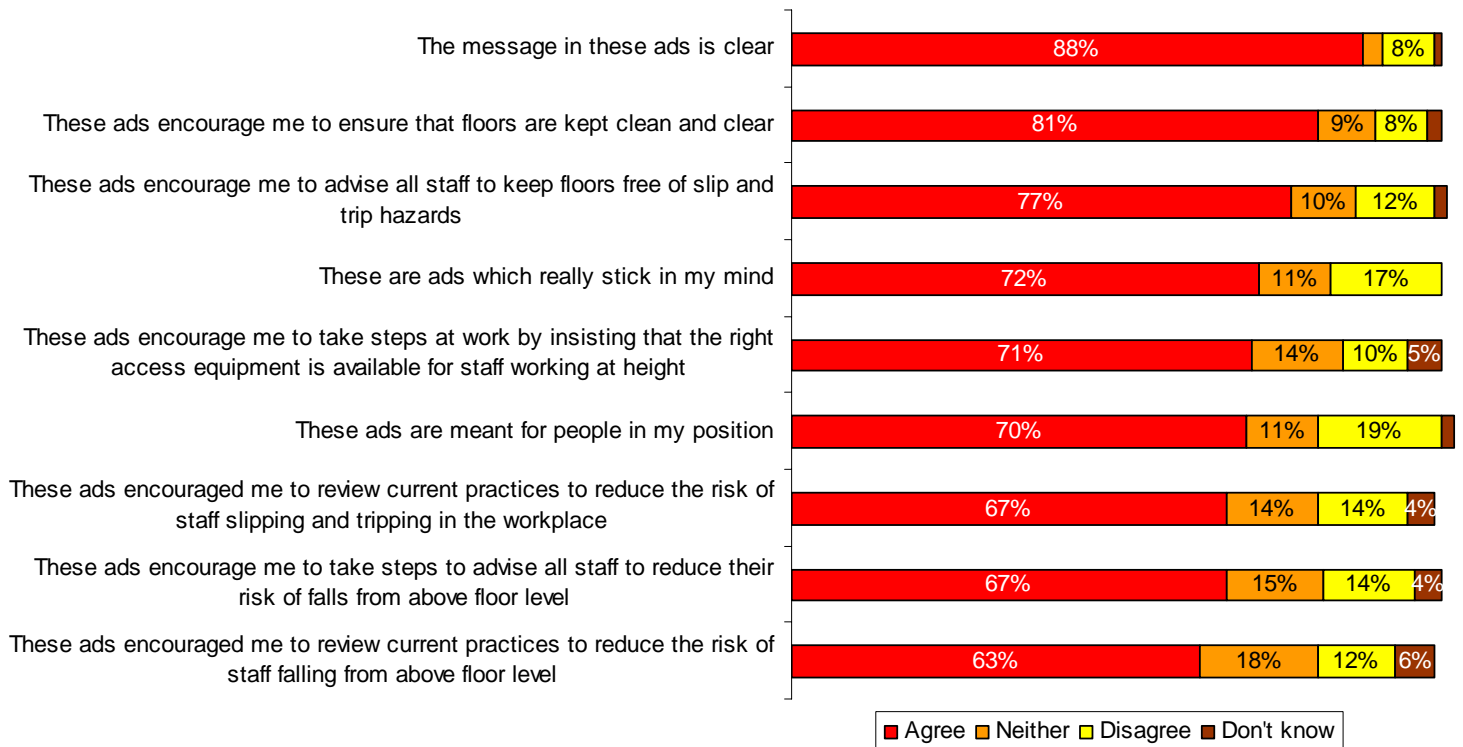


Base: all respondents who remember seeing the adverts (246)

5.3.3 Agreement with statements about the advertisements

Those who had seen the adverts were asked to what extent they agreed with a series of statements about them. The majority of workers agreed with each statement however the greatest levels of disagreement were for the statement 'These ads are meant for people in my position' (19% disagree) and 'These are ads which really stick in my mind' (17%).

Chart 48: Thinking about the adverts, please tell me to what extent you agree or disagree with each of the following statements



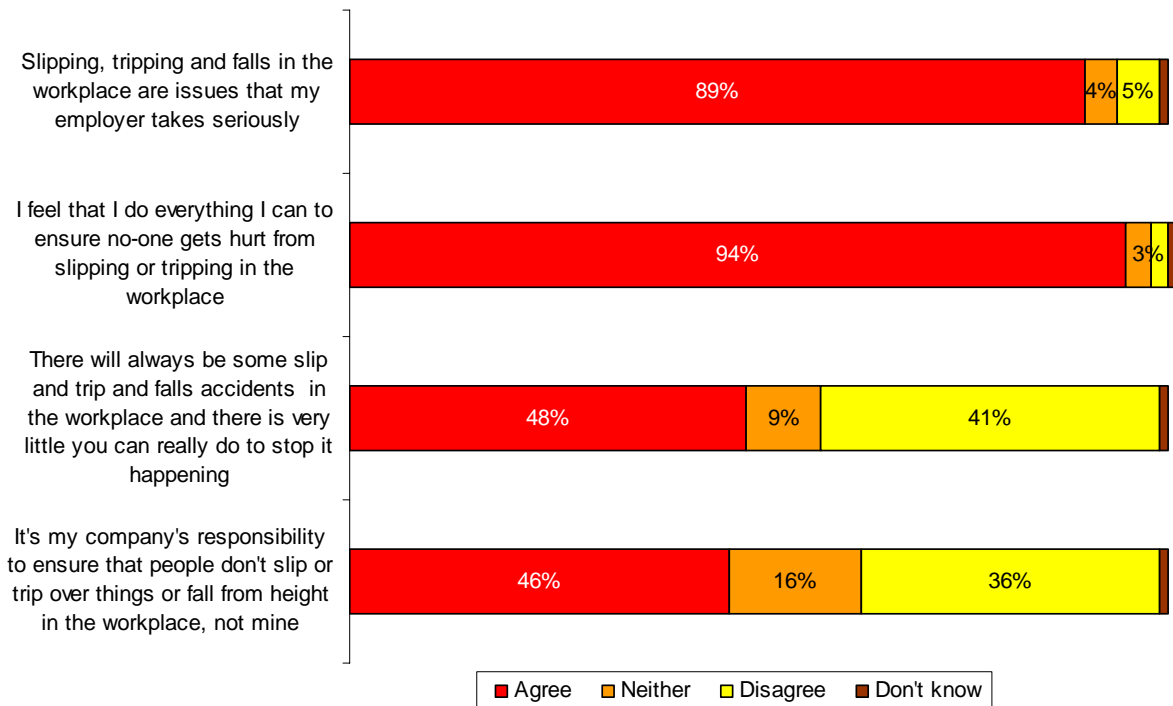
Base: all respondents who had seen the adverts (246)

5.4 Attitudes to accidents

5.4.1 Agreement with statements about slip, trip and falls accidents

All respondents were read four statements and asked to what extent they agreed with each. As can be seen from the chart below, of the four statements, two had a large majority agreeing and the other two had a great deal more polarity. While the greatest proportion (48%) agreed with the statement that there will always be some slip and trip and falls accidents and there's little that can be done to stop it, nearly as many (41%) disagreed. With the final statement, that it is the company's responsibility to ensure that workers don't slip, trip or fall rather than the workers, again the largest proportion agreed (46%) but 36% did not and 16% didn't know.

Chart 49: Agreement with statements about slips, trips and falls accidents



Base: all respondents (700)

Appendices

Appendix 1. Industry questionnaire 2009

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

Growing 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

Growing 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?

BACKCODE TO LIST OF MEDIA ACTUALLY USED

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
Growning 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
Groning 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?
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 2. Workers questionnaire 2009

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.