Exploring Awareness of the Health and Safety Law Poster Amongst Employees

HSL/2007/40

Project Leader: Christine Daniels
Authors: Christine Daniels, Sarah Binch & Daniel Greaves
Science Group: Human Factors Group

© Crown copyright (2007)
ACKNOWLEDGEMENTS

The authors would like to thank all the companies and individuals who participated in this consultation exercise.
EXECUTIVE SUMMARY

The administrative costs associated with the Health and Safety (H&S) Law Poster have been identified as potential contributors to the overall administrative burden that the Health and Safety Executive (HSE) places on business.

Objectives

As part of the investigation of the options for changing the legal requirement for duty holders to display the (H&S) Law Poster, the Health and Safety Laboratory (HSL) were commissioned to conduct a user consultation exercise for the Poster. The purpose being to establish workers’ (not managers’) current awareness of the Health and Safety Poster and the use made by workers of the information it contains.

The aim of the work was to carry out a limited number of focused group interviews with employees to explore: their current understanding and awareness of the HSE (H&S) Law Poster; the function of the poster and its utility; and options for changing the format/content of the poster, and its method of delivery.

Main Findings

The data collected during this project was by its nature exploratory, and never intended to be representative of the UK population. However, from the small opportunity sample the following points can be made:

- The majority of the sample had seen the poster and knew where to find it in their workplace, but had never read it.
- The sample had a vague awareness of the posters’ informational content, and knew it was aimed at them as individual workers.
- Participants were critical of the presentational aspects of the poster, and suggested that this was one of the main reasons they had not read it.
- On reading the poster for the first time, participants suggested the information was acceptable and relevant to their jobs and workplace; though felt that they had previously been exposed to the information through training at their workplace.
- The majority of the participants felt that the poster would be helpful in their workplace and perceived a benefit to the Poster being displayed by their employer, in terms of ease of access, and as a basic minimum provision of H&S information from a source independent of their employer.
- Participants’ opinions of the ‘mock-up’ posters were inconclusive, but indicative of a trade off for any decisions regarding the design of a new poster, between making the Poster visually appealing, and the perceived relevancy of the poster to the workforce. That is to say, there exists potential for the visual appeal of the Poster to undermine its perceived relevancy.
Recommendations

- Participants concluded that any re-design of the Poster needed to contain the contact details for the H&S representatives or manager, and that the sections for ‘employer’ and ‘employee’ responsibilities should be more clearly distinguished.

- If the informational content of the Poster were to be redesigned, further research assessing the different versions of the text would be necessary. From this current research it cannot be concluded that the acceptability and comprehensibility of the text for the ‘mock-up’ posters would be as highly rated as the original, as none of the participants read the ‘mock-up’ posters and their views were only based on the presentational aspect.
1 INTRODUCTION

The administrative costs associated with the Health and Safety (H&S) Law Poster have been identified as potential contributors to the overall administrative burden that the Health and Safety Executive (HSE) places on business.

In light of the drive across government to reduce the regulation imposed upon industry, it was proposed to investigate the options for changing the legal requirement for duty holders to display the poster, with a view to reducing the potential administrative burden.

As part of the investigation of the options, the Health and Safety Laboratory (HSL) were commissioned to conduct a user consultation exercise for the Poster to the purpose being to establish workers’ (not managers’) current awareness of the Health and Safety Poster and the use made by workers of the information it contains.

1.1 OBJECTIVES

The aim of the work was to carry out a limited number of focused group interviews with employees to explore: their current understanding and awareness of the HSE Health and Safety Poster; the function of the poster and its utility; and options for changing the format/content of the poster, and its method of delivery.

Specific objectives were to collect self-report data from participants on:
- The current worker awareness of the Health and Safety Poster.
- The use made by workers (not managers) in the workplace of the information it contains.
- Suggestions for improving the ‘usability’ of the poster in such areas as ‘comprehensibility’, ‘practicality’ and presentational aspect.
- Reactions to the ‘Mock-up’ posters provided by HSE’s Communications Delivery Service (CDS).
- The presentation of the H&S information via other media, and;
- To produce a written report detailing the findings from these focus groups.
2 METHOD

2.1 FOCUSED GROUP DISCUSSIONS

As the main purpose of the research was to explore participants’ opinions of the H&S poster, a qualitative approach was taken using focused discussion groups. A primary strength of focused discussion groups is that they represent an informative and cost effective means of gaining a detailed insight into salient issues relevant to the topics of interest. They are particularly useful in identifying noteworthy issues and potentially play a valuable role in the generation of hypotheses that can be tested at a later stage, i.e. they can help to rationalise thinking on how to go about exploring complex issues, by reducing the number of variables which need to be considered.

A structured interview schedule (see Appendix 1) was used to elicit views on the acceptability, comprehensibility and usability of the poster, as well as any suggested changes. Information was also obtained on whether the companies had used the H&S Poster and/or the leaflets before and where they obtained their health and safety information from. This schedule was developed in conjunction with the HSE customer. A pilot focus group was set-up with HSL visitors who were attending the HSL site in Buxton for a training course. The delegates were contacted via email prior to their course and asked if they wished to stay for 45 minutes after the end of their course. A sample copy of the email is provided in Appendix 2. Six participants agreed and attended the pilot focus group. The pilot focus group did not result in any substantive changes to the structured interview schedule.

Participants’ reactions to ‘mocks-up’ law posters were collected. The mock-ups were provided by HSE’s Communications Delivery Service (CDS) and were professionally printed and laminated so as to appear comparable in size and quality to the current poster. To remove any bias surrounding workers ideas for improving the poster the mock-ups were only shown once their initial views and suggestions for changes had been sought. Copies of the mock-up are provided in Appendices 3-5.

2.1.1 Questionnaire

To supplement the qualitative approach, participants were also asked to provide their individual ratings on scales relating to a number of usability aspects of the Poster. The questions were intended to elicit responses that would provide some indication of the strengths of the relative judgements across the groups in relation to the usability aspects of the Poster. There was also a secondary function to the questionnaire, which was to allow the focusing of the group discussion during the time participants were asked to read the information contained on the poster. Participants were approached to complete the questionnaire and record their views about the H&S Law Poster. Volunteers were given the questionnaire and a copy of the H&S Law leaflet, which contains the same textual information as the poster. The instructions on the questionnaire asked participants to answer the first few questions and then to read the leaflet. Once they had finished reading the leaflet they were instructed to complete the remainder of the questionnaire. Participation in the study was voluntary. Participants were assured that all responses would remain confidential and anonymous, and that all data would be used only for the purposes of the research. A copy of the questionnaire can be found in Appendix 6.

2.1.1.1 Pilot of questionnaire
The questionnaire was developed in conjunction with the HSE customer and piloted on ten delegates on a HSL training course. The questionnaire changed notably as a result of feedback from this pilot session. Two items were deleted and the remaining items and instructions were clarified. Details of the questions contained in the questionnaire are presented below.

### 2.1.1.2 Measures

**The assessment of awareness** – 3 items asked respondents if they had seen the H&S Law Poster or the H&S Law leaflet. These items were: ‘I have seen the H&S Law Poster at my workplace’; ‘I have been given a copy of the H&S Law leaflet by my employer’; and ‘I know where to go for Health & Safety information at my workplace’. Items were scored by participants according to their level of agreement with the statement on a 4-point Likert-type scale, rating from 4 (Strongly Agree), to 1 (Strongly Disagree).

**The assessment of previous familiarity and knowledge** – 7 items asked respondents if they remembered where they had seen the poster, whether they had read it and what information it contained. These items were referenced to the following statements: ‘I remember where in my workplace I’ve seen this Poster’; ‘I have read the contents of the Poster’; ‘I know why the Poster is displayed’; ‘I know that the Poster contains the duties of my employer for H&S’; ‘I know that the Poster explains my rights as a worker’; ‘I know that the Poster has the contact details of my H&S representatives and how to contact HSE’; and ‘I found this Poster useful’. Items were scored by participants according to their level of agreement with the statement on a 4-point Likert-type scale, rating from 4 (Strongly Agree), to 1 (Strongly Disagree).

**The assessment of Usability and Usefulness** – respondents were asked to read the poster’s contents (The H&S Law leaflet containing the same text was provided). The 15 items, in the form of statements, were: ‘I think the H&S Law information in the Poster is relevant for my workplace’; ‘The Poster is informative’; ‘The Poster is easy to read’; ‘The Poster is easy to understand’; ‘The Poster is easy to remember’; ‘There is the right amount of information in the Poster for my workplace’; ‘The presentation of the information could be improved’; ‘I can use the H&S Law information in the Poster in my workplace’; ‘Displaying the Poster in the workplace is useful for the H&S of the workforce’; ‘People in my workplace are not likely to ask the employer to act on the information given in the Poster’; ‘The Poster addresses the realities and practicalities of my workplace’; ‘The information content about H&S Law on the Poster could be improved’; ‘The H&S Law information will be helpful in my workplace’; ‘I am likely to ask my employer to act on the information given in the Poster in the future’; and ‘The H&S Law information in this Poster could be communicated more effectively by a different way in the workplace’. Items were scored by participants according to their level of agreement with the statement on a 4-point Likert-type scale. However, this final section contained four negative statements, and these were rated from 1 (Strongly Agree), to 4 (Strongly Disagree). As before, positive statements were rated from 4 (Strongly Agree), to 1 (Strongly Disagree).

### 2.2 RECRUITMENT OF PARTICIPANTS

Recruitment of organisations was carried out between February 2007 and April 2007. Potential participants were identified using a variety of existing HSL and HSE contacts and intermediaries from previous research, in addition to ‘cold calling’. Due to the tight time frame of the project an opportunity sample was necessary as the recruitment was dependent upon participants’ availability within the timeframe. Therefore, although the HSL research team contacted a range of organisations (in terms of type and size) from a variety of SIC codes in the hope of interviewing a range of participants, it was the availability of participants within the timeframe of the research that determined the breakdown of the sample in terms of sector and
type of employer. In total, 62 individuals were contacted via telephone during the recruitment process in order to secure the six focus groups. In addition, approximately 40 people were approached at the Motor Vehicle Repair - Safety and Health Awareness Day (MVR SHAD), details are presented in section 2.3.

HSL researchers contacted each company by email and/ or telephone to explain the purpose of the work. A sample copy of the email is provided in Appendices 7 and 8. Companies were not offered any remuneration for their co-operation. When companies had agreed to participate they were sent an email confirming the date of a visit by HSL researchers to obtain their views. A sample copy of the email is provided in Appendix 9. HSL endeavoured where possible to obtain feedback from workers rather than management however, two focus groups had to be conducted with the presence of a team manager.

2.3 DATA COLLECTION AND ANALYSIS

The companies were visited by two HSL researchers, one to ask questions and the other to take written notes. The discussion was also recorded on audiotape with the consent of the interviewees.

Feedback from each visit was written up. The written accounts of each feedback interview were subsequently reviewed by researchers to identify the overall views of participating organisations in relation to: the awareness, and the acceptability, comprehensibility and usability of the H&S Law Poster; any specific difficulties encountered; and suggested changes or additions. The analysis is supplemented by direct quotations attributed to the participants. Copies of researchers original feedback notes obtained from individual focus groups are provided in Appendices 10-15. Please note, participants in the focus groups were assured anonymity, therefore, some details have been deliberately obscured.

Researchers attended a MVR SHAD organised by HSE, in order to gain access to potential contacts for a focus group. To maximise researchers use of time, attendees were also asked to complete the questionnaire. In total, 26 attendees returned a completed question; in addition seven of the staff at the hotel where the SHAD was held, also completed the questionnaire.

The numerical data from the questionnaire were also entered into an SPSS (Statistical Package for the Social Sciences) database for analysis, and to enable the calculation of descriptive statistics. Please note, 10 questionnaires completed by the SHAD attendees and 2 questionnaires from the pilot focus group were not entered for analysis. This was because participants were coded as employers or duty holders, as they had given job titles such as ‘Managing Director’, ‘Proprietor’, or ‘Business Owner’.

Table 1 overleaf provides a summary of participating organisations by sector, activity, size and people interviewed during the focused discussions. In total 40 individuals working at all levels of responsibility (with the exception of management) were interviewed across six separate organisations. Three of these participants were unable to complete the questionnaire because they had not brought their reading glasses. These individuals were asked to read the contents of the actual poster rather than the leaflet due to its larger font size.

This stage of the work was designed as a scoping study and was not intended to be representative of the UK workforce. Therefore, care should be taken regarding generalising the findings from the interviews to a wider population, as the sample size was never intended to be representative of the range of sectoral views. The focus group findings where not designed to provide causal evidence as to whether or not the Health & Safety Poster affects the behaviour of
workers. However, it is possible to distinguish some overarching themes from the participants’
comments and opinions that are referenced to more individual concerns.
The next section presents the overall findings for each focus group in relation to the awareness, acceptability, comprehensibility and usability of the H&S Law Poster; as well as any specific difficulties encountered; and suggested changes / additions. The responses for each focus group have been presented as a numbered list which corresponds to the number of the question as presented in the question set (Appendix 1).

1 The size of the company is based on the following definitions for number of employees: 1-9 = Micro, 10-49 = Small, 50 – 249 = Medium, and 250+ = Large.
3 SUMMARY OF QUESTIONNAIRE FINDINGS

The results of the questionnaire are reported in the tables below.

