

***Better Business Campaign  
presentation to Small Business Trade  
Association Forum***

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# Background

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- Long term campaign aimed at convincing SMEs of the business benefits of Health and Safety
- Key messages:
  - Every incident of ill health or injury costs an average of £1200
  - There are cost effective and simple measures that you can take

# The first burst of the campaign

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- National and trade press
- Posters
- Online
- National and Local radio
- Dedicated microsite
- PR
- Stakeholder engagement including SBTAF

# Evaluation

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- Pre and post interviews
- Visits to website stats
- Call volumes to HSE Info line
- Stakeholder feedback

## Phase 2

- Continued Stakeholder Engagement
- Ongoing PR activity
- Sponsorship of FSB conference
- Accountancy Age supplement
- Daily Telegraph Business Club
- Case study programme
- Further development of business case