

Health and Safety Commission Paper		HSC/06/82	
Meeting Date:	Oct 2006	Open Gov. Status:	Fully open
Type of Paper:	Above the Line	Paper File Ref:	
Exemptions:	None		

## HEALTH AND SAFETY COMMISSION

### COMMUNICATIONS UPDATE

#### A Paper by Colin Douglas

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Cleared by Jonathan Rees on 3 Oct 2006

#### Issue

1. This paper summarises key developments since the April – June (Quarter 1) 2006 update (HSC/06/63), with other work outlined 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

##### From tactical to strategic media relations

5. Press Office has been proactive, supporting HSC's 2010 strategy in 'Communicating the Vision', and focused on business aimed at meeting our PSA targets that is likely to achieve greatest results. This meant enhancing HSC/E's reputation on the back of current news agendas as with 'Stress', robustly rebutting incorrect or misleading stories (we had letters printed in the Times, Guardian and Independent in this period) and setting the news agenda.

6. The first of a new monthly exercise to target our updated contact list of national journalists with specific stories ran in August. 12 journalists were emailed on forthcoming events from our forward look diary. In future exercises most of the

same journalists will be targeted, with some tailoring to match events to journalists interests. (eg health correspondents were targeted ahead of the 'Better Backs' campaign).

7. Setting the news agenda calls for a different internal working set up so in September the Press Office restructured: now only one Newsdesk deals with enquiries prompted by journalists; two initiate proactive work - the main business of the office; and a fourth is responsible for strategic planning and liaison with government departments. Press Office will continue to be the first port of call for HSC/E and HSL staff when dealing with the media, offering professional support and advice on all aspects of media handling.

### **Recent successes**

8. HSC/E's campaign to promote Principles of Sensible Risk Management, following the reissue of the revamped '5 Steps to Risk Assessment attracted national news channels and news broadcast attention, with live feeds from the event and interviews with BBC News, BBC R2 Jeremy Vine programme, and a New York Times interview with the Chair. The 'sensible risk' message was initially promoted at a PR event with TV presenter and author Ben Fogle along with Bill Callaghan and Jonathan Rees at a children's activity centre in London. Regional coverage proved just as prominent with Regional Directors and other staff featuring in key local newspapers; this and national coverage attracted little adverse comment from HSC/E's usual print critics. Topline figures to date are as follows:

- 29 print articles (14 national and international, 12 regional, 3 trade/specialist);
- 57 broadcast pieces (11 national and 18 featuring HSC/E officials).

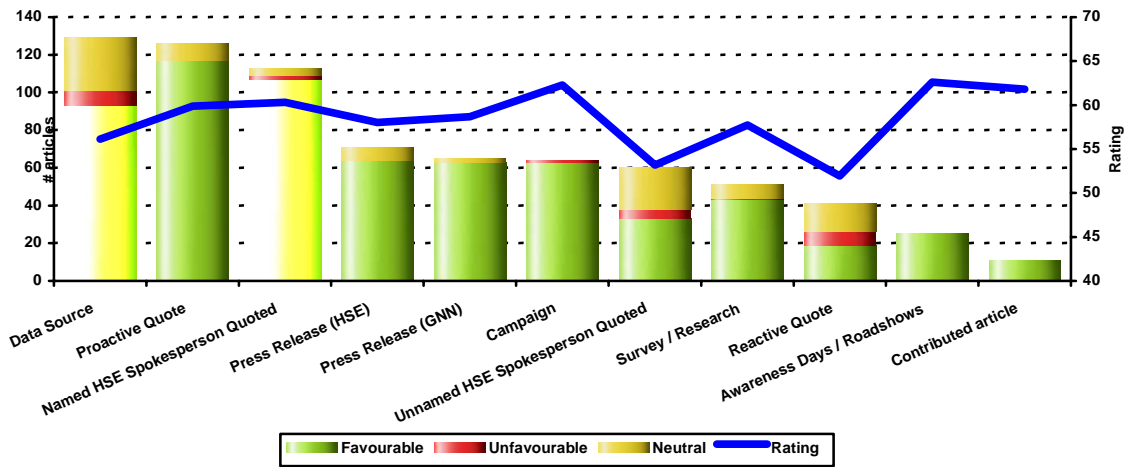
9. We have also achieved some good coverage on campaigns. July and August saw continuing regional and specialist coverage of the 'Height Aware' campaign. Promoted by a TV celebrity – DIY specialist Tommy Walsh - the photo-shoot with the Chief Executive was much used in resulting copy, and successfully illustrated the working at low height safety message without attracting the usual comments about HSE banning ladders. Topline figures to date are as follows:

- 99 print articles (67 regional and 32 trade/specialist);
- 92% of coverage referred to HSE in first two paragraphs; HSE spokespeople in more than 50% of coverage
- 48 regional broadcast pieces; 14 Geoffrey Podger-Tommy Walsh interviews on launch date

10. We are also pleased with coverage to date of the asbestos campaign – with a regional and trade focus we have secured 27 regional print articles and 33 regional broadcasts (3 TV slots).

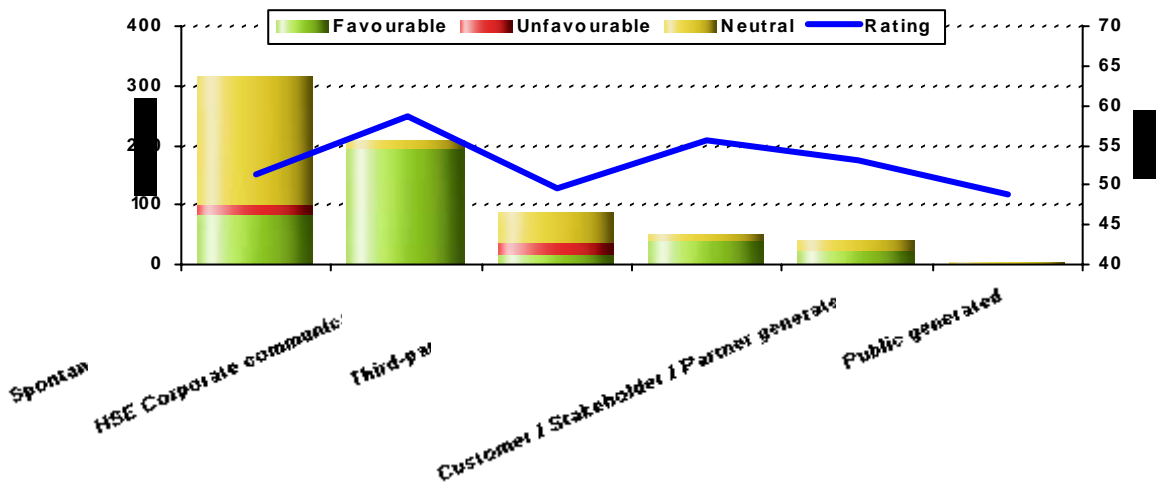
11. We track media coverage monthly and the analyses below show July data - latest available information. We shall report comparative data to track the success of our new initiatives in a future update report.

**Table 1 – Media evaluation - HSE Corporate communications: by volume, favourability and rating**



Workplace transport accident rates, working days lost to ill health and HSE's SWASH survey were leading data sources in this period. Press releases underpinned nearly 20% of coverage.

**Table 2 – Media evaluation - Article Source – by volume, favourability and rating**



12. Corporate campaigning drove a rise in favourability despite negative coverage fuelled by offshore safety reports in Scottish media. Corporate campaigns generated 30% of July volumes and the overall rating was up 0.5 on June. (Ratings reflect favourability, prominence of articles, tone of coverage and other factors).

**Consultation**

13. PEFD, Communications Delivery Service

**Presentation**

14. None

## **Costs and benefits**

15. 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**

16. Expected spend on Communications Directorate payroll and admin costs, plus support from the Government News Network for regional media coverage is £732k to end September. Spend on publications, publicity, and promotional activity to end-September (excluding Communications Delivery Service staff costs) was £4148k (£3734k on information, publicity, and online services, £414k on print and publications).