Overall, 76 questionnaires were completed, from these 64 were suitable for analysis. Please note that some participants did not complete all the questionnaire items.

Items were scored by participants according to their level of agreement with the statement on a 4-point Likert-type scale, rating from 4 (Strongly Agree), to 1 (Strongly Disagree). A mean score of 3.0 or above is indicative of a more favourable attitude towards the specific item, whereas a mean score of 2.9 or below is indicative of a more negative attitude.

Table 2. The assessment of awareness

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Count</td>
<td>%</td>
<td>Count</td>
<td>%</td>
<td>Count</td>
</tr>
<tr>
<td>1.</td>
<td>33</td>
<td>52%</td>
<td>28</td>
<td>44%</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>I have seen the H&amp;S Law Poster at my workplace</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>10</td>
<td>16%</td>
<td>25</td>
<td>40%</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>I have been given a copy of the H&amp;S Law leaflet by my employer</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>35</td>
<td>56%</td>
<td>27</td>
<td>43%</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>I know where to go for Health &amp; Safety information at my workplace</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 2 suggests that participants (n = 63) were confident that they had seen the poster (mean score, 3.5) and knew where to go for other health & safety information (mean score, 3.5). Conversely, they were less confident that they had been given a copy of the H&S Law leaflet (mean score, 2.6).

Table 3 suggests that participants (n = 58) were confident that they remembered where the poster was displayed and knew what information it contains. Conversely, they were less confident (n = 57) that they had read the poster or found it helpful.
Table 3. The assessment of previous familiarity and knowledge

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Count</td>
<td>%</td>
<td>Count</td>
<td>%</td>
<td>Count</td>
</tr>
<tr>
<td>1. I remember where in my workplace I've seen this Poster</td>
<td>31</td>
<td>53%</td>
<td>24</td>
<td>41%</td>
<td>3</td>
</tr>
<tr>
<td>2. I have read the contents of the Poster</td>
<td>12</td>
<td>21%</td>
<td>22</td>
<td>39%</td>
<td>17</td>
</tr>
<tr>
<td>3. I know why the Poster is displayed</td>
<td>23</td>
<td>40%</td>
<td>33</td>
<td>57%</td>
<td>1</td>
</tr>
<tr>
<td>4. I know that the Poster contains the duties of my employer for H&amp;S</td>
<td>19</td>
<td>33%</td>
<td>34</td>
<td>59%</td>
<td>3</td>
</tr>
<tr>
<td>5. I know that the Poster explains my rights as a worker</td>
<td>18</td>
<td>32%</td>
<td>35</td>
<td>63%</td>
<td>1</td>
</tr>
<tr>
<td>6. I know that the Poster has the contact details of my H&amp;S representatives and how to contact HSE</td>
<td>21</td>
<td>36%</td>
<td>31</td>
<td>53%</td>
<td>5</td>
</tr>
<tr>
<td>7. I found this Poster useful</td>
<td>5</td>
<td>9%</td>
<td>36</td>
<td>63%</td>
<td>14</td>
</tr>
</tbody>
</table>

Table 4 rates the mean score for the assessment of the usability and usefulness of the poster. Table 4 contained four negative statements (questions: 14, 17, 19 & 22), and these were rated from 1 (Strongly Agree), to 4 (Strongly Disagree). Therefore, a high score on these items also indicates a more favourable attitude and a low score indicates a less favourable attitude.

Table 4 suggests that participants were confident that the H&S Law information in the Poster was relevant, informative, and easy to read and understand. Participants were confident that there is the right amount of information in the Poster, that they could use the information, and that the information would be helpful. They also expressed relative confidence that the Poster addresses the realities and practicalities of their workplace.

However, Table 4 suggests that participants were less confident that the Poster was easy to remember or that people in their workplaces would ask their employer to act on the information. Participants also suggested that they were less confident that they would ask their employer to act on the information given in the Poster in the future. Table 4 suggests that participants were less confident about whether the H&S Law information could be communicated more effectively or indeed if the presentation of the information could be improved. The participant ratings also suggested that they were less confident whether the information about H&S Law could be improved.

From the 15 items in Table 4, six items received a rating of less than 3.0, suggesting participants were relatively less confident regarding these items. It should be noted that all four negative statements received a low rating and this might be because of the confusion that negative statements can sometimes cause amongst respondents (Coolican, 1994). It might be prudent to treat the results of these four items with caution, as there is a degree of contradiction with the responses from the focus groups.
Table 4. The assessment of Usability and Usefulness

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Count</td>
<td>%</td>
<td>Count</td>
<td>%</td>
<td>Count</td>
</tr>
<tr>
<td>8</td>
<td>I think the H&amp;S Law information in the Poster is relevant for my workplace</td>
<td>29</td>
<td>45%</td>
<td>32 50%</td>
<td>3 5%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0 0%</td>
</tr>
<tr>
<td>9</td>
<td>The Poster is informative</td>
<td>24</td>
<td>39%</td>
<td>36 59%</td>
<td>1 2%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0 0%</td>
</tr>
<tr>
<td>10</td>
<td>The Poster is easy to read</td>
<td>17</td>
<td>27%</td>
<td>32 50%</td>
<td>13 20%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2 3%</td>
</tr>
<tr>
<td>11</td>
<td>The Poster is easy to understand</td>
<td>16</td>
<td>25%</td>
<td>34 53%</td>
<td>13 20%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1 2%</td>
</tr>
<tr>
<td>12</td>
<td>The Poster is easy to remember</td>
<td>5</td>
<td>8%</td>
<td>33 54%</td>
<td>18 30%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5 8%</td>
</tr>
<tr>
<td>13</td>
<td>There is the right amount of information in the Poster for my workplace</td>
<td>6</td>
<td>10%</td>
<td>50 79%</td>
<td>6 10%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1 2%</td>
</tr>
<tr>
<td>14</td>
<td>The presentation of the information could be improved</td>
<td>0</td>
<td>0%</td>
<td>14 22%</td>
<td>38 60%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>11 17%</td>
</tr>
<tr>
<td>15</td>
<td>I can use the H&amp;S Law information in the Poster in my workplace</td>
<td>13</td>
<td>20%</td>
<td>50 78%</td>
<td>1 2%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0 0%</td>
</tr>
<tr>
<td>16</td>
<td>Displaying the Poster in the workplace is useful for the H&amp;S of the workforce</td>
<td>16</td>
<td>25%</td>
<td>44 69%</td>
<td>4 6%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0 0%</td>
</tr>
<tr>
<td>17</td>
<td>People in my workplace are not likely to ask the employer to act on the information given in the Poster</td>
<td>5</td>
<td>8%</td>
<td>33 52%</td>
<td>22 34%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4 6%</td>
</tr>
<tr>
<td>18</td>
<td>The Poster addresses the realities and practicalities of my workplace</td>
<td>7</td>
<td>11%</td>
<td>50 79%</td>
<td>5 8%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1 2%</td>
</tr>
<tr>
<td>19</td>
<td>The information content about H&amp;S Law on the Poster could be improved</td>
<td>0</td>
<td>0%</td>
<td>31 48%</td>
<td>27 42%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6 9%</td>
</tr>
<tr>
<td>20</td>
<td>The H&amp;S Law information will be helpful in my workplace</td>
<td>8</td>
<td>13%</td>
<td>51 80%</td>
<td>4 6%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1 2%</td>
</tr>
<tr>
<td>21</td>
<td>I am likely to ask my employer to act on the information given in the Poster in the future</td>
<td>8</td>
<td>13%</td>
<td>41 65%</td>
<td>13 21%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1 2%</td>
</tr>
<tr>
<td>22</td>
<td>The H&amp;S Law information in this Poster could be communicated more effectively by a different way in the workplace</td>
<td>3</td>
<td>5%</td>
<td>20 31%</td>
<td>31 48%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10 16%</td>
</tr>
</tbody>
</table>
4 SUMMARIES OF INDIVIDUAL FOCUS GROUPS

4.1 FOCUS GROUP 1

Location: Large retail organisation HQ
Attendees: 4 employees

Employee 1: Male
Assembly
Worked for the organisation for 3 years

Employee 2: Female
Administration
Worked for the organisation for 3 years

Employee 3: Male
Senior Security
Worked for the organisation for 8 years

Employee 4: Male
Warehouse
Worked for the organisation for 2 years

Establishing awareness

1. All participants in the focus group agreed that they had seen the poster.

2. Three of the interviewees were not aware of the leaflet, where as one interviewee remembered seeing the leaflet (Interviewee: 3).

3. The group could not recall if there was other H&S information on display in their workplace.

4. The interviewees said that they had access to an internal intranet site if they needed any H&S information.

5. The group participants had seen the H&S Poster in the warehouse and outside the canteen.

6. Two of the participants suggested that the purpose of displaying the poster was so they would know who was responsible for H&S and also because it is legal requirement.

7. When asked, one of the interviewees told the researchers that they thought HSE was the organisation that ensures the poster is displayed.

8. Nobody in the group had read the poster and one participant believed that they already knew the H&S information they needed to, and hence felt no need to read the poster (Interviewee: 3).

9. When asked if they knew what information the poster contained, two participants were able to suggest some ideas, such as: the duty of care placed on the employer and employee to look after each other; the provision of a safe working environment; provision of PPE; and
the requirement for employers to carry out a risk assessment (Interviewee: 4,1). One participant admitted that because they had not read the poster they were not sure what the information was about (Interviewee: 2).

10. The group was asked whether any of them had found the information on H&S law useful. One participant said that she had 'never had a health and safety issue so the law had not been that useful' (Interviewee: 2). Another participant said that the law had 'helped when bringing issues to the attention of the organisation, such as potholes and things not being tidied up' (Interviewee: 3).

**Questionnaire**

The participants were asked to complete the first three sections of the questionnaire, read the leaflet and then complete the final section. Once they had done this, researchers were able to start the discussion about the acceptability, comprehensibility and usability of the Poster.

**Discussion of the Poster**

11. When asked what their first impressions of the poster were, two interviewees focused on the amount of information on display, the third interviewee said he thought that reading through the leaflet was much easier than reading the poster.

   'The poster] looks overwhelming - there’s too much information and text.' (Interviewee: 2)

   'A lot of people wouldn’t understand it.' (Interviewee: 1)

**Acceptability**

12. The group was asked to discuss the acceptability of the H&S information in the poster. After a few prompts they talked about the relevancy of the information. One participant (Interviewee: 4) thought that it was relevant, whereas another (Interviewee: 2) thought that perhaps the information was relevant for other jobs rather than their administration position. The group discussed the leaflet and came to the conclusion that the leaflet should be made available with the poster because they thought that people might take the time to read it.

13. The group was asked what the benefits and disadvantages of displaying the poster might be. One interviewee thought that it was ‘good’ for people to know their rights (Interviewee: 4). The group could not think of any disadvantages, although one person did comment on the amount of work it might lead to.

   ‘No disadvantages – apart from the health and safety guy getting more work!’ (Interviewee: 4)

14. The group could see no reasons why their employer could not implement everything on the H&S Poster. One interviewee stated that it was 'common sense' (Interviewee: 4).

15. When asked if they thought there were any gaps in the information, the group concluded that there were no gaps.

---

2 Direct quotations from the participants are presented in italics.
16. Nobody was able to answer the following question, ‘did you learn anything from this poster?’

**Comprehensibility**

17. The group was then asked to discuss the following questions: Is there anything on the poster that is unclear, or difficult to understand? They appeared to engage in this question more than the previous questions and some discussion ensued. The group recognised that although they might have found the poster easy to read, other people with learning difficulties or dyslexia might find it hard to understand (Interviewee: 1, 3). The group thought that the information was ‘common sense’ and should be easy to remember. They argued that it could be better laid out by using bullet points and less text. One participant commented that the HSE logo made the poster appear intimidating (Interviewee: 4). However, they all agreed that there was just enough information on the leaflet.

18. When asked what they would do to make the poster easier to understand, most of the participants’ suggestions centered around the appearance of the current poster. They disliked the background colour and saw it as distracting. As an alternative they suggested black text on a white background, with larger sized font. They agreed that a bright colour was needed to help the poster stand out but were not sure which colour would be best. In conclusion, they decided that the poster should contain minimal information, however a leaflet should also be made available with further information on it. The four participants decided that including pictures in the poster was not appropriate, because they felt that different posters, with varying pictures, would need to be produced covering the different areas of work.

**Usability**

19. The group decided that they could make use of the poster because they felt it was important to know the law. They wanted information about their rights as a worker written down and presented independently by a third party, separate from their employer.

20. The group was asked to discuss any improvements that could be made to the H&S Law Poster. At this point the mock-ups were introduced.

**Mock up poster 1 – Reduced text**

The group commented on the larger text, but said that the overall idea was essentially the same as the current poster and looked just as out-dated. Two of the participants again brought up the idea that the leaflet should be made available for the workers to take away.

‘Need leaflet to take information away, but who would look after the display?’ (Interviewee: 2).

**Mock up poster 2 – Reduced text with sketches**

On the negative side the group did not like the drawings, as they could not see their relevance. However, they felt it appeared less ‘official’ looking than the current poster, which was a positive benefit. One participant also felt that the text appeared to be easier to read because it was broken-up on the page (Interviewee: 4).

