

Health and Safety Commission Paper			HSC/06/45
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Type of Paper:	Above the Line	Paper File Ref:	
Exemptions:	None		

## HEALTH AND SAFETY COMMISSION

### COMMUNICATIONS UPDATE

#### A Paper by Colin Douglas

Advisor(s): Shelagh Molloy

Cleared by Jonathan Rees on [April] 2006

#### Issue

1. This paper summarises key developments since the December (Quarter 3) 2005 update. A summary of work over this quarter is in the Annex.

#### Timing

2. One of a series of quarterly updates.

#### Recommendation

3. HSC to note developments set out in this report.

#### Background

4. The Communication strategy agreed by HSC is built on objectives and milestones to:

- Improve health and safety by promoting the case for health and safety
- Present a clear picture of HSC/E's role and focus
- Build partnerships
- Put in place effective internal communications
- Establish a strategic communications approach
- Develop a communications culture

#### Promoting the case for health and safety and raising our profile

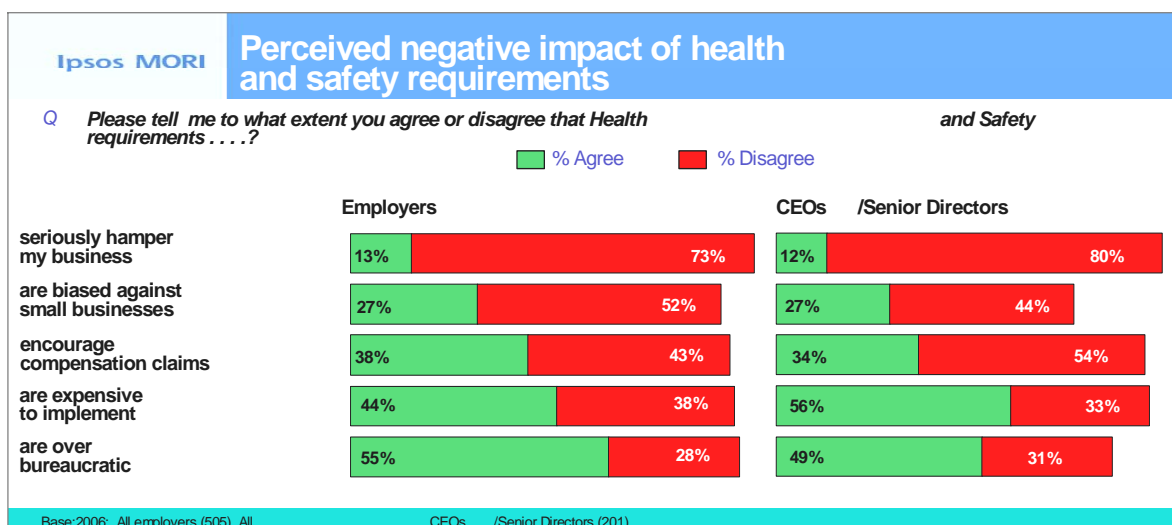
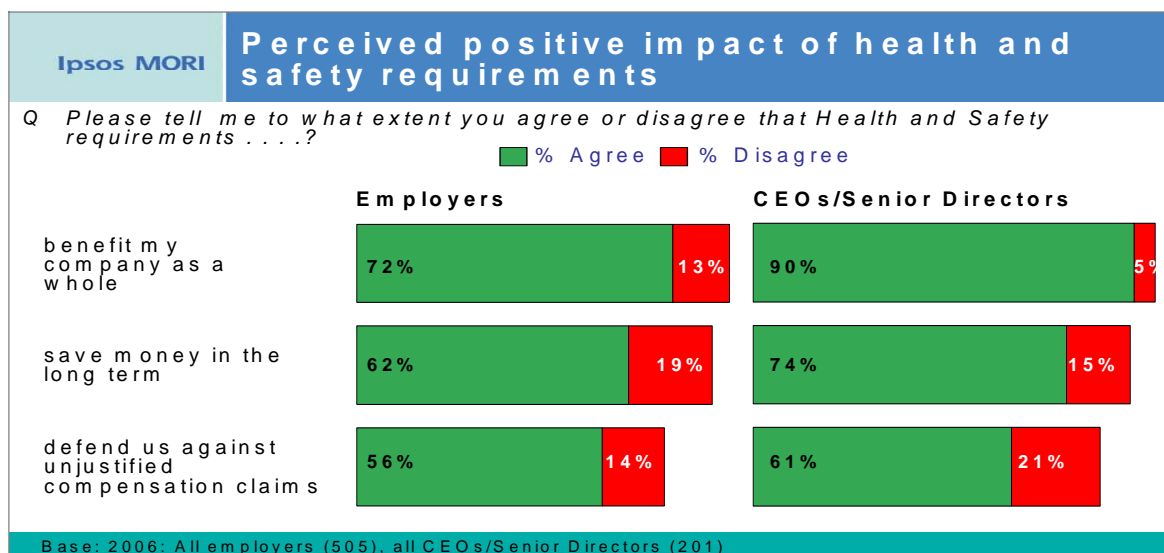
5. **Latest MORI findings.** Our strategy identified key target audiences for 2005/6 as employers and employees. We track progress through an annual MORI poll. 2006 MORI results came available in April 2006 and show minor shifts in attitudes towards health and safety but findings are broadly consistent with previous years.

6. We have positive feedback on attitudes towards health and safety: **employers and CEOs rate it a top importance factor of working life** along with job satisfaction.

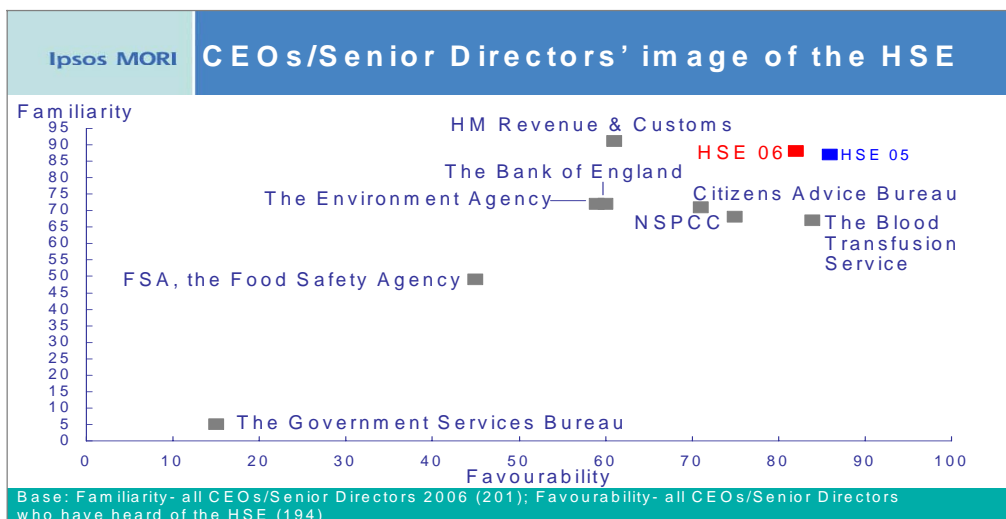
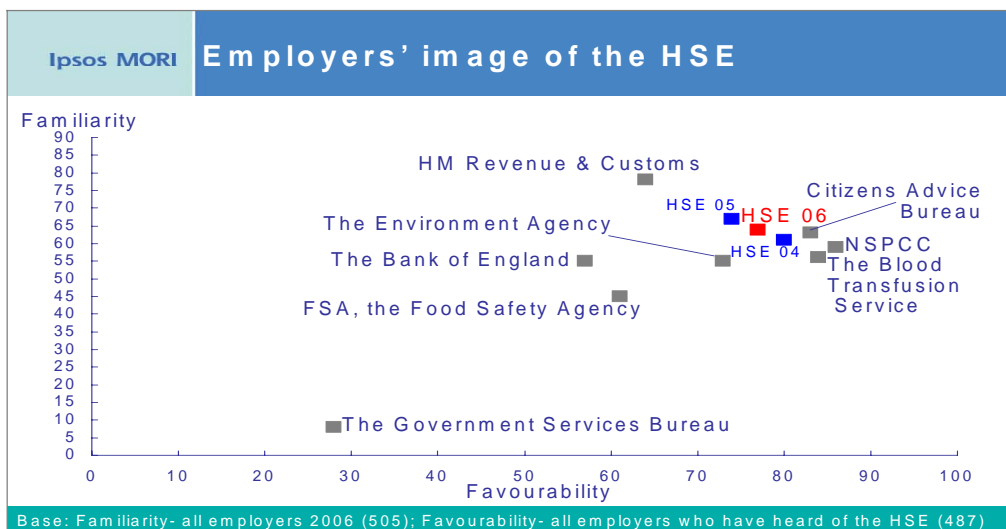
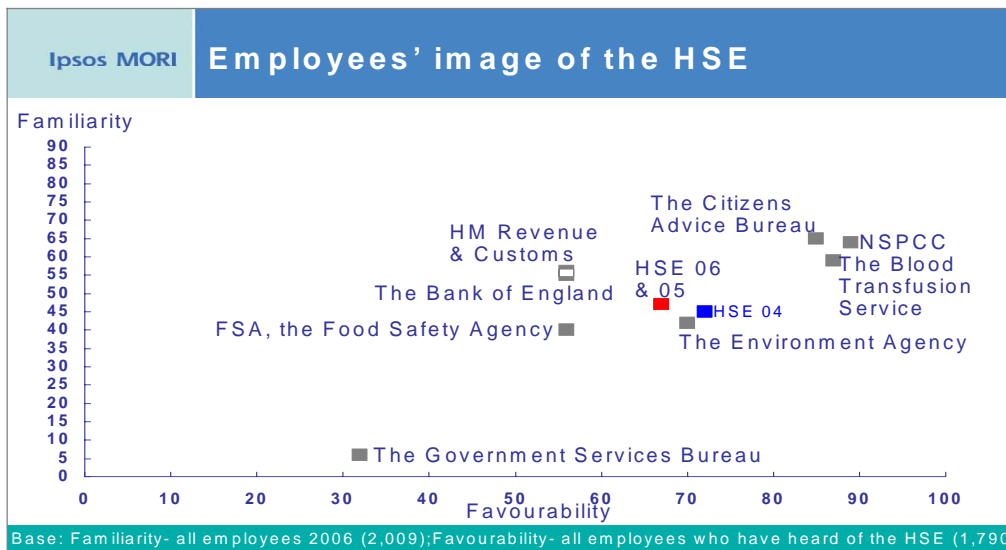
Ipsos MORI		Important factors of working life		
Mean scores of importance (out of 10)	Employees	Employers	CEOs/Senior Directors	
Job satisfaction	8.4	8.8	8.4	
Pay	8.2	8.0	7.7	
Interesting work	8.1	8.4	7.8	
Balance between work and home life	7.9	8.0	7.5	
Friendly colleagues	7.7	8.5	7.5	
Job security	7.5	8.2	7.9	
Work that is useful to society	7.4	7.4	6.5	
Health and safety in the workplace	7.3	8.8	8.4	
Pension rights	6.9	5.7	7.0	
Stress	6.9	7.1	6.9	
Levels of absenteeism	6.0	7.0	7.6	

Base: 2006: All employees (2,009); employers (505); CEOs/Senior Directors (201)

7. **Employers (72%) feel health and safety requirements are beneficial to the workplace** and even more CE/Senior Directors (90%) share this positive view. But they also believe the level of bureaucracy and costs could be reduced (44% of employers see requirements as expensive and 55% as over bureaucratic)



8. **Awareness of HSE remains high compared with similar organisations:** particularly among employers (64% aware) and CE/Senior Directors (87%); with favourable attitudes among 65% citizens, 77% employers, 67% employees and 82%CEs.



9. **HSE communications are well rated** (80% of employers think HSE information is 'easy' and 61% consider it as about the right level) and HSE continues to supply material in the most preferred method (with some scope for more direct mail to employers).

10. Areas for improvement are the fact that smaller companies continue to show less favourable impressions of health and safety requirements, finding them more of a burden. In smaller companies, employers:

- rate the importance of health and safety lower than medium/large companies (8.79 v 9.04/9.26 – where 10 = high confidence)
- are more likely to disagree that health and safety requirements are a cornerstone of a civilised society than large companies (17% vs 7%)
- are less familiar and favourable to HSE than large companies (63% familiar compared to 96%, and 77% favourable compared to 96%)

11. The MORI results also indicate the impact of our 2005 campaigns in raising awareness: lifting/carrying/moving objects and falling/tripping moved up the list of top health and safety risks. For example among CEs falling/tripping became top safety risk with 31% citing this risk in 2006 compared with 19% in 2005 and among employers 22% mention slips and trips in 2006 compared with 13% in 2005.

12. **Corporate Campaigns. Watch Your Step** emerged as one of HSE's most successful campaigns with spontaneous mentions of slips and trips advertising rising from 4% pre-campaign to 21% post campaign and significant rises in awareness in specific areas highlighted in the campaign, such as slipping on wet floors, keeping the workplace tidy, not relying on others. Prompted recall of advertising rose from 37% to 47% (employers) and 29% to 38% (employees) and 18% of those recalling slips and trips publicity claimed they had taken or planned action on slips and trips. The campaign website attracted 49,000 visitors.

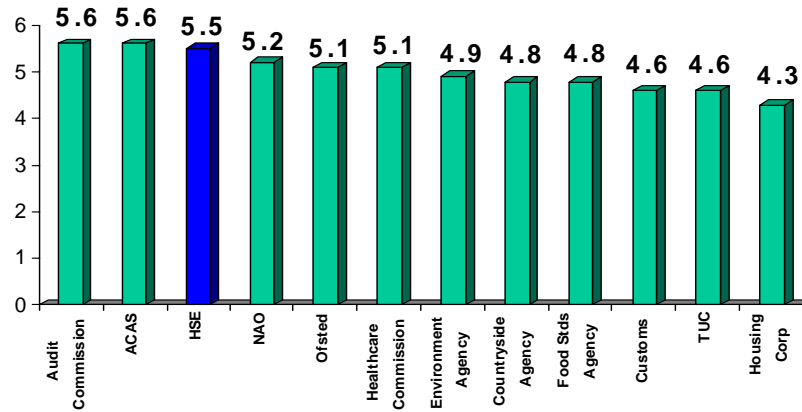
13. The **Better Business campaign** aimed at SMEs on the other hand had little impact on attitudes but generated even more web traffic (further details in the Annex)

### **Engaging Corporate Stakeholders**

14. COI has carried out an audit of the reputation of HSE among its 30 key corporate stakeholders. Results are positive. We are seen as highly professional, trusted, increasingly committed to partnership working, and with good and improving communications. (Ratings in the charts below were on a scale of 1 – 7 where 7 is 'very confident')

## HSE reputation in context

How much do you trust each of the following organisations to perform their function?



## Perceptions of HSE



15. However, our organisational structure is seen as confusing and there is concern that this can result in the right hand not always knowing what the left hand is doing. The newly enhanced stakeholder engagement team is working hard with internal lead contacts and senior champions to enhance our relationships with key stakeholders and has already taken action to address the negative findings.

16 **Commissioners' activities.** Bill Callaghan chaired an Institutional Investors lunch. Hugh Robertson launched Food Smart in Manchester and Danny Carrigan addressed the Workers Safety Adviser Challenge Fund Round 3 event, a Designer Awareness Day in Carlisle, and the Considerate Constructors Award ceremony. Margaret Burns attended an Oil industry dinner, observed a Nuclear Safety Advisory Committee, a Local Better Regulation Executive dinner in Glasgow and attended an IAEA/IRRS event. Sayeed Khan launched a Workplace Health Connect event in Birmingham, met the Chartered Institute for Environmental Health, addressed a Cardiff Industrial Disease Conference, and gave keynote speeches at the Manufacturing sector's Revitalising Network conference and the IOSH Annual conference. Judith Donovan gave a number of media interviews as part of the Better Business Campaign.

17. A diary of future announcements and events of interest is at Annex 2.

## **Consultation**

18. PEFD, Communications Delivery Service

## **Presentation**

19. None

## **Costs and benefits**

20. Our resources on communications are allocated to communications activity within programmes and core work aimed at changing awareness, understanding, attitudes and behaviours, and to building a sound platform for that activity by creating a positive public image for HSC/E, good relationships with stakeholders, and effective internal communications.

## **Financial implications for HSE**

21. Spend on Communications Directorate payroll and admin costs, plus support from the Government News Network for regional media coverage totalled £2,162,846 to end March. Spend on publications, publicity, and promotional activity to end-March (excluding Communications Delivery Service staff costs) was £6,705k (£4,271k on information, publicity, and online services, £2,434k on print and publications).

22. Staff costs of Communications Delivery Service were £1,828K to end-March. Income generated to end-March was £4,146k (£3,593k sale of priced publications and £553k royalties and copyright fees).

## **Contact**

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## Communications activity January – March 2006

### Promoting the case for health and safety and raising the profile

1. **The Better Business Campaign** aimed to extend the success of last year's advertising to increase awareness in large businesses of the business case for health and safety to the SME sector. While it produced little discernible shift in small business attitudes it is intended as the foundation for a programme of multi-channel activity to drive home the business case message in the SME sector. The campaign was however successful in driving people to the web: 94,000 visitors made 101,000 visits and downloaded 285,000 pages. It also showed up strongly in January and February media tracking reports with campaign messages and HSC and HSE spokespeople well reported in regional and trade press. The campaign shows that success in reaching SMEs will not easily convert into changed attitudes. We are currently analysing the campaign and campaign results to learn lessons on how we can increase our impact.

2. We ran a **Workplace Transport ad campaign** in Birmingham, Liverpool and Manchester following the successful pilot last Autumn, which comprised press, radio and direct marketing. The messages, focused around delivery and collection of goods, were aimed at site managers and delivery drivers. The aim is to encourage managers to take simple measures to improve safety and to make drivers aware of them. It ran in Birmingham, Liverpool and Manchester in Feb and March.

3. Reaching refuse collectors in the **waste and recycling** sector is a serious challenge so we ran three test campaigns (in Cambridge, Northampton and Leicester) to assess the impact of different approaches. These were preceded by field marketing in the selected areas to raise the profile of safety issues and make sure the audience engaged with the campaign. We piloted local advertising, posters, mail-drops to householders, stickers for wheelie bins, pocket cards (with World Cup fixtures), and kit bags. These approaches will be evaluated with lessons to learn for reaching other hard to reach groups. Further activity in this sector is described in a below the line paper (HSC/06/50) for the May meeting

4. **Media relations.** Overall volume increased in January and February as did the number of general health and safety stories with no HSE reference. Trade media coverage continued to increase (up 30% in February) and an increase in national media coverage was attributable to nationwide stories (Buncefield, nuclear issues, asbestos), a quarter of which mentioned HSE. Leading messages in this period were 'HSE is committed to being a good partner' and 'staff and managers working together are best placed to make workplaces safer'.

5. The joint HSE/EA Buncefield investigation remained a Press Office priority with the launch of the independent Board's first report and media interest in wider planning issues and consequences of such incidents. HSE arranged publication of the report and a regional press conference hosted by the independent Board which attracted news channel and print media attention- this acknowledged HSE difficulties in investigating and mentioned the programme of visits to similar sites. Regional media focused on planning issues. The report launch was preceded by broadcasts (Radio 4 *File on Four and Tonight with Trevor MacDonald*). HSE officials were interviewed for the first and a statement provided for the other. Both programmes aimed criticism at the industry for a failure to learn lessons from previous incidents with *TWTM* questioning HSE's dual role as regulator and investigator

6. In the nuclear field, the prosecution of AEA Technology for transport of a radioactive source with a £250,000 fine imposed and associated HSE safety messages saw the greatest volume of February news release coverage in the national media. HSE's role in the DTI

Energy Review attracted regional and trade interest in the contribution of a safety report to the Review.

7. The asbestos consultation exercise was covered in regional and trade press, with national media picking up the Early Day Motion and concerns at the proposals. HSE officials took part in a *You and Yours* discussion in January.

8. Other stories raising negative comments included management of gravestones and our decision to withdraw free advice to GB's heritage railways. A Daily Telegraph leader called for HSE to be closed down for stifling competitiveness and making people less responsible.

9. **HSE Online.** March 2006 was the busiest ever for HSE's Website - and we are now second in Government for accessibility (our highest position to date). Recent highlights include:

- The new [Noise website](#) was well received - week one traffic was 4 times the pre-campaign level.
- The transfer of responsibility for [Railway's online communications](#) went smoothly.
- The [Buncefield Website](#) is updated regularly and feedback has been positive.
- The restructured [Intranet](#) and [News Centre](#) provides a good starting point for improvements in 2006/7.
- We have developed and tested a system to make it easier to manage consultations online.

Communication Plans show delivery teams are looking to more 'online' use in line with our communication strategy – and the recent Website Research has confirmed we are doing some things well; helped focus our attention on customer needs; and provided valuable information for continuous improvement (including an update to the Commission's website).

10 **Public Reporting.** Proposals to rationalise the range of HSC/E annual public reporting products is set out in the Below the Line paper HSC/06/39 for this meeting. The main proposal is to develop a short, impactful annual performance report in November, pulling together key statistical information alongside an overview of progress in implementing the Strategy, and an assessment of the challenges facing the health and safety system for the future. Arrangements are in place to take this work forward subject to Commission approval of the approach.

11. **HSC communications.** Bill Callaghan chaired an Institutional Investors lunch. Hugh Robertson launched Food Smart in Manchester and Danny Carrigan addressed the Workers Safety Adviser Challenge Fund Round 3 event, a Designer Awareness Day in Carlisle, and the Considerate Constructors Award ceremony. Margaret Burns attended an Oil industry dinner, observed a Nuclear Safety Advisory Committee, a Local Better Regulation Executive dinner in Glasgow and attended an IAEA/IRRS event. Sayeed Khan launched a Workplace Health Connect event in Birmingham, met the Chartered Institute for Environmental Health, addressed a Cardiff Industrial Disease Conference, and gave keynote speeches at the Manufacturing sector's Revitalising Network conference and the IOSH Annual conference. Judith Donovan gave a number of media interviews as part of the Better Business campaign.

## **Building Partnerships and Engaging Stakeholders**

12. We are also developing our work with Parliamentarians. The Parliamentary Newsletter appeared for the first time in March and has been well received as a means of keeping parliamentarians up-to-date on national health and safety policy and issues, and on HSE's activity in Parliament. A successful 'Friends of Health and Safety' event was held in the House of Lords in January 2006.

HSE gave evidence to the House of Lords EU committee on the Environment and Agriculture on the safe management of spent nuclear fuel and radioactive waste and the safety of nuclear installations within the EU alongside DEFRA and DTI Ministers. On 17 May Geoffrey Podger will be giving evidence alongside Lord Hunt to the Science and Technology Committee on scientific advice, risk and evidence: how Government handles them.

13. For the first time, the Commission will hold a summer reception for Parliamentarians at the House of Commons in July 2006. Plans are being finalised for this year's Commission participation in a series of fringe meetings at the political party conferences in the Autumn.

14. A planning group has been established, chaired by Danny Carrigan, to oversee arrangements for the Commission's 2006 Stakeholder Conference. The group, which has met once, has looked at the lessons learned from last year's successful conference, and is starting to set the framework for this year's event.

15. HSE activity to promote the case for sensible health and safety with corporate stakeholders and other interest groups is described in HSC\06\46.

### **Internal Communications**

16. The internal communications team supported major campaigns by arranging internal launches to create interest and awareness among staff before the public launch. They have also supported major business improvement initiatives including COIN, electronic records management, human resource services transformation, HR Strategy, and Resource Management systems.

17. The staff survey provided some evidence of progress with internal communications, but from a low base:

- 9% improvement in staff feeling informed about matters affecting them (up from 30% to 39%)
- 82% of staff read **express** magazine on a regular basis
- 59% of staff say that **e-express** (the weekly email bulletin) helps keep them in touch with new developments

Further work is underway to explore how we can better segment HSE staff by attitudes to help us improve internal communications.

### **Strategic Communications**

18. A Communications Programme Board has been established to oversee the new Communications Programme. The initial programme focus is on developing common plans and processes (change control, risk assessment, etc) across all our organisational communications. We continued to maintain a network of Communications Partners to provide two-way feedback with all parts of HSE, and agreed new arrangements to give some 20 Communications Managers, recruited by delivery teams, a link to the Communications Director for professional development purposes.

### **Commercial considerations**

19. The HSE Board supported the recommendations for HSE's charging policy set out in the Commission paper MISC/06/05. All HSE's priced publications will be made publicly available through the web for viewing and downloading free of charge. The public will be able to purchase printed copies. There will be no effect on income in the coming financial year but new financial targets will be set for later years.

## **Communications Delivery Service**

20. CDS-organised events for HSE included a successful Construction procurement conference 'Buying for Life' on 28 March. Lord Newton, Chair of the Buncefield Investigation Board in a letter of thanks noted the CDS contribution in delivering to a tight timetable the first Buncefield progress report and website

## Key Events and Speaking Engagements

## ANNEX 2

Date	Host/description	Speaker/Lead Official	Location/Comment
<b>APRIL</b>			
In month	<b>Launch of guidance on management of agency workers health and safety</b>	?	
	Government report on administrative burdens	Cabinet Office lead?	
26/04/06	IOD Convention	TBC Bill Callaghan – Directors’ Duties	Royal Albert Hall
26/04/06	NHS Employers Conference – Human Resources in the NHS	Sayeed Khan	Birmingham
28/04/06	<b>Press briefing on Powertrain investigation – industrial asthma outbreak</b>	Sandra Caldwell, Marcia Davies, Mike Burd	Birmingham
28/04/06	<b>End of consultation period on strategy for design of nuclear power stations</b>	Mike Weightman	Media TBC – Sellafield sensitivities
28/4/06	<b>Workers Memorial Day – protestors march to HSE HQ London</b>	TBC	
<b>MAY</b>			
In month	Buncefield progress report – expected announcement of causation following HSE/EA investigation	Lord Newton – Chair of Independent Buncefield Board	Regional

<b>Date</b>	<b>Host/description</b>	<b>Speaker/Lead Official</b>	<b>Location/Comment</b>
	Directors Duties – possible govt proposals		
	<b>Publication of inspection/review of NSD's safety regime</b>	Mike Weightman	
01/05/06	<b>TUC March for Workplace Justice</b>	Hugh Robertson (TUC)?	
05/05/06	<b>Lord Hunt visit to factory</b>	Lord Hunt	Tipton
09/05/06	<b>RoSPA Occupational Safety and Health at Work Congress</b>	Lord Hunt, Sayeed Khan (EEF)	Birmingham
09/05/06	Civil Engineering Contractors Association (CECA) Health and Safety Conference	Stephen Williams, Sue Parkyn Smith	London
09/05/06	HSC meeting: agenda items include asbestos proposals and options for Directors' Duties		London
10/05/06	HSE Access Industry Forum (AIF). Lord Hunt speech to mark launch of Height Aware Campaign on 22 May	Lord Hunt	Birmingham
10/05/06	DfT Safer Ports initiative. Launch of Phase II of initiative; focus on skills, leadership and worker involvement	Bill Callaghan, Hugh Robertson DfT Minister	London
11/05/06	Promoting Health & Well-being at Work	Jonathan Rees	CBI Conference Centre – London
16/05/06	CBI / AXA absence conference	Lord Hunt	TBC
17/05/06	Parliamentary Science and Technology Committee – scientific advice to Government. Background to development of EMF directive	Lord Hunt, Geoffrey Podger	Whitehall
18/05/06	ACAS Conference on Managing Sickness Absence in Local Authorities	Lord Hunt	TBC

<b>Date</b>	<b>Host/description</b>	<b>Speaker/Lead Official</b>	<b>Location/Comment</b>
19/05/06	HSE/Institute of Civil Engineers conference Reducing Occupational Health Risk in Construction	Geoffrey Podger	
19/05/06	British Safety Council – International Safety Awards Presentation	Justin McCracken	London
22/05/06	Launch of Height Aware Campaign; risk awareness of falls from height		National/regional campaign
23/05/06	CHaSPI – the first 25 completions and tea in H/Lords	Lord Hunt	TBC
24/05/06	Spring Conference	Liz Snape	Belfast, Northern Ireland
25/5/06	Strategic Forum for Construction	Lord Hunt	
25/5- 5/6	Parliamentary Whitsun Recess		
<b>JUNE</b>			
In month	Launch of risk principles		
	Energy Review HSE submits its advice to DTI	Mike Weightman	Govt to publish policy statement in July
	Launch of stress awareness workshops (67)		Regional
	HSE/EEF road shows raising awareness of noise and vibration regulations		London and regions
	Royal Highland Show – raise awareness of health and safety in agriculture		
07/06/06	Devon Health forum – Health Work and Well being conference	Lord Hunt	

<b>Date</b>	<b>Host/description</b>	<b>Speaker/Lead Official</b>	<b>Location/Comment</b>
13/06/06	European Mining Conference	Justin McCracken	Buxton
14/06/06	CBI Absence Management Conference ('Stress, sick notes and practical solutions)	Lord Hunt	TBC
20/06/06	UNISON Conference; Health in the Workplace	Lord Hunt	
28/06/06	Conference to promote CHASPI	Lord Hunt	
4/7/06	Workplace Health Connect Stakeholder Council	Lord Hunt Jonathan Rees	
<b>JULY</b>			
In month	Buncefield final report	Lord Newton, Chair of Independent Buncefield Board	To be published outside of recess period
	Asbestos – reminder of duty to manage obligations ahead of sector specific campaign in September		National news release
	Royal Welsh Show – raising awareness of health and safety in agriculture esp. manual handling and falls from height and  Royal Show		
	Volunteering week: HSE flyer and guidance on working in the charity sector		
11/07/06	HSC Summer Parliamentary reception	All Commissioners Bill Callaghan Lord Hunt	House of Commons
11/07/06	IIR's Annual Risk Management Congress	Jonathan Rees	London

<b>Date</b>	<b>Host/description</b>	<b>Speaker/Lead Official</b>	<b>Location/Comment</b>
12/07/06	ESRC Meeting	Jonathan Rees	TBC
15/07/06	Hazards Campaign Conference	Lord Hunt	
18/07/06	MOD Management Board	Geoffrey Podger	Main Bldg, Whitehall SW1
25/7/06	<b>HSC meeting – response to BRE consultation on penalties</b>		
27/07/06	Fatal Injuries Statistics Launch	Bill Callaghan	
25/7 – 8/10	Parliamentary Summer recess		

Key

Black entries – speaking engagements

Red entries - events, launches etc