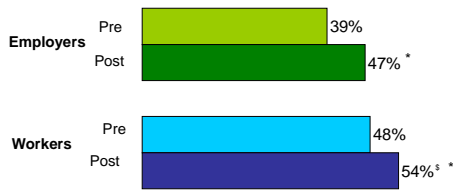
17. Staff costs of Communications Delivery Service were £950k to end-March. Income generated to end-September was £1796k (£1717k sale of priced publications and £78k royalties and copyright fees).

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

#### Campaigns

1. Since the May Falls campaign (see HSC/06/63) we have prepared or launched new communications campaigns coordinated with inspection and/or stakeholder activity on Asbestos, Backs and Skin.
2. **Asbestos.** The 'Don't Take the Gamble' asbestos campaign launched on 7 September encourages plumbing, heating and ventilating engineers to get further advice from HSE's Web or Infoline. It also reminds those in charge of buildings of their 'duty to manage'. Key campaign messages carried on playing cards (pull off format) include: 'Always ask if asbestos is present', 'Work safely with asbestos – wear a mask, vacuum up dust and don't cut or drill into asbestos with power tools'. Adverts are running in the trade press; advertorials in regional free sheets and press notices aimed at black and ethnic minority press should. A direct mail shot to 85,000 duty holders will promote a pack of materials to use with workers and free card packs for workers with key messages.
3. **Better Backs.** The campaign launches on 9 October at an Earls Court Tesco store with Liz Prosser from Backcare UK, one of two main partners. Exercise demonstrations throughout the day are being followed up by nationwide events in locations across the country to raise the profile of campaign issues. Large posters (48 sheets), adverts on commercial radio stations nationwide, and press ads carry a 'Whatever Your Job, Look After Your Back' strapline and the creative presentation is a series of cameos of a rock band doing responsible and sensible things to protect their back. Messages focus on protection – using lifting aids, staying active and employers and workers acting together to address problems. A strand for employers only promotes looking after staff.
4. **Skin.** To encourage hairdressers to look after their hands, a November campaign using the tagline 'Bad Hand Day' will feature direct mail, trade press, PR and stakeholder activity using giveaway materials. Further information in next update.
5. **Falls – early results.** A full report is due in December. Post campaign findings on awareness show a real impact and confirm learnings from other campaigns – for example, high levels of pre-campaign awareness of our messages. (Claimed awareness of TV ads shown in the second chart below – despite the fact that this campaign ran without TV advertising – is a finding common to all communications campaign evaluation. If people are aware of messages they automatically think they received them via TV). We need the full report to understand better what is emerging but the charts below are cause for some satisfaction – a clear increase in awareness of advertising with radio ads making a particularly good showing.

Spontaneous awareness of advertising about the dangers of falling when working at height



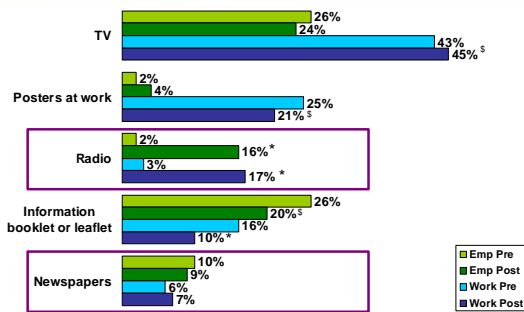
\* = notable difference between pre and post campaign waves  
<sup>s</sup> = notable difference between Employer and Worker results

Base: All employers pre (600) All employers post (600) All workers pre(836) All workers post (781)



A BMRB presentation to the Health and Safety Executive

Unprompted source of advertising



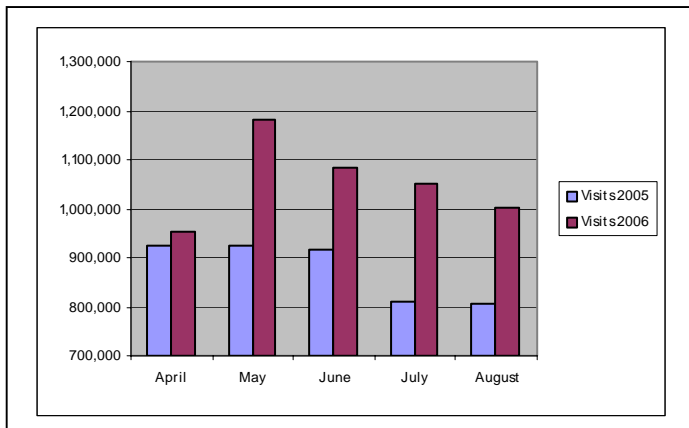
Base: All employers pre (264) All employers post (328) All workers pre (396) All workers post (418) ... who have seen information, advertising or publicity in the last three months



A BMRB presentation to the Health and Safety Executive

6. **Increasing campaign impact.** We shall bring together lessons learned from our experience of campaigns so far in the next HSC update paper. Meanwhile we are clear that we need to develop a 'compelling proposition' under which we can market health and safety and all our hazard specific campaigns – so that each campaign recalls the previous one and we get more impact from our cumulative investment. We have underway some testing of attitudes to health to deliver insights to inform the 'high level motivating thought' that we need to develop. We also plan some typical 'customer' profiles to segment our audiences – this will lead us to more tailored messages and communications strategies, particularly with small businesses, to work below any unifying concept we can come up with.

7. **HSE Online.** Traffic to the HSE Website has continued to grow this year. The graph below compares the number of visits each month - 2005 against 2006.



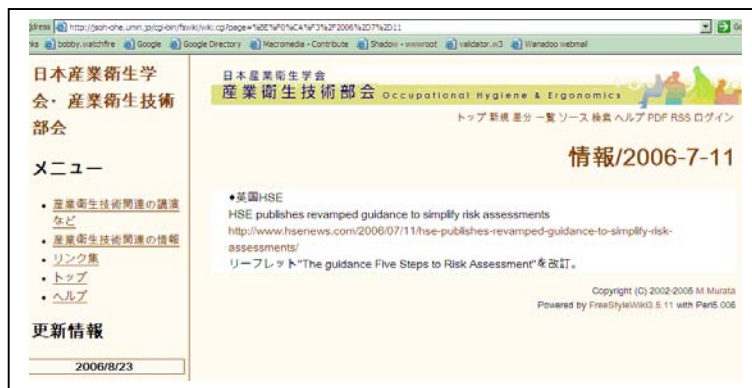
We have also encouraged HSE staff to use the Website and Intranet - and keep material up to date.

The number of updates to the HSE Website has almost doubled in 2006/7.

Managing this increase in activity means adopting new software

tools and techniques – so we have set up a project to improve the way web content and services are created and maintained. It's a fundamental change for the Online Team. There are risks - but it's the best way forward for a busy Website with a many users and contributors.

8. E-bulletins and RSS feeds. We now have 31,000 subscriptions to the [free email service](#). Our target is 50,000 by 03.07. RSS (really simple syndication) allows people to automatically receive HSE updates directly to their website, Intranet or PC – on request. A pilot has gone well – the picture below shows a Japanese OH website with one of our Feeds embedded (over 20% of visitors to the Website come from overseas).



### Asbestos

Interest in the Asbestos website has increased by 80% since the campaign started.

### Coming soon

We are working on a website to simplify access to RIDDOR reporting - with a “no forms - just call” option.

## Building Partnerships and Engaging Stakeholders

9. **Party Conferences.** HSC participated in fringe meetings at each of the main political party conferences this year: Liberal Democrats, Labour and Conservatives. These were held in partnership with the Social Market Foundation and our theme was sensible risk and the compensation culture. In addition to the fringe meetings, Bill Callaghan and a Commissioner colleague held one-to-one meetings with key MPs.

10. **MPs survey.** Results of the Attitudes and Awareness Parliamentary Monitor Survey of MPs, wave 4, July 2006

### *Ways in which the MPs had come into contact with HSE*

- 70% of MPs had seen media coverage which mentioned HSE
- 61% had seen reports and publications
- 44% had come into contact with HSE through constituency correspondence and events

### *Effectiveness of the organisation*

48% of MPs found HSE very or somewhat effective in June 06. This is a steady improvement over the year from 46% in November 05 and 43% in June 05. This means our positive rating has gone up from 29% in Jan 2004 to 48% now (a 19% point increase).

11. We were below the National Audit Office, Audit Commission, ACAS, Environment Agency and Ousted (as we were in the previous survey) NICE and British Medical Association, neck-and-neck with the Food Standards Agency and ahead of the Charity Commission, General Medical Council, Healthcare Commission, Adult Learning Inspectorate, Housing Corporation and Medicines and Healthcare Regulatory Agency.

#### *Awareness of campaigns*

45% of MPs were aware of the MPs handbook, which had been sent to them in July 2005

37% of MPs were aware of the Fall From Heights campaign which ran during May and June 2006.

24% of MPs were aware of the Better Business campaign

12. **Key Corporate Stakeholders.** There have been a number of successes in our relations with key corporate stakeholders, as reported by our lead contacts.

**DTI:** A shared goal of sustainability of the UK's offshore sector. Both departments see the aim of avoiding unplanned events as requiring improvements in asset integrity management and driving up the operational efficacy of the asset owners. We can improve our impact by closer joining of DTI stewardship functions with HSE's regulatory functions.

**IOSH and ROSPA:** We are getting additional reach via their extensive networks through closer cooperation around campaign communications eg noise, backs and sensible health and safety.

**Learning and Skills Council** have:

- helped with stakeholder consultation on HSE guidance for young people in work/work
- agreed to publicise our priorities and campaigns and offered opportunities to address their health and safety networks
- proposed improved standards of supervision of learners and the (H & S) competence of those who vet placements

**TUC.** A 'Meet the Trade Unions 2006' workshop for Rose Court policymakers on working with TUs was well-attended. Key lessons from this series will be published on the TUC Stakeholder Engagement Intranet page. A "What has HSE done for the trade unions?" document highlighting initiatives delivered with and for trade unions was well-received by both Commission and TUC -  
<http://www.hse.gov.uk/workers/safetyreps/unions.htm>

**Department of Health.** We are working on a project to develop an liP health module and will promote it through future work; and contributed to work for the European Network for Workplace Health Promotion with Health Departments in England, Scotland, Wales and Northern Ireland.

13. **HSC communications.** Bill Callaghan attended Awards for Excellence event, and met Dame Carol Black, National Director of Health Work and Wellbeing, the ROSPA Chief Executive, Mike Clapham MP, Derek Allen, LACORS and Institute of Personal Injury Lawyers. He launched the sensible risk campaign and fatal statistics; addressed fringe events at the Lib Dem ,Labour and Conservative party conferences; and supported an MOD Safety conference, Waste and Recycling industry event and Reducing Absenteeism conference.

14. Judith Donovan supported the Chair at Conservative Party conference and joined a discussion on Workplace Health Connect with Hugh Robertson and Sayeed Khan, who also supported a joint event with the Disability Rights Commission, Workplace Health Connect Stakeholders Council, and a Noise & vibration event. Hugh Robertson addressed a noise and vibration event, and a Mind fringe event at the TUC Congress, attended the Redgrave Court opening and observed a NUSAC meeting. Danny Carrigan addressed a worker engagement event, met HSE staff on CDM and attended the LibDem conference and a Brent Bravo stakeholder meeting with Margaret Burns who also addressed ROSPA Scotland conference and introduced findings from Project Trojan to industry and HSE interests. Sandy Blair addressed the REHIS conference and attended LGA and Labour Party conferences, visited HSE Bristol and met staff on simplification, and fundamental review.

### **Internal Communications**

15. An internal briefing on Diversity is still underway and feedback will inform HSE's Equality Schemes to be published later this year. Key internal communications covered the staff survey, new e-HR arrangements, Partnership working and sensible risk campaigns.

### **Strategic Communications**

16. The loss of communications expertise within programme teams will jeopardise recent improvements in the quality of communications planning and we need to fill the gap by growing in-house more communications skills and competences. Work is starting on an intensive development programme. Meanwhile planning for communications in 2007 is well underway.

3.10.06