**Mock up poster 3 – Reduced text with photo**
This poster had some positive reactions from the group. It was described with comments such as: ‘more friendly’; ‘not as frightening’; ‘more feminine’; ‘less official looking’. The group appreciated the larger font size and the numbered bullet points, however they pointed out that the grey background made the writing difficult to see.

21. The group decided that the poster had not been helpful in the past because they had not read it before. No further discussion around this issue took place.

22. The group was asked whether there might be a better way of communicating the law information. One participant said that they already got ‘bombarded’ with H&S information. They felt negatively about this and concluded that one poster would be better than lots of extra H&S information (Interviewee: 3). Another participant told researchers that they switch off television adverts so they felt this would be a poorer method of communication (Interviewee: 1).

23. The group were then asked to make their own final individual decisions about what they thought the future of the poster should be. They all agreed that they, as workers, needed proof of the law so therefore the poster was a necessity.

**Round up**

24. The group were asked to make any final comments and they concluded that they still needed the poster but decided that the information content should be reduced. However, they pointed out that it would be useful if any new poster had space for the H&S representatives’ details. In conclusion the group decided that the new mock-up needed to be developed further.

‘*Although numbers 1-10 on the mocks are good there still needs to be bold highlighting on the summaries too, e.g. 1. RISK ASSESSMENT, 2. H&S POLICY.*’ (Interviewee: 4)
4.2 **FOCUS GROUP: 2**

Location: **Third party supply chain DC for large retail organisation**  
Attendees: 3 **employees**

Employee 1: Male  
Home Delivery  
Worked for the organisation for 1 year 3 months.

Employee 2: Male  
Truck Driver  
Worked for the organisation for 17 years.

Employee 3: Male  
Returns  
Worked for the organisation for 2 years (previous to this worked for the large retail organisation).

**Establishing awareness**

1. Everyone in the group had seen the H&S Law Poster.
2. Nobody remembered seeing the leaflet before.
3. Nobody was able to respond when asked about other H&S information displayed at their workplace.
4. The group suggested that H&S meetings were other places were they could find further H&S information.
5. All three participants remember seeing the H&S Law Poster on the H&S board outside the staff canteen.
6. The participants stated that the purpose of the poster was to protect the employer and were also aware it had to be displayed by law.
7. Two of the participants knew that HSE was the organisation that ensured the poster was displayed. The other interviewee acknowledged that they had not heard of HSE.
8. All three interviewees said that they had not read the entire poster. They suggested the following reasons as to why they had not read the poster:
   
   ‘You only look at the information that jumps off the page. Like the information on people [i.e. the names of the H&S representatives] you need to know.’ (Interviewee: 3)

   ‘The poster is something you take for granted and therefore you don’t read’. (Interviewee: 2)

   ‘It doesn’t interest me to read it’. (Interviewee: 1)
9. The group was asked if they knew what the information contained. Two of the participants suggested that the information consisted of the following:

- ‘Brief outline of what the organisation have to provide for first aid’;
- ‘Told to report everything that has led to an accident’;
- ‘Your employer has to go by the rules on the poster’ and;
- ‘[Employers] have to provide a safe workplace’. (Interviewee: 2, 3).

The participant that claimed they were not interested in the poster also admitted that they did not know about their rights as a worker (Interviewee: 1).

10. Two of the interviewees suggested that they found the poster useful. One participant explained that it was useful in the everyday working environment because it reminded the company to ‘keep walkways and doorways clear’ (Interviewee: 2).

**Questionnaire**

The participants were asked complete the first three sections of the questionnaire, read the leaflet and then complete the final section. Once they had done this, researchers were able to start the discussion about the acceptability, comprehensibility and usability of the Poster.

**Discussion of the Poster**

11. When asked to give their first impressions of the poster the responses were directed at the appearance of the H&S Law Poster:

- ‘Dull, serious.’ (Interviewee: 1)
- ‘Dull in colour.’ (Interviewee: 2)
- ‘Could be brighter colours, but it is there for health and safety.’ (Interviewee: 3)

**Acceptability**

12. All the interviewees said that they thought the information on the poster was relevant to all the jobs on site.

- ‘When you take the time to read [the poster] it is very informative.’ (Interviewee: 1)

13. The interviewees suggested that the benefits of displaying the poster was that it acted as a reference point for information. The group could not think of any disadvantages of displaying the poster.

14. When asked if they could see any practical difficulties for their employer in complying with the H&S information, the group responded that there would be no problems in implementing the H&S law.

15. The group was asked to consider if there were any gaps in the information. All three interviewees said they did not think there were any gaps.

16. Nobody considered that they had learnt anything new by reading the poster.
'Nothing in particular – if I read it a few times I would be more clued up.' (Interviewee: 1)

'All new starters are briefed well – the poster is a point of reference.' (Interviewee: 3)

**Comprehensibility**

17. The group was asked to discuss the comprehensibility of the poster. All interviewees said that the poster was easy to read, easy to remember, and that the amount of information was about right. However, one participant said that all the information they needed was actually in the middle column and that the rest of the text was unnecessary.

18. The group was asked to discuss how they would make the poster easier to understand. They all agreed that at first glance nothing needed changing. They all agreed that there was no need for pictures. Two of the participants discussed the needed to change the appearance of the poster. It was suggested that it could be made ‘brighter and bolder with separate sections’ (Interviewee: 1). However it was suggested that a bright colour ‘would probably make people stop and look but when they realised it was H&S then they would not be interested’ (Interviewee: 3).

**Usability**

19. When asked whether they would be able to use the poster, they all thought that it would be helpful. It was suggested that any more information would be too much and that if anyone needed further details then they could contact a H&S manager.

20. The group was asked to discuss any improvements that could be made to the H&S Law Poster. At this point the mock-ups were introduced.

**Mock up poster 1 – Reduced text**

The group stated that this poster was easier to read. One interviewee decided that the colour was not ‘great’. They realised that the spaces for the H&S representatives’ names had been removed and discussed their preference for an area on the poster that displayed this information.

**Mock up poster 2 – Reduced text with sketches**

The group were critical of the pictures and discussed how the pictures would need to be relevant for different types of workers. So, there would need to be different posters in different parts of the building with different pictures on to better represent the varied types of jobs employees did. One of the participants commented that the pictures would end-up with graffiti on them (Interviewee: 2).

**Mock up poster 3 – Reduced text with photo**

The group all agreed that this poster did not look like a H&S poster and that it was associated with a supermarket advertisement. They all agreed that the text was easier to read and that overall it was more eye-catching. Two of the participants had opposite views about whether this mock-up was better or not than the current poster (Interviewee: 1, 3). It was also commented that the woman in the poster made it appear friendlier and may be also ‘sexy’ (Interviewee: 3). It was stated that the poster did not seem as serious, which was a positive thing (Interviewee: 1).
21. When asked how they thought the poster helped in their workplace they all agreed that the poster ‘helps with awareness’ and ‘informs what management and individuals’ responsibilities are’ (Interviewee: 2).

22. The group was asked to think about better ways of communicating this information. When further prompted, they agreed that people ignore television commercials. They decided that the information was already well covered at inductions and they did not think that the law poster could be better communicated by a different medium.

23. The participants were then asked to make their own final individual decisions about what they thought the future of the poster should be. All three interviewees agreed that the poster was something that workers had to have and that it could ‘never’ be gotten ‘rid of’ (Interviewee: 2).

‘[I] liked the mock up with the lady on but it needs the safety reps information on too. The numbering system on this poster is better too – especially if I need to quote something.’ (Interviewee: 3)
4.3 FOCUS GROUP: 3

Location: Large shopping centre
Attendees: 7 employees

Employee 1: Male
Security
Worked at organisation for 3 years

Employee 2: Female
Security
Worked at the organisation for 7 years

Employee 3: Male
Security
Worked in the organisation for the 6 years, 10 months

Employee 4: Male
Security
Worked in the organisation for 4 months

Employee 5: Male
Security
Worked at the organisation for 10 months

Employee 6: Male
Meeter and Greeter
Worked at the organisation for 8 years, 6 months

Employee 7: Male
Customer Service
Worked at the organisation for 1 years, 6 months

Establishing awareness

1. The focus group participants all said they had seen this poster.

2. Only one interviewee remembered seeing the leaflet in a previous job.

3. Regarding where other H&S information is displayed, they said that other H&S posters were on display and there was other information displayed specifically in areas, such as in the garage.

4. The other sources of Health & Safety information at their disposal are regular briefings and formal Health & Safety meetings.
5. Initially, all seven participants remembered were they had seen the poster, which was on display near the canteen. However, two of the interviewees later admitted that they had not seen the H&S Poster before (Interviewee: 5, 7).

6. When asked whether they knew why the poster was displayed, one participant said it was because ‘its’ the law’ (Interviewee: 6). All the rest of the group agreed.

7. One participant said that they thought that HSE ensures the poster is displayed; the rest of the group agreed. Afterwards, one participant changed his answer and openly admitted that they did not actually know (Interviewee: 7).

8. The participants all said that they had not read the contents of the poster all the way through.

9. The group were asked if they knew what information the poster contained. Two participants said it showed employees’ duties to each other and also an employer’s responsibilities (Interviewees: 3, 4). Other members commented that the information was covered in their induction and H&S training. They also thought that the training they all had to undertake was because of the poster (Interviewee: 3, 6).

10. Four participants were able to comment when asked if the H&S Law Poster had been useful or helpful in anyway.

   ‘The poster is a good point of call if you need to use it’. (Interviewee: 1).

   ‘There is also a list of reps on the board next to our H&S poster [which is helpful]’. (Interviewee: 3).

   ‘Most of [the information on the poster is] common sense’. (Interviewee: 5).

**Questionnaire**

The participants were asked complete the first three sections of the questionnaire, read the leaflet and then complete the final section. Once they had done this, researchers were able to start the discussion about the acceptability, comprehensibility and usability of the Poster.

**Discussion of the Poster**

11. The group mainly gave single sentence answers when asked to describe their first impressions of the poster. The impressions were generally critical, and included words such as: ‘Boring’; ‘Bland/ Lengthy – needs changing’; ‘Too much colour’; ‘Too lengthy’; ‘Adequate – all the information is there to hand’.

**Acceptability**

12. When asked to comment on the acceptability of the H&S information in the poster, they all said the information was reasonable and relevant. There were some comments about the appearance of the poster; these were ‘that it looked like too much information (Interviewee: 7); and that it appeared ‘daunting’ (Interviewee: 6).

13. The group was asked to think of the benefits and disadvantages are of displaying the poster. They all considered there was a benefit to having the poster on display. They all agreed that they could not think of any disadvantages.
‘All the information is there which is good’ (Interviewee: 6)

‘And can get additional information if required’ (Interviewee: 3)

‘If you feel the company is infringing on something in the law then you can get the contact details of someone external from the poster’. (Interviewee: 1)

14. When asked about the H&S information, participants commented that the information was basic, relevant and adequate, providing a good overview. They all agreed that there should be no problems for their employer complying with the information.

15. None of the participants could think of any gaps in the information on the poster and one interviewee said that they could raise any further issues that were not covered with their H&S representative (Interviewee: 3).

16. When asked if they had learnt anything from the poster, they told researchers that they had not. Two participants said it had refreshed their memory because H&S law was not something they thought about on a daily basis (Interviewee: 6, 3).

**Comprehensibility**

17. The group was asked to discuss the comprehensibility of the poster. The group was asked if there was anything on the poster that is unclear.

18. The group were asked what they would do to make the poster easier to understand. The group had quite a few ideas, mainly to make the appearance of the poster more ‘eye-catching’:

‘Text is quite small so it would be useful if the company purchased some of the posters that are available in large print.’ (Interviewee: 1).


Not very eye catching – don’t see it on a wall that’s green because it blends in. (Interviewee: 5).

**Usability**

19. The group were asked whether they would be able to use the information in the H&S Law Poster, and all said that the H&S information was ‘good’ (i.e., a positive influence) for their jobs.

20. The group was asked to discuss any improvements that could be made to the H&S Law Poster. At this point the mock-ups were introduced.

**Mock up poster 1 – Reduced text**

The responses to the plain text poster were that it was ‘well laid out’ and not as ‘phasing’ (i.e., overwhelming). They thought it was more straightforward than the original and appreciated the use of bullet points and the heading that states, ‘What you need to know’. Negative comments
were that it was too plain as it was just text, and that it would benefit from bold headings and colour.

**Mock up poster 2 – Reduced text with sketches**

The group liked the pictures as they thought they broke up the text. However, they did not think the current pictures were adequate and the word ‘boring’ was used to describe them.

**Mock up poster 3 – Reduced text with photo**

Nobody in the group appreciated this mock-up and one interviewee said that it looked ‘like a Colgate advert’. It was also pointed out that the writing was not very clear against the background.

**All posters**

The participants noticed that the space for the H&S representatives’ details had been removed from all three mock-ups and the group discussed how they liked to know who the H&S representatives were. They came to the conclusion that any new poster would need to include these contact details.

21. HSL researchers asked the group how they thought the poster helped in their workplace. All the interviewees thought the poster was useful. Three participants gave further ideas as to why; they said it was helpful information for employees and because it has all the H&S representatives’ contact details (Interviewee: 3, 1, 6).

22. Nobody in the group could think of a better way of communicating the information and when prompted about radio or television advertising they discussed the concept of the permanence of the poster. One participant said that ‘if people are daunted by the poster then they will ignore a spread in a newspaper as well’ (Interviewee: 6).

23. The group were then asked to make their own final individual decisions about what they thought the future of the poster should be. They all said that they wanted to see ‘the old poster binned and replaced’. They came to this conclusion because they believed that the current poster is outdated and that it does not encourage employees to read it. They thought it would benefit from bullet points and being more concise. However, they all agreed that the poster should be available in workplaces because it acts as a useful starting point and reference for obtaining H&S information.
4.4 **FOCUS GROUP: 4**

Location: **Small Care Home**  
Attendees: **8 employees**

Employee 1: Female  
Housekeeper/Carer  
Worked for the organisation for 5 years

Employee 2: Female  
Senior Carer  
Worked for the organisation for 7 months

Employee 3: Male  
Carer  
Worked for the organisation for 2 years

Employee 4: Female  
Senior Care Assistant  
Worked for the organisation for 5 years

Employee 5: Female  
Senior Carer  
Worked in the organisation for 3 years

Employee 6: Female  
Housekeeper/Carer  
Worked in the organisation for 5 years

Employee 7: Female  
Senior Carer  
Worked in the organisation for 5 years

Employee 8: Female  
Senior Carer  
Worked in the organisation for 6 years

**Establishing awareness**

1. All eight participants agreed they had seen the H&S Law Poster.

2. None of the participants had seen the leaflets.

---

3 Although the methodology requested that only ‘workers’ and not managers be interviewed, it would not have been possible to conduct this focus group without a manager’s presence. HSL researchers realised that the presence of the manager might have biased the participants’ comments, however, it became evident to the researchers that no such bias was occurring, and in this instance the role of the manager was also as an employee, and not a duty-holder or employer.
3. When asked what other H&S information was displayed in their workplace, one of the participants (Interviewee: 7) said that the CoSHH information and H&S information regarding medicines were on display.

4. All of the participants said that they were aware that there was a company H&S policy, accompanied by written procedures.

5. All of the interviewees knew where the poster was displayed in their workplace.

6. One of the participants said that the purpose of the H&S Poster was to: ‘inform [HSE of any injuries], responsible and responsibilities’ (Interviewee: 3). Another interviewee believed that workers had a duty to read the poster (Interviewee: 4). All the participants thought that the poster was aimed at them.

7. One of the interviewees knew that HSE was the organisation that ensures the poster is displayed. This participant described HSE as a ‘good [organisation]’ and was aware that HSE investigated train crashes (Interviewee: 3). Another interviewee was aware that every workplace should have the H&S Law Poster on display (Interviewee: 7).

8. Three of the participants said that they had read the Poster (Interviewee: 7, 1 3). Two stated they had not read the Poster4 (Interviewee: 2, 4).

9. Three of the interviewees could remember that the poster describes the ‘Duties of employer and any health and safety issues’; the need to carry out a Risk Assessment and the duty to inform the HSE of any accidents; and also that the poster details the ‘local Health and Safety office at the Town Hall’ (Interviewee: 7, 6, 2).

10. Two of the participants said that the poster has previously been helpful to them. Neither of these interviewees wanted to expand and explain the reason why they had used the poster in the past (Interviewee: 1, 6).

**Questionnaire**

The participants were asked complete the first three sections of the questionnaire, read the leaflet and then complete the final section. Once they had done this, researchers were able to start the discussion about the acceptability, comprehensibility and usability of the Poster.

**Discussion of the Poster**

11. When asked to talk about their first impression of the H&S Poster, one of the participants said it was ‘nice’ (Interviewee: 7). Another two individuals commented on the overall appearance, describing it as ‘not very bright, [it] should be red’ and ‘[it] does not stand out.’ (Interviewee: 3, 2).

**Acceptability**

12. When asked to comment on the acceptability of the H&S information in the Poster. All the interviewees responded ‘yes it was useful’. It was commented that although there is ‘enough information [it] needs to be more relevant to the business’ (Interviewee 8).

---

4 Please note, although eight participants attended the focus group, there were occasions when one or two of the participants left and then returned to the group a few moments later. This was in order to attend to their duties.
13. All the interviewees thought that displaying the poster would be beneficial and no one 
could think of any disadvantages to having the poster on display. When further questioned, 
staff did not comment any further to what the benefits might be.

14. When questioned, staff also could not see any practical difficulties in their company 
complying with the H&S information written on the Poster.

15. When asked if they perceived any gaps in the information, it was commented that they 
would like to see the poster broken down further by highlighting the key points 
(Interviewee 2).

16. Three of the interviewees said that they had learnt something new once they had read the 
poster.

‘Makes you competent in health and safety, I did not even know whom the health and 
safety officer was.’ (Interviewee 2)

‘Refreshes your memory.’ (Interviewee 7)

Comprehensibility

17. When asked whether there was anything on the poster that was unclear, or difficult to 
understand, one participant said they thought it was clear (Interviewee 5), whilst another 
participant said that a ‘second read’ was required (Interviewee 7). When the group was 
further prompted and asked whether the poster was easy to read one participant 
commented that:

“Some people have dyslexia so they can’t take the information in.” (Interviewee 6)

One participant thought that they would need to read the poster ‘over and over again to 
understand it’ (Interviewee 8). Another interviewee said that the poster does not ‘sink in 
easily’ when asked whether the H&S information in the poster was easy to remember 
(Interviewee 1).

When asked whether there was anything that needed changing, two participants remarked 
on the appearance of the poster:

‘[It should be] brighter, [with] a yellow or red background.’ (Interviewee: 4)

‘[The Poster] does not stand out.’ (Interviewee: 2)

The group had some ideas of how they felt the presentation of the information could be 
improved. One participant thought the information could be ‘put it on audio tape or CD 
(Interviewee: 3); another thought the law would be better described in ‘key points’ 
(Interviewee: 4). One group member thought that that the company should take up the role 
of the poster - that they should have more H&S meetings:

‘[There could be] more regular Health & Safety meetings as you learn more, it’s more 
practical.’ (Interviewee: 1)

18. They group were asked what would they do to make the H&S Poster easier to understand. 
The comments referred to both the content and the appearance of the poster, and included
ideas such as: ‘simplify it’; ‘make it bolder’; and ‘make it more eye catching’ (Interviewee 8, 7, 3).

Usability

19. The group was asked whether they would be able to use the H&S Poster in their workplace. They needed to be further prompted and were asked whether they thought the H&S information was useful. They all thought it was, however, one participant commented that they already had to know it as part of their job, so therefore they believed that they were not going to read the poster more than once. As the quote below explains:

‘You already know it as part of your job, if you know it, you’re not going to read it again’ (Interviewee 3).

The group was asked if they could think of any difficulties there would be in following the posters’ advice. One participant said that they thought it would be better to go directly to the company’s written policy rather than the H&S Poster.

One participant said that they thought their company should be able to follow the H&S advice on the poster all of the time (Interviewee 8).

20. When asked what improvements could be made to the guidance about H&S law nobody was able to provide any responses.

21. When asked whether they thought the poster helps H&S. Only two participants responded: one said, ‘yes’ but did not explain why; and the other said, it would help if it was clearly displayed - they were referring to the fact that they had not read the poster (Interviewees: 7, 3).

22. The group thought that a better way of communicating the H&S law information in their workplace would be through regular H&S meetings or compulsory annual health and safety training (Interviewees: 2, 8). When further prompted they all thought that DVD’s, the Internet, or CDs would also be a better way of communicating the information. One of the participants explained that if an audio copy of the information was played they could then discuss any queries with their manager (Interviewee: 2).

The group were asked about what the future of the poster should be, however they had to be further prompted and were asked whether they would like to see the poster remain in its current form. They all responded ‘no don’t want to keep it as it is’. Some of the reasons were that the poster was ‘too much [information] to take in’ (Interviewee: 7); and that the colours were ‘dark and dull - the background should be white with black writing’ (Interviewee: 3).

They all said they thought the poster needed changing. Some of the comments about the appearance of the poster were as follows:

‘Needs a graphic designer.’ (Interviewee: 7)

‘Modernise, make it more trendy.’ (Interviewee: 1)

Some of the comments about the informational content of the poster were as follows:

‘[Make it] more informative.’ (Interviewee: 2)
The group was asked to discuss any improvements that could be made to the H&S Law Poster. At this point the mock-ups were introduced. The group showed most interest and had more opinions when they were asked to discuss the different ‘mock-up’ posters.

**Mock up poster 1 – Reduced text**

The responses to the plain text poster were that they thought it was more straightforward than the original and appreciated the use of bullet points. One participant opted for the ‘reduced text poster’.

**Mock up poster 2 – Reduced text with sketches**

The group liked the pictures as they thought they broke up the text. However, they did not think the current pictures were adequate. Overall, five participants opted for the layout ‘with pictures’. However, individual comments revealed that the pictures needed to be seen as relevant.

**Mock up poster 3 – Reduced text with photo**

Nobody in the group appreciated this mock-up or opted for this mock-up. Individual comments revealed that they did not see the relevance of the picture of the woman.

**All posters**

The group preferred the ‘mock-up’s to the ‘original’, they were perceived as less ‘baffling’ (Interviewee: 1) with a better layout (Interviewee: 3). The group all agreed that they needed to know who their H&S representatives were and they all wanted space for these details to be added.

**Round up**

The group were asked to make any final comments and they chose to discuss the idea of mandatory training in H&S law. They suggested that a company should train employees about the law, they considered this to be important because the thought that the law affected their work and therefore, they could not apply or stick to the law if they did not understand it.
4.5  FOCUS GROUP: 5

Location: **Medium sized retail store**
Attendees: **5 employees**

Employee 1:  Female  
Checkouts  
Worked for current employer for 11 months

Employee 2:  Female  
Checkouts  
Worked for employer for 12 years

Employee 3:  Male  
Warehouse  
Worked for current employer for 11 months

Employee 4:  Male  
Management Trainee  
Work for employer for 3 years

Employee 5:  Female  
Food Service Counters  
Worked for employer for 11 years

**Establishing awareness**

1. All five participants agreed they had seen the H&S law Poster.

2. None of the participants had seen the leaflets.

3. When asked what other H&S information was displayed in their workplace, participants said that there was information regarding the safest way to load/unload and move storage cages, and information about the safe handling of chemicals and food.

4. All of the participants said that they were aware there was H&S information and procedures on the organisation’s intranet. There was also a set of H&S DVDs available to staff (Interviewee: 2, 5, 1, 3, 4).

5. All of the interviewees knew where the Poster was displayed in their workplace.

6. One of the participants said that the poster was displayed because of the legal obligation, and that it detailed their H&S representatives (Interviewee: 5, 2). However, all of the interviewees admitted that they did not really know what the purpose of the poster was. One participant told researchers that the poster was something he believed people disregarded (Interviewee: 4). All the participants thought that the Poster was aimed at everyone, employers and employees.
7. One of the participants knew that HSE was the organisation that displayed the poster, and that they regarded HSE’s image as intimidating (Interviewee: 5). The other interviewees stated that they knew who HSE were but had not known they were responsible for the poster. They also said that they only associated HSE with accidents in the workplace (Interviewee: 2, 1, 3, 4).

8. One interviewee remembered reading the poster some years previously (Interviewee: 5). The others suggested they had not read the poster because there was no pressure or requirement for them to read it, and that they had already undergone H&S training (Interviewee: 2, 1, 3, 4).

9. The group were asked if they knew what information the poster contains. Two of the participants suggested that the information contained general procedures for safe working and how to report work injuries (Interviewee: 2, 4). The other three participants agreed that they did not know what information was provided by the poster (Interviewee: 1, 3, 4). However, when further prompted, these individuals had heard of their right to work in a safe environment and the duty of care placed on their employer (Interviewee: 1, 3).

10. When asked if the H&S Law poster had been useful or helpful in anyway, all five participants said they had not found it helpful. They thought this was because they had not read the poster and argued that they would only have used the poster if they had an H&S issue.

Questionnaire

The participants were asked complete the first three sections of the questionnaire, read the leaflet and then complete the final section. Once they had done this, researchers were able to start the discussion about the acceptability, comprehensibility and usability of the Poster.

Discussion of the Poster

11. When asked to talk about their first impression of the Poster. There was some disagreement as to whether there was too much information or not (Interviewee: 4, 5). Two of the interviewees thought that the leaflet was better than the poster, as it was perceived as less daunting (Interviewee: 3, 4).

Acceptability

12. All the interviewees when asked, said that they thought the information in the poster was both reasonable and relevant to all the jobs on site. The participants said it was easy to read and in plain English, however the issue of the large amount of text was raised (Interviewee: 5, 2, 4).

13. The interviewees suggested that the benefits of displaying the poster were as a ‘back-up’, but the group decided that they would prefer the leaflet to be handed out (Interviewee: 1, 5, 3). The group decided that there were no disadvantages to displaying the poster.

14. The information in the poster was perceived to be relevant and the interviewees could not imagine any practical difficulties for their employer in complying with the H&S information.
15. The group did not perceive there to be any gaps in the information. They agreed that the information content was acceptable, and that the issue of concern with the poster was presentational.

16. Nobody in the group considered that they had learnt anything new by reading the poster.

**Comprehensibility**

17. The group were asked about the comprehensibility of the poster. Everyone agreed that they had no problem in understanding the law; they argued that the employers and employees responsibilities were clear. To remember the poster participants thought that they would have to read it a few times. The group had a few ideas about how to improve the presentation of the information. They agreed that the poster could do with being brightened up with pictures because currently it looks like a ‘legal document’ (Interviewee: 4, 2, 5, 1).

18. When asked how they would make the poster easier to understand, the group discussed the issue of the amount of text. One participant thought that the information should be reduced, because it ‘looks like too much to read’ (interview: 1). Whilst another did not know how the information could be cut down (interviewee: 5).

**Usability**

19. Everyone in the group decided that the poster was useful and that it had to be up on display in the workplace because it enabled easy access to the information. One participant decided that now they had read the poster they wanted it up on display (Interviewee: 4).

   ‘Might want the back up when you might not believe what the company is telling you.’
   (Interviewee: 4)

20. The group was asked what improvements could be made to the poster, and at this point the mock-ups were introduced.

**Mock up poster 1 – Reduced text**

The group decided that this mock-up looked better and brighter than the original, however, one interviewee thought the background colour was still too dark.

**Mock up poster 2 – Reduced text with sketches**

The group decided that they liked the idea of pictures, however, the pictures used would need to be improved in some way. They preferred it to the current poster and suggested that people might be more likely to stop and read it.

**Mock up poster 3 – Reduced text with photo**

There were mixed reactions to this mock-up - two interviewees said they did not like it (Interviewee: 1, 2) whereas one interviewee said that they did (Interviewee: 3).

**All posters**

All agreed that they wanted the details of their H&S representatives on the poster as none of them knew who their representatives were. They liked the numbered list and the pictures.
Pictures showing the right and wrong ways of doing different tasks were suggested as being beneficial (Interviewee: 2).

21. The group was asked how the poster helped in their workplace. They all agreed that the poster had never actually helped them personally but they were sure it could be beneficial.

22. The group were asked to discuss better ways of communicating the information. They suggested leaflets should be used in conjunction with the poster. After some discussion they agreed that the Intranet and television were not really adequate ways of communicating H&S law.

23. The group all decided that the legal requirement to display the poster should remain, but they wanted to see the poster changed and updated. The researchers asked this group whether the costs of replacing the poster would be an issue but they were quite adamant that their company should be able to cover the cost of replacing the current poster.

‘Company makes a lot of money so the cost of replacing it doesn’t matter.’ (Interviewee: 3).
4.6  FOCUS GROUP: 6

Location: **Construction Company**
Attendees: **13 employees**

Employee 1: Male  
Bricklayer  
Worked for the organisation for 4 years

Employee 2: Male  
Bricklayer  
Worked for the organisation for 9 years

Employee 3: Male  
Industrial Roofer  
Worked for the organisation for 1 year

Employee 4: Male  
Labourer  
Not specified

Employee 5: Male  
Labourer  
Not specified

Employee 6: Male  
Foreman Sheeter  
Worked for the organisation for 10 years

Employee 7: Male  
Labourer  
Not specified

Employee 8: Male  
Foreman  
Worked for the organisation for 15 years

Employee 9: Male  
Bricklayer  
Worked for the organisation for 6 months

Employee 10: Labourer  
Not specified

Employee 11: Male  
Apprentice Bricklayer  
Worked for the organisation for 0 years

Employee 12: Male  
Bricklayer apprentice  
Worked for the organisation for 0 years

Employee 13: Male  
Senior Ganger  
Worked for the organisation for 5 years

**Establishing awareness**

1. When asked if they had seen the poster, two of the twelve participants said that they had no recollection of seeing it *(Interviewee: 2, 5)*.
2. One of the participants said that they had seen the leaflet (Interviewee: 6); nobody else had seen the leaflets.

3. The group were asked what other H&S information was displayed around their workplace. One of the participants mentioned that all the sites have billboards reminding employees to wear hardhats and safety boots etc. (Interviewee: 6).

4. Two interviewees suggested that their work method statements provide another source of H&S information (Interviewee: 6, 10).

5. The group had seen the poster at various different workplaces and at the site headquarters.

6. The group were asked why they thought the poster is displayed, and who they think it is aimed at. Two of the group suggested that the poster contained guidance on H&S and the reporting of injuries. All the participants agreed that the poster was aimed at them as individual workers.

   ‘Practical guidance, accidents, injuries, all areas’ (Interviewee: 6)

   ‘Important health and safety information’ (Interviewee: 1)

7. The group were asked which organisation ensures the poster is displayed. One participant suggested it was down to the maintenance contractors (Interviewee: 8), whilst another suggested HSE (Interviewee: 6). Nobody else in the group knew which organisation ensures the display of the poster.

8. Only one participant stated that they had read the contents of the poster (Interviewee: 8), the other ten participants suggested that they had not read it. When asked why they had not read it, three interviewees offered explanations. They told researchers that it would take too much time to read the poster, and they believed that they had already been given the necessary information during inductions and so the poster was superfluous information (Interviewee: 5, 1, 7).

9. The group were asked if they knew what information the poster contained. Two participants agreed that the information was about the H&S law, the need for method statements and who to notify in the event of an accident (Interviewee: 3, 5, 7, 10).

10. When asked if the H&S Law had previously been useful or helpful in any way, only one participant stated that it may have been, however he could not remember how or why (Interviewee: 1). The rest of the group had not found the H&S law information useful, one person stated this was because they had not had anytime to look at the Poster.

**Questionnaire**

The participants were asked complete the first three sections of the questionnaire, read the leaflet and then complete the final section. Once they had done this, researchers were able to start the discussion about the acceptability, comprehensibility and usability of the Poster.

**Discussion of the Poster**

11. Five participants used short sentences to describe their first impressions of the H&S Poster. The poster was called ‘dull’, and researchers were told it should be made ‘easier to understand’, made more ‘lively’ and ‘more colourful’ (Interviewee: 1, 2, 3, 9, 8).
Acceptability

12. The group was asked to think about the acceptability of the H&S information in the poster. One respondent said the poster noted the important points in the law (Interviewee: 5). Three interviewees had differing views about how much of the information in the poster was actually relevant. Estimates were: all, thirty percent and, just the section on emergency information (Interviewee: 8, 3, 6).

13. When asked to think of the benefits and disadvantages of displaying the poster, the group agreed there were no disadvantages. The suggested benefits were that employees know where they ‘stand’ and it also acts ‘like a shortcut’ (Interviewee: 6, 1).

14. None of the participants were able to provide any responses when asked whether the poster contains the right H&S information for their workplace.

15. Similarly, nobody responded when the group was asked if there were any gaps in the information.

16. Only one interviewee claimed to have learnt something new from reading the poster, which were the telephone contact details for the H&S representative (Interviewee: 7).

Comprehensibility

17. When asked if anything on the H&S Poster was unclear, two interviewees stated that they had found it difficult to read, and one mentioned the use of long words and high-level English (Interviewee: 5, 9). On the other hand, one interviewee claimed that they had found it ‘very straightforward’ (Interviewee: 4).

When further prompted and asked if they could understand about H&S law from the poster, one participant say that they could not (Interviewee: 7). Whilst another stated they could understand their basic rights (Interviewee: 8).

The group were asked whether the presentation of the information could be improved, the group suggested the poster was: too busy; not bold enough; that the paragraphs ought to be spaced out a bit more; and the there should be a clear section for the employer and a section for the employee (Interviewee: 9, 3).

18. There were a couple of suggestions from the participants about what they would do to make the poster easier to understand. It was suggested that people might read it if it looked like a newspaper, or if it looked more relevant to the construction sector. Participants felt that the Poster currently appeared to be aimed at office workers (Interviewee: 13).

Usability

19. The group were asked if they would be able to use the poster; they were further prompted to see if they found the H&S information helpful. Three participants thought that it was helpful to have guidelines to work to (Interviewee: 5, 1, 6). The poster was also seen as a document for site agency workers to understand the correct procedures (Interviewee: 6). However, it was stated that as workers they already do what they need to, and besides, the first point of contact for H&S information was their foreman, so the poster was not required (Interviewee: 13, 6).
The group were asked if they could think of any difficulties there would be in following the advice in the poster. They recognised that a basic knowledge of English was required, therefore the poster might need to be in a variety of languages for foreign workers (Interviewee: 10, 1, 6, 13).

When asked, two participants said that they were unlikely to follow the H&S advice on the poster in the future (Interviewees: 1, 2). Whereas three participants thought they would be likely to follow the advice. The others did not comment either way (Interviewees: 6, 8, 9).

20. The group was asked what improvements could be made to the poster, and at this point the mock-ups were introduced.

Mock up poster 1 – Reduced text

The group thought that this poster was better than the current H&S Poster because it appeared to be brighter and easier to read (Interviewee: 9, 6, 11, 8, 9). The majority of the group decided they preferred this option.

Mock up poster 2 – Reduced text with sketches

The group were very critical of the pictures and discussed how the pictures would need to be relevant for their jobs. It was also commented on that the poster was too dark with too much writing (Interviewee: 9, 10, 3).

Mock up poster 3 – Reduced text with photo

The group all agreed that this poster did not look like a H&S poster because of the different style. However, they were completely bemused as to the purpose of the picture of the woman, and suggested that the background needed changing (Interviewee: 3, 8, 6). It was remarked that ‘at least some people would look at it’ (Interviewee: 6).

21. The group were asked if they thought the Poster helped H&S. They said that they could go to the foreman rather than the poster to find out who their H&S representatives were; however, temporary workers might find the poster useful (Interviewee: 1, 2, 5). Other participants stated that once they had received their induction or read the poster once it would no longer to useful (Interviewee: 1, 2). It was recognised as a ‘fall back’ (Interviewee: 6).

22. The focus group participants suggested that a better way of communication the information might be by handing out the information in the form of a leaflet or providing a DVD (Interviewee: 1, 11, 3). However, other participates were sure that even if the information was communicated differently it would still be unread (Interviewee: 2, 6).

23. The group were then asked to make their own final individual decision about what they thought the future of the poster should be. They were given the following options:
   - Would you like to see the poster stay as it is?
   - Would you like to see the poster change?
   - Would you like to see the poster go completely?

Ten of the thirteen participants opted to keep the concept of the poster, but to change the presentation and layout of the information (Interviewees: 1, 6, 7, 3, 4, 5, 8, 9, 10, 13).
‘If you get rid of it people won’t know their rights, change it to make it more concise and more eye catching.’ (Interviewee: 6)

‘[Keep it] Spruce up with less information.’ (Interviewee: 9)

Three of the thirteen participants opted to get rid of the poster completely (Interviewee: 2, 11, 12).

‘Get rid of it; you know your rights anyway on how to look after yourself.’ (Interviewee: 2)
SUMMARY OF FINDINGS OF FOCUS GROUPS

This section presents a summary of the overall findings in relation to the acceptability, comprehensibility and usability of the draft guidance sheets. Care should be taken regarding generalising the findings from the interviews to a wider population, as the sample size was never intended to be representative of the range of sectoral views. However, it is possible to distinguish some overarching themes from the comments that are referenced to more individual/parochial concerns.

5.1 ESTABLISHING AWARENESS

1. All participants from Groups 1, 2, 4 and 5 agreed that they had seen the poster. Two participants from Group 3 and from Group 6 said that they had no recollection of the poster.

2. None of the participants in Group 2, 4 and 5 had seen the leaflets. One participant from Group 1, and one participant from Group 6 remembered seeing the leaflet.

3. The groups were asked what other H&S information was displayed around their workplace. Interviewees from Group 4 mentioned CoSHH information and other information regarding medicines. Participants in Group 5 said that there were displays showing the safest way to load/unload and move storage cages; and about the safe handling of chemicals and food. Group 6 mentioned that all the sites have billboards reminding employees to wear hard hats and safety boots etc.

4. The groups were asked if they knew where they could find additional H&S information that was not on immediate display. Group 1 said they had an internal intranet and Groups 2 and 3 suggested that the Health & Safety meetings were other places were they could find further H&S information. Groups 4 and 6 talked about H&S information in their companies’ policies and the work method statements.

5. All the participants who had seen the poster knew where it could be found at their workplace. In Groups 1, 2 and 3 it was on display near their canteen.

6. The groups were asked if they knew why the poster was displayed and what they thought its purpose was. In most of the groups, one or two participants were aware of the basic legal requirements, and once they had suggested ideas other participants also evidenced limited awareness and recollection. However, Group 5 participants admitted that they really did not know why the poster was displayed. Most groups knew the poster contained guidance on safe ways of working and how to report injuries. When asked, all participants suggested that they believed that the poster was aimed at all members of the workplace, both employees and employers.

7. From all the focus groups, five interviewees told the researchers that they thought HSE was the organisation that ensured the display of the poster. Other participants often nodded in agreement, however, participants in Groups 2 and 3 admitted that they did not know who ensured the display. Only a few interviewees across the groups had an opinion of HSE. Three interviewees were aware that HSE investigated accidents in the workplace.

8. When the groups were asked if they had read the poster, every one admitted that they had not read all the information thoroughly. Most claimed to have scanned it and different
reasons for not having read the poster were provided. One participant from Group 1 commented that that they believed they already knew everything they needed to and therefore did not feel the need to read the poster. In Groups 2, 5 and 6 similar sentiments were also suggested. The information contained in the poster was perceived as something individuals were either not interested in, or as something they already knew and took for granted.

9. All the groups were asked if they knew what information the poster contained. In each of the groups (Group 1, 2, 3 and 4) usually one or two participants were able to suggest some ideas, such as: duty of care; provision of a safe working environment/ PPE/ RA; workers’ rights; H&S representatives’ contact details; and reporting of accidents. Other interviewees often nodded in agreement, however, two participants (Groups 1, and 2) admitted that they were not sure what information the Poster contained.

10. The participants were asked whether any of them had found the H&S Law Poster useful. In Group 1, one participant said that the poster had helped when they had needed to bring issues to the attention of the organisation. Two of the interviewees from Group 2 suggested that they found the poster useful for similar reasons, i.e. to remind their managers of their H&S duties. Two participants from Group 3 said they found it useful as a ‘point of call’ and also to be able to look-up their H&S representative’s contact details. In Group 4, two of the participants also believed that the poster had been useful, however they did not comment as to the reason why. In Group 5, none of the five participants had found the poster helpful. They thought this was because they had not read the poster and stated that they would only use the poster if they had a H&S issue. Similarly, in Group 6, only one participant stated that the poster might have been useful, however, they could not remember how or why. The rest of Group 6 had not found the H&S law poster useful. One person stated this was because they had not had anytime to look at the poster.

5.1.1 Questionnaire

The participants were asked to complete the first three sections of the questionnaire, read the leaflet and then complete the final section. Once they had done this, researchers were able to start the discussion about the acceptability, comprehensibility and usability of the Poster.

5.1.2 Discussion of the Poster

11. When asked their first impression of the poster, most of the interviewees focused on the amount of information and then the appearance of the poster. Nearly all of the reactions were that the poster looked overwhelming and difficult to understand. There appeared to be too much information and text. All the participants reacted negatively to the layout and colours of the poster. Overall, participants said the poster looked dull, serious and boring. Straight away interviewees suggested that the poster should be made more eye-catching by using brightener colours and with less text. A number of participants from all the groups said that they thought that the leaflet was better way of presenting the information than the poster, as it appeared to be less daunting.

12. The groups were asked to discuss the acceptability of the H&S information in the poster. Usually after a few prompts the participants discussed the relevancy of the information. Overall, the participants that chose to comment thought the information was relevant to all the jobs on site. The information was described as informative, reasonable, relevant, useful and adequate.
13. The interviewees in the groups were asked to consider what the benefits and disadvantages of displaying the poster might be. Nobody from any of the groups (Groups 1, 2, 3, 4, 5 and 6) could think of any disadvantages. In contrast all the groups thought that displaying the poster could have some beneficial effect for workers. The participants thought it was important to know about employees’ H&S rights and the duties of an employer. The poster was seen as a reference point and a back up, something that an employee could refer to if they felt their company was breaking the law. Participants also said the Poster was somewhere to obtain H&S representatives’ contact details, should these details be unavailable for any reason. Participants from Group 6 said the poster could be used as a ‘shortcut’, to enable employees to readily access sufficient information regarding their legal rights for Health and Safety, and to know where they stood in terms of their employer’s duties for Health and Safety provision.

14. Participants were asked if they could see any reason why their employer could not implement everything on the poster. Nobody in any of the groups could think of any reason or practical difficulties why their employer could not comply with the H&S law. For example, Group 5 agreed that the information was acceptable, and that the issue of concern with the poster was presentational, as opposed to its information content.

15. Participants were asked if they thought the information on the poster contained any gaps. Nobody in any of the groups could think of gaps within the information.

16. When asked if they had learnt anything new from reading the poster the responses between the groups were mixed. In Group 1 nobody responded; in Groups 2, 3 and 5 nobody considered that they had learnt anything. Whereas three participants from Group 4, and one participant from Group 6 told researchers they had learnt new information, specifically that they had not previously known who their safety representatives were.

5.2 COMPREHENSIBILITY

17. The question about the comprehensibility of the poster elicited the most discursive reactions than all the other questions (Groups 1, 2, 3, 4, 5 and 6). All the groups were asked: Is there anything on the poster that is unclear, or difficult to understand? Overall, most of the participants claimed that they found the poster relatively easy to read and understand. However, two interviewees in Group 6 said that they found it difficult to read because of the use of long words and proper English (i.e. sentences), rather than bullet points. All the groups thought the Poster could be better laid out with bullet points and with less text. The appearance of the poster was constantly flagged up as out-dated, boring and dull. Participants from all the groups commented that the H&S Poster appeared overwhelming and intimidating. For example, participants from Group 5 asked for the poster to be ‘brightened up’ because they felt the current version looks like a legal document, and this had negative associations. Most of the participants felt that the leaflet appeared less overwhelming, and after reading it, most interviewees said that they were happy with the amount of information in the leaflet.

Participants in Groups 4 and 5 admitted that they would have to read the poster at least twice in order to fully understand the H&S law and that they would find it difficult to remember. Two participants in Group 6 admitted that they could not understand the law from the information in the poster.
Participants in Groups 1 and 4 were concerned that the current poster might be difficult for people with learning difficulties or dyslexia to understand. Group 6 suggested that there might be difficulties for foreign workers in following the poster’s advice, as they recognised that a basic knowledge of English was required to understand the Poster.

18. When the groups were asked what they would do to make the poster easier to understand, most of the suggestions involved the appearance of the current poster. Participants from all the groups disliked the background colour and agreed that a brighter colour was needed to help the poster stand out and become more ‘eye-catching’. Suggestions for using red as the background colour was the most common idea, but none of the participants had an opinion based on definite evidence that red would actually be the best option.

Overall, the groups (Groups 1, 2, 3 and 4) concluded that the poster should contain less information, with a larger font size. For example, one participant from Group 5 thought that the information should be reduced because it appeared to be too much to read. However, after reading the information most of the participants felt that the amount of information was sufficient, and not everyone was in favour of reducing the amount of textual information. Group 6 suggested that the paragraphs ought to be spaced out more distinctly; and that there should be clear separate sections for the employer and the employee.

A few individuals pointed out that even if the poster was made more eye-catching as soon as a viewer realised it was a H&S poster they would still not read it (participants from Groups 2, 3 and 6). Participants from Group 6 suggested it should be made to look more relevant to the construction sector – as they said it currently appeared to be aimed at office workers.

5.3 USABILITY

19. Groups 1, 2, 3, 4 and 5 decided that they would use the poster in their workplaces because the interviewees felt it was important for workers to know the H&S law and have information about their rights as workers written down independently from their employers by a third party. They all felt they needed a place where their H&S representatives’ contact details were readily available, and did not want to rely on the organisation to supply this information. For example, Group 5’s participants stated that the Poster had to be up on display because it allowed for easy access to the information.

The groups all felt that they did not need any more information about H&S law as they could approach either their H&S representatives, or the company policy for further specific information. Some participants from Group 6 argued that their first point of contact was their site manager, so the poster was not required.

20. The groups were asked what improvements could be made to the poster, and at this point the mock-ups were introduced.

All mock-up posters

Overall, all the groups said that they preferred the larger font size and the numbered bullet points. Participants argued that all the mock-ups were less ‘baffling’, ‘phasing’ (i.e., overwhelming), more straightforward and with a better layout than the original.

All the participants realised that the spaces for the H&S representatives’ names had been removed and discussed their preference for an area on the poster where H&S representatives
and managers contact details could be displayed. All groups came to the conclusion that any new poster would need to keep the safety reps/management contact details on.

Several participants from Group 1, 5 and 6 brought up the idea that the leaflet should be made available for the workers to take away.

**Mock up poster 1 – Reduced text**

Group 1 thought that this idea was essentially the same as the current poster and looked just as out-dated. One interviewee from Group 2 disliked the ‘pale green’ colour. Group 3 thought that this Poster was too plain and needed bold headings and colour. In contrast Group 5 and 6 decided that this mock-up looked brighter and easier to read than the original. One participant from Group 4 opted for this poster from all the options.

**Mock up poster 2 – Reduced text with sketches**

Groups 1, 2, 3 and 6 did not like the drawings, as they could not see their relevance. Group 4 and 5 liked the idea of the pictures, but they said that they would have to be relevant to their jobs. It was felt by all groups that the pictures would need to be relevant to their jobs, and therefore different posters to better represent different types of jobs would be needed.

This mock-up appeared less ‘official’ looking than the current poster, which was perceived as a benefit. Group 1 and 3 felt that the text appeared to be easier to read because it was broken-up on the page. Five participants from Group 4 opted for the layout ‘with pictures’ when asked to choose between all the options. Group 5 also decided that they liked the idea of pictures, however, the pictures would need to improved in some way. They preferred it from the current poster and suggested that people might be more likely to stop and read it.

**Mock up poster 3 – Reduced text with photo**

This poster had some positive reaction from Groups 1 and 2 who described this mock-up as ‘friendlier’, ‘more feminine’, and ‘less official looking’. Group 2 suggested that the poster did not look like a H&S poster but more like a supermarket advert. Group 3 also commented as such, and said it looked ‘like a Colgate advert’, which was not perceived as positive. Group 4, 5 and 6 also disliked this poster, as they could not understand the point of the photo of the woman. Groups 1, 3, 5 and 6 all pointed out that the writing was unclear against the grey background.

5.3.1 Discussing improvements for the Poster

21. All six groups were asked how they thought the poster helped in their workplace. Groups 2, 3, 4 and 6 all agreed that the poster helped by increasing awareness and by providing information about H&S to the workforce. However, Group 6 argued that the poster would not be the first point of call for advice as they would instead go the their foreman. Group 1 and 5 decided that the poster had not been helpful in the past because none of the participants had read the poster prior to the interview.

22. The groups were asked whether there would be a better way of communicating the H&S law information. Groups 1, 2, 3, 4, 5 and 6 were unconvinced that there would be a better way of communicating the information. The six groups argued that people have a tendency to ignore television and radio adverts. Group 3 expanded this idea to newspapers, arguing
that if people are daunted by the poster, then they will also ignore the same information in a newspaper.

In contrast, two participants in Group 4 thought that compulsory annual health and safety training by employers would be a better way of communicating the information on H&S law than the Poster. When further prompted, Group 4 thought that DVD’s, the Internet, or audio CDs would also be a better way of communicating the information, as employees could listen or watch the information during a job induction. Participants in Group 5 and 6 suggested that the leaflet, or information in the leaflet in a DVD format could be used in conjunction with the poster. Researchers asked Group 5 whether the costs of replacing the poster would be an issue, but participants were quite adamant that their company should be able to pay for any replacement costs, and be legally bound to do so.

23. The groups were asked to make final decisions about what they thought the future of the poster should be. They were further prompted with the following options:
   a. Would you like to see the poster stay as it is?
   b. Would you like to see the poster change?
   c. Would you like to see the poster go completely?

Interviewees in Groups 1, 2, 3, 4 and 5 all agreed that workers needed to be aware of, and given access to the legal H&S duties of their employer, and therefore, the poster was a necessity which needed to stay. Ten of the thirteen participants in Group 6 opted to retain the medium of the poster, but to change the presentation and layout of the information. Similarly, Groups 1, 3 and 5 believed that the current poster was outdated and thought that a new Poster would need concise bullet points with bold highlighted headings. Group 4 also thought that the poster needed to contain more concise information with a modern presentation, though none of the group was especially committed to retaining the Poster. Three of the thirteen participants from Group 5 also opted to get rid of the poster completely as it was perceived as redundant, because the group believed that H&S rights were common sense, and already widely known by the workforce.
6 DISCUSSION

The following section discusses the findings reported in the focus groups. It was problematic for the researchers to elicit in-depth discussions, as the participants had not previously been engaged with, or considered issues relating to the H&S Poster. In general the responses were short, with limited opportunity to explore the underlying factors.

6.1 AWARENESS

In general, the participants’ awareness of the Poster was high. The majority (n = 36) of participants from the six organisations recognised the H&S Law poster and knew where the poster was located. This level of awareness contrasted sharply with participants’ awareness of the H&S leaflets. The majority of the participants (n=38) had not seen the leaflets, however two participants were sure that they had seen the leaflet.

The groups were aware of other H&S information on display around their organisation. The groups also knew where they could find additional H&S information that was not on display. Two companies enabled access to online information, whilst other participants felt confident that they could get information from H&S meetings or from company policies and procedures.

Researchers discovered that the participants had a vague and impressionistic knowledge about the information on the poster. When the participants were asked if they could tell researchers the posters’ contents, everyone gave the appearance of knowing, only two participants admitted their lack of knowledge. Often only one or two individuals in a group were able to correctly identify the poster’s contents. However, once prompted, many of the interviewees realised that they too actually had some recollection of the information, though it is possible that this awareness is referenced to other sources of H&S information to which they have been exposed, as opposed to just the Poster. Participants themselves acknowledged that their own awareness of H&S law was through job inductions and general working practices and procedures.

Participants’ awareness of HSE as an organisation also appeared to be vague. It appeared that individuals had heard of HSE, but were only aware of the organisation’s investigatory function. Participants often nodded in agreement once one person (n = 5) in a group tentatively ‘asked’ researchers if HSE was the organisation that ensures the posters’ display. The authors suggest that this might have been because participants were unsure of the logic of the question, because the poster displays the HSE logo. Nevertheless, even though the majority of the individuals had heard of HSE only, five interviewees revealed opinions of HSE, and these lacked clarity and insight. It is impossible to know if those not responding were withholding negative, positive, or neutral opinions. Participants interviewed during these focus groups were generally disinterested and indifferent towards HSE as an organisation.

Participants told researchers that they believed that the poster was aimed at all members of the workforce - employees and employers. Even though they knew the poster was aimed at them, participants still had not read the contents. The focus groups contained participants with a background in H&S, either H&S representatives or team managers, and despite this, even they only claimed to have scanned it.

Different reasons for not having read the poster were provided. It is interesting to note that participants from all groups told researchers that they believed they already knew the necessary H&S information, and therefore individually felt no need to read the poster. The reasons that participants gave for not reading the poster, were that they were either disinterested in the poster
(as it was referenced to other H&S literature which had negative associations), or they assumed they already knew the H&S information the poster contained, and therefore the information was personally redundant. Later in the discussions once the information content had been presented, some participants chose to confirm their original beliefs that they had learnt nothing new from reading the poster. It is possible that this response reflects the participants’ desire to retain congruency with previously accepted beliefs, or an unwillingness to engage with the topic.

Only eight participants stated that they had previously found the poster helpful and/or useful. The majority said the poster had not been useful. Those that gave reasons argued it was because they had not read the poster. Those that had found the H&S Poster useful suggested it was because it was an information resource for H&S that was independent of the employer, and provided a starting point acquiring H&S information. This sentiment was reiterated later in the discussions once participants had read the poster for the first time and considered the information.

6.2 FIRST IMPRESSIONS

The authors feel that the most revealing comments were the participants’ first impressions. After reading the information, often for the first time, interviewees chose to focus on the amount of information and then the appearance of the poster. The researchers were told how the poster looked overwhelming and difficult to understand. To these individuals the poster looked ‘dull, serious and boring’. The authors would suggest that this is one of the main reasons for the poster’s low readership and why it did not attract any of these participants. Although the participants suggested making the poster more visually appealing and ‘eye-catching’ by using brighter colours and less text, it is likely that a balance needs to be struck between the visual appeal and persuasive aspects of the poster, and the perceived relevance of the information content it presents.

6.3 ACCEPTABILITY

It is important to note that the acceptability of the H&S information in the poster was high. Overall, the information was seen as ‘informative, reasonable, relevant, useful and adequate’. No gaps in the information were noted. HSL researchers believed that participants were actually more convinced of the relevance and engaged with the poster once they had read the content. For example, one interviewee from Group 2 stated that: ‘when you take the time to read [the poster] it is very informative’.

Overall, the participants believed the poster was of benefit to employees. Participants stressed the importance of having access to independent information about their H&S rights and the H&S duties expected of their employers. Nobody from any of the groups could think of any disadvantages for displaying the poster. The authors however, were unable to ascertain why the participants thought there was a benefit to having the poster especially considering none of the interviewees had previously read it. It may be argued that only upon reading it they considered it beneficial, and that there may be an element of social desirability in their responses.

6.4 COMPREHENSIBILITY

Overall most of the participants claimed they found the poster relatively easy to read and understand. Only two interviewees said that they found it difficult to read. Although to fully understand the law information from the poster, a number of interviewees said that they would
have to re-read it. Concerns about how the information could be accessed by people in the population with learning difficulties, dyslexia or with English as a second language were flagged up. Though no solutions for addressing these concerns were presented.

6.5 USABILITY

Considering the fact that the individuals in this sample had not read the poster and upon reading it learnt nothing new, the majority still felt that the poster would be useful. The majority felt that the poster was a necessary channel of communication that should be retained. The groups were asked if the information could be better communicated through different media, but the poster was still upheld as the preferred format.

6.6 MOCK-UPS

The participants interviewed did not really engage with any of the previous questions, and often short replies were provided. In contrast, groups engaged much more, once the mock-ups were presented. In general, they preferred the larger font size and the numbered bullet points. The mock-ups were perceived as less ‘baffling’ or ‘phasing’, and more straightforward. However, All groups came to the conclusion that any new poster would need to retain the contact details for the safety representatives and management. Most workers identified these sections as very relevant to their informational needs, and removing the section from the poster has the potential to make the poster appear less relevant.
CONCLUSIONS AND RECOMMENDATIONS

The following section is based on the findings and the discussion and makes some suggestions regarding presentational and informational aspects of the poster. The data collected during this project was by its nature exploratory, and never intended to be representative of the UK population. However, from the small opportunity sample the following points can be made:

- The majority of the sample had seen the poster and knew where to find it in their workplace, but had never read it.

- The sample had a vague awareness of the posters’ informational content, and knew it was aimed at them as individual workers.

- Participants were critical of the presentational aspects of the poster, and suggested that this was one of the main reasons they had not read it.

- On reading the poster for the first time, participants suggested the information was acceptable and relevant to their jobs and workplace; though felt that they had previously been exposed to the information through training at their workplace.

- The majority of the participants felt that the poster would be helpful in their workplace and perceived a benefit to the poster being displayed by their employer, in terms of ease of access, and as a basic minimum provision of H&S information from a source independent of their employer.

- Participants’ opinions of the ‘mock-up’ posters were inconclusive, but indicative of a trade off for any decisions regarding the design of a new poster, between making the poster visually appealing, and the perceived relevancy of the poster to the workforce. That is to say, there exists potential for the visual appeal of the poster to undermine its perceived relevancy.

- Participants concluded that any re-design of the poster needed to contain the contact details for the H&S representatives or manager, and that the sections for ‘employer’ and ‘employee’ responsibilities should be more clearly distinguished.

- If the informational content of the poster were to be redesigned, further research assessing the different versions of the text would be necessary. From this current research it cannot be concluded that the acceptability and comprehensibility of the text for the ‘mock-up’ posters would be as highly rated as the original, as none of the participants read the ‘mock-up’ posters and their views were only based on the presentational aspect.
8 APPENDICES

8.1 APPENDIX 1: HEALTH & SAFETY POSTER: USER CONSULTATION QUESTION SET

Set-up (5 minutes)
Explain process of Focus Groups: Confidentiality, Anonymity, purpose and protocol for conducting focused discussion, and feedback arrangements.

Introductions: Thank for assistance, names, position, experience etc.

Check background details of company: size, activities, length of time in business.

QUESTIONS FOR THE HEALTH & SAFETY LAW POSTER

Part 1: Pre-discussion question set

Establishing awareness (5 minutes/10 minutes total)

1. Have you seen this poster?
   Prompt:
   a. Yes, No, Maybe – Why/why not?

2. Have you seen the leaflets?
   Prompt:
   a. Yes, No, Maybe – Why/why not?

3. What H&S information is displayed in your workplace?

4. What other sources of Health & Safety information, other than those on display, are there in your workplace for workers?

Questions to those who have seen the Poster (5 minutes/15 minutes total)

5. If you have seen this poster, where have you seen it?

6. Do you know why the poster is displayed, and its purpose? Who do you think it is aimed at?

7. What organisation ensures the poster is displayed (or something similar)? What do you know/think about this organisation

8. Have you read the contents of the poster? Why/why not?

9. Do you know what information this poster contains?
   Prompt:
   a. Duties of employer
   b. Rights of workers
   c. Contacts details of H&S representatives
   d. HSE contact details
e. What do you know about your H&S rights as workers? [Other than what’s on the poster?]

f. What do you know about the H&S duties of your employer? [Other than what’s on the poster?]

10. Has the H&S Law useful/ helpful in any way to any one you know working here who has seen it previously?
   Prompt:
   a. In what way was it useful – please explain why?
   b. If it has been of no use – please explain why?

Part 2: Explain the Poster (10 minutes/ 25 minutes total)

Ask everyone to read a leaflet and fill out the questionnaire

Part 3: Discussion of the Poster

Opening question

11. Tell me about your first impressions of the leaflet?

Acceptability (10 minutes / 35 minutes total)

12. What do you think of the acceptability of the H&S information in the Poster?
   Prompt:
   a. Is it reasonable?
   b. Is it relevant (for: Your job? Your workplace?)? Is it sufficient information?

13. What do you think the benefits and disadvantages are of displaying the poster? Who to?

14. Is it the right H&S information for your workplace? Would there be any practical difficulties for your employer in complying with the H&S info?

15. Are there any gaps in the information?
   Prompt:
   a. What would add?
   b. How would you improve it?

16. Did you learn anything from this poster?

Comprehensibility (10 minutes/ 45 minutes total)

17. Is there anything on the Poster that is unclear, or difficult to understand?
   Prompt:
   a. Is the Poster easy to read?
   b. Could you understand about H&S law from the Poster?
   c. How easy is the H&S information in the poster to remember?
   d. What do you think about the amount of information?
   e. How informative do you find the Poster?
   f. Is there anything that needs changing?
   g. Could the presentation of the information be improved in any way (e.g. text or pictures)?
18. What would you do to make the Poster easier to understand?

**Usability (10 minutes/ 55 minutes total)**

19. Would you be able to use the Poster in your workplace?
   Prompt:
   a. How helpful do you think the H&S information is to your workplace? Why/why not?
   b. What difficulties would there be in following the Poster’s advice for H&S law?
   c. If you/your employer follow the advice on the law do you think it will make any difference?
   d. How likely are you/your employer to follow the H&S advice on the poster in the future?

20. What improvements could be made to the guidance about H&S law (on the Poster)?
   [Point where alternative mock-ups could be introduced ?]

21. How does the Poster help H&S in your workplace? If not why?

22. Would there be a better way of communicating this information within your workplace?
   Prompt:
   a. National/ Regional media (i.e. TV/ radio / papers)
   b. Web presence
   c. Other marketing and advertising techniques to sell H&S law message

23. What do you think the future of the Poster should be?
   Prompt:
   a. Would you like to see the poster stay as it is? Please explain why.
   b. Would you like to see the poster change? Please explain how.
   c. Would you like to see the poster go completely? Please explain why.

**Round up (5 minutes/ 60 minutes total)**

24. Is there anything that we haven’t covered that you would like to add?
   Final prompt:
   a. Do you have any further questions about the work?

Thank you for your help and time.
Subject: Usability study of HSE Poster - can you assist after your course at HSL?

Dear [Name],

My name is Christine; I work at the Health & Safety Laboratory (HSL). I am conducting a scoping study investigating the usability of the Health and Safety Law Poster for the HSE.

I would like to collect your views. I understand that you are attending a training course on [Date]. Would you have time to assist me after your course?

I would explore your ideas about the usability of the Law Poster during a focused discussion (you don’t need to have seen this Poster to take part - I will provide a copy). The focus group will take about 50 minutes.

I want to highlight that this study is about the usability of the Law Poster and your reaction to it. I am NOT interested in the H&S practices of the company you work for.

Please let me know if have time to assist after your course, from 3.10pm to 4pm next Tuesday, here at HSL.

Kindest regards,
Christine

Note about Anonymity
Only the researchers at HSL will know your name and your company name. When we write the report we will remove your name and company to keep you anonymous. Only your ideas will be reported back to HSE.

Please contact me if you need any further information.

P.S. My colleague Sarah Binch is also working on this project with me.
8.3 APPENDIX 3: MOCK UP POSTER 1 – REDUCED TEXT.

Health and Safety Law
What you need to know

Health and safety laws are about preventing people from being harmed or made ill through work. They apply to most people in work including all employers, employees, the self-employed, work experience students, charity workers and homeworkers.

Ten key actions an employer must take
1. Decide what could cause harm to people and how to take precautions. This is your risk assessment.
2. Decide how you are going to manage health and safety in your business. If you have five or more employees you need to write this down. This is your health and safety policy.
3. If you employ anyone, you need Employers’ Liability Compulsory Insurance and you must display the certificate in your workplace.
4. You must provide free health and safety training for your workers so they know what hazards and risks they may face and how to deal with them.
5. You must have competent advice to help you meet your health and safety duties. This can be from your business, external consultants/advocates or a combination of these.
6. You need to provide toilets, washing facilities and drinking water for all your employees, including those with disabilities. These are basic health, safety and welfare needs.
7. You must consult employees on health and safety matters.
8. If you have employees, you must display the health and safety law poster or provide workers with a leaflet with the same information.
9. If you are an employer, self-employed or in control of work premises, by law you must report some work-related accidents, diseases and dangerous occurrences.
10. If you run a new business, you will need to register with either the Health and Safety Executive (HSE) or your local authority - depending on the sort of business you have.

What employees must do
Employees have legal duties too. They include:
- taking reasonable care for your own health and safety and that of others who may be affected by what you do or do not do
- co-operating with your employer on health and safety
- correctly using work items provided by your employer, including personal protective equipment, in accordance with training or instructions.

If there’s a problem
If you think there is a health and safety problem in your workplace you should first discuss it with your employee, supervisor or manager. You may also wish to discuss it with your safety representative. If there is one. Yes, your employer or your safety representative can get information on health and safety in businesses by calling HSE’s telephone service on 0845-346 0065.
If you think your employer is exposing you to risks or is not carrying out legal duties, and you have pointed this out without getting a satisfactory answer, you can contact the enforcing authority for health and safety in your workplace (see below). Health and safety inspectors can give advice on how to comply with the law. They also have powers to enforce it. HSE’s Employment Medical Advisory Service can give advice on health at work. You can contact them at the addresses below.
You can get advice on general regulations etc from the Fire Brigade or your fire office.

Name and address of enforcing authority whose health and safety inspectors cover this workplace (e.g. HSE or your local authority’s Environmental Health Department):
Health and Safety Law
What you need to know

Health and safety laws are about preventing people from being harmed or made ill through work. They apply to most people in work including all employers, employees, the self-employed, work experience students, charity workers and homeworkers.

Ten key actions an employer must take

1. Decide what could cause harm to people and how to take precautions. This is your risk assessment.
2. Decide how you are going to manage health and safety in your business. If you have five or more employees you need to write this down. This is your health and safety policy.
3. If you employ anyone, you need Employers’ Liability Compulsory Insurance and you must display the certificate in your workplace.
4. You must provide free health and safety training for your workers so they know what hazards and risks they may face and how to deal with them.
5. You must have competent advice to help you meet your health and safety duties. This can be workers from your business, external consultants, lawyers or a combination of these.
6. You need to provide toilets, washing facilities and drinking water for all your employees, including those with disabilities. These are basic health, safety and welfare needs.
7. You must consult employees on health and safety matters.
8. If you have employees, you must display the health and safety law poster or provide workers with a leaflet with the same information.
9. If you are an employee, self-employed or in control of work premises, by law you must report some work-related accidents, diseases and dangerous occurrences.
10. If you are a new business, you will need to register with either the Health and Safety Executive (HSE) or your Local Authority depending on the sort of business you have.

What employees must do

Employees have legal duties too. They include:
- taking reasonable care for your own health and safety and that of others who may be affected by what you do or do not do;
- cooperating with your employer on health and safety.

- comply using work items provided by your employer, including personal protective equipment, in accordance with training or instructions.

If there’s a problem

If you think there is a health and safety problem in your workplace you should first discuss it with your employer, supervisor or manager. You may also want to discuss it with your safety representative, if there is one. You, your employer or your safety representative can get information on health and safety in confidence by calling HSE’s confidential telephone service on 0845 345 0055.

If you think your employer is exposing you to risks or is not carrying out legal duties, and you have pointed this out without getting a satisfactory answer you can contact the enforcing authority for health and safety in your workplace (see below). Health and safety inspectors can give advice on how to comply with the law. They also have power to enforce it. HSE’s Employment Medical Advisory Service can give advice on health at work. You can contact them at the addresses below.

You can get advice on general fire precautions etc from the Fire Brigade or your fire officer.
Health and Safety Law
What you need to know

Health and safety laws are about preventing people from being harmed or made ill through work. They apply to most people in work including all employers, employees, the self-employed, work experience students, charity workers and homeworkers.

Ten key actions an employer must take
1. Decide what could cause harm to people and how to take precautions. This is your risk assessment.
2. Decide how you are going to manage health and safety in your business. If you have one or more employees you need to write this down. This is your health and safety policy.
3. If you employ anyone, you need Employers Liability Compulsory Insurance and you must display the certificate in your workplace.
4. You must provide the health and safety training for your workers so they know what hazards and risks they may face and how to deal with them.
5. You must have competent advice to help you meet your health and safety duties. This can be workers from your business, external consultants/advisers or a combination of these.
6. You need to provide toilets, washing facilities and drinking water for all your employees, including those with disabilities. These are basic health, safety and welfare needs.
7. You must consult employees on health and safety matters.
8. If you have employees, you must display the health and safety law poster or provide workers with a leaflet with the same information.
9. If you are an employer, self-employed or in control of work premises, by law you must appoint a competent and suitably trained health and safety representative.
10. If you are a new business, you will need to register with either the Health and Safety Executive (HSE) or your Local Authority - depending on the sort of business you have.

What employees must do

Employees have legal duties too. They include:
- taking reasonable care for your own health and safety and that of others who may be affected by what you do or do not do.
- co-operating with your employer on health and safety.
- correctly using work items provided by your employer, including personal protective equipment, in accordance with training or instructions.

If there's a problem

If you think there is a health and safety problem in your workplace you should first discuss it with your employer, supervisor or manager. You may also wish to discuss it with your safety representative. If there is one. You, your employer or your safety representative can get information on health and safety in confidence by calling HSE's Information Line. Telephone service on 0845 345 0005.

If you think your employer is exposing you to risks, it is not abusing their legal duties and you have pointed this out without getting a satisfactory answer, you can contact the enforcing authority for health and safety in your workplace (see below). Health and safety inspectors can give advice on how to comply with the law. They also have powers to enforce it. HSE's Employment Medical Audit Service can give advice on health at work. You can contact them at the addresses below.

You can get advice on general fire precautions from the Fire Brigade or your fire officer.
Health & Safety Law Poster: 
User Consultation

Introduction
We are researchers from the Health & Safety Laboratory (HSL). HSL are the research agency of the Health & Safety Executive (HSE).

We would like to collect your opinions on the Health & Safety (H&S) Law Poster. This questionnaire will take 10 minutes to complete (including the time it will take to read the H&S Law Poster/Leaflet).

Aim of this questionnaire
Firstly, we would like to ask you if you have seen the H&S Law Poster?
If you have seen it, we'll ask if you found the information on the Poster useful or not?
We'll then want to collect any suggestions you may have for improving the Poster.
To do this we have put a question set together for you to record your individual views.

Anonymity
Only the researchers at HSL will know your name and your company name. When we write the report we will remove your name and company to keep you anonymous. Only your ideas will be reported back to HSE. We will not report back to your company what you have said to us today.

If you need any further information after today please contact Christine Daniels at HSL.
Your details

These details will be kept confidential by the HSL research team.

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
</tr>
<tr>
<td>Age</td>
</tr>
<tr>
<td>Company's Name</td>
</tr>
<tr>
<td>Job title</td>
</tr>
<tr>
<td>Department</td>
</tr>
<tr>
<td>Years in current job</td>
</tr>
<tr>
<td>Years in current company</td>
</tr>
<tr>
<td>Size of current company (please tick)</td>
</tr>
<tr>
<td>Self-employed</td>
</tr>
<tr>
<td>Micro (1-9 employees)</td>
</tr>
<tr>
<td>Small (10-49 employees)</td>
</tr>
<tr>
<td>Medium (50-249 employees)</td>
</tr>
<tr>
<td>Large (250 or more employees)</td>
</tr>
<tr>
<td>Briefly describe the work you do</td>
</tr>
</tbody>
</table>
Establishing awareness

Please tell us what you know about the Health and Safety (H&S) Law Poster/Leaflet. For each statement put a tick in the appropriate column to show your level of agreement.

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I have seen the H&amp;S Law Poster at my workplace</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. I have been given a copy of the H&amp;S Law leaflet by my employer</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. I know where to go for Health &amp; Safety information at my workplace</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Seen the Poster
If you have seen the Poster/Leaflet please answer questions 1 to 22 below and overleaf.

Not seen the Poster
If you have NOT seen the Poster/Leaflet please read through a copy of the Leaflet and then answer the second set of questions (questions 8 to 22).

Please note: the Leaflet contains the same information displayed on the Poster.

1. Questions for those who have seen the Poster/Leaflet

Please tell us what you think about the Health and Safety (H&S) Law Poster/Leaflet. For each statement put a tick in the appropriate column to show your level of agreement.

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I remember where in my workplace I’ve seen this Poster</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. I have read the contents of the Poster</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. I know why the Poster is displayed</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. I know that the Poster contains the duties of my employer for H&amp;S</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. I know that the Poster explains my rights as a worker</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. I know that the Poster has the contact details of my H&amp;S representatives and how to contact HSE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. I found this Poster useful</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### 2. Questionnaire about the Law Poster/Leaflet

Please tell us what you think about the Health and Safety (H&S) Law Poster/Leaflet. For each statement put a tick in the appropriate column to show your level of agreement.

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.</td>
<td>I think the H&amp;S Law information in the Poster is relevant for my workplace</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>The Poster is informative</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>The Poster is easy to read</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.</td>
<td>The Poster is easy to understand</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td>The Poster is easy to remember</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13.</td>
<td>There is the right amount of information in the Poster for my workplace</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14.</td>
<td>The presentation of the information could be improved</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15.</td>
<td>I can use the H&amp;S Law information in the Poster in my workplace</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16.</td>
<td>Displaying the Poster in the workplace is useful for the H&amp;S of the workforce</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17.</td>
<td>People in my workplace are not likely to ask the employer to act on the information given in the Poster</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18.</td>
<td>The Poster addresses the realities and practicalities of my workplace</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19.</td>
<td>The information content about H&amp;S Law on the Poster could be improved</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20.</td>
<td>The H&amp;S Law information will be helpful in my workplace</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21.</td>
<td>I am likely to ask my employer to act on the information given in the Poster in the future</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22.</td>
<td>The H&amp;S Law information in this Poster could be communicated more effectively by a different way in the workplace</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Thank you for your time today.**

Please return your questionnaire to Christine Daniels from HSL.
Subject: Usability study of H&S Law Poster - can you assist?

Dear [Name],

My name is Christine; I work at the Health & Safety Laboratory (HSL). I am conducting a scoping study investigating the usability of the Health and Safety Law Poster for the HSE.

I've believe that you manage [Department] External Relations Team for [Area]. I was wondering if I could attend one of the events you might know about to conduct a focus group with volunteers; it would take about 40 minutes.

I'd like to arrange a focus group with 6-10 employees (not management) to explore their awareness of the HSE H&S Law Poster, its utility, and options for changing the format/content of the poster.

Could you let me know if I can contact you to discuss this possibility?

Kind regards,
Christine

PS My colleague Sarah Binch is also working on this project with me.

Christine Daniels
Risk Management Section
Health & Safety Laboratory
Harpur Hill, Buxton
Derbyshire, SK17 9JN
Tel: 01298 218314
VPN: 524 Ext. 8314
Fax: 01298 218840
Subject: Usability study of H&S Law Poster - can you assist?

Dear [Name],

My name is Christine; I work at the Health & Safety Laboratory (HSL). I am working on a scoping study investigating the usability of the Health and Safety Law Poster for the HSE.

I'd like to arrange a focus group with 6-10 employees (not management) to explore their awareness of the HSE H&S Law Poster, its utility, and options for changing the format/content of the poster.

I was wondering if I could attend one of the events you might know about to conduct a focus group with volunteers; it would take about 40 minutes.

Could you let me know if I can contact you to discuss this possibility?

Kind regards,
Christine

PS Sarah Binch is also working on this project with me.

_______________________
Christine Daniels
Risk Management Section
Health & Safety Laboratory
Harpur Hill, Buxton
Derbyshire, SK17 9JN
Tel: 01298 218314
VPN: 524 Ext. 8314
Fax: 01298 218840

_______________________
Subject: Focus group confirmation – [Date] [Time]

Dear [Name],

Thanks for your call, and for your assistance in allowing us talk (by way of a focus group) to some [Company Name] staff on [Date] at [Time].

As you know I'm doing a scoping study investigating the usability of the Health and Safety Law Poster for the HSE.

During the focus group I will ask the participants to complete the short questionnaire and there will then be a discussion. The aim of this focused discussion is to explore employees (not management) current awareness of the HSE H&S Law Poster, its utility, and options for changing the format/content of the poster.

The focus group will take 1 hour (max) and I'll like to get views from between 6-10 people working in any role (i.e. cleaning, security etc). I will to collect participants’ ideas, which I will report back to HSE.

I want to highlight that this study is about the usability of the Law Poster and workers reactions to it. We are NOT interested in the H&S practices of the [Company Name].

I’ll give you a call before the [Date] to check any arrangements.
Kindest regards,
Christine

Note about Anonymity
Only the researchers at HSL will know participants’ names and that they work for the [Company Name]. Only participants’ ideas will be reported back to HSE. When we write the report we will remove any names to keep workers and the [Company Name] anonymous. This also means I cannot discuss with yourself (as H&S Manager) what [Company Name] employees have said to me; but I will send you the full report once all our focus groups have been conducted.

Call me if you need any further information.

PS My colleague [Sarah Binch] [Daniel Greaves] is also working on this project with me.

____________________________________________________________
Christine Daniels
Risk Management Section
Health & Safety Laboratory
Harpur Hill, Buxton
Derbyshire, SK17 9JN
Tel: 01298 218314
VPN: 524 Ext. 8314
Fax: 01298 218840
Location: **Large retail organisation HQ**
Attendees: 4 **employees**

Employee 1: Male  
Assembly  
Worked for the organisation for 3 years

Employee 2: Female  
Administration  
Worked for the organisation for 3 years

Employee 3: Male  
Senior Security  
Worked for the organisation for 8 years

Employee 4: Male  
Warehouse  
Worked for the organisation for 2 years

**Part 1: Pre discussion set**

**Establishing awareness**

1. Have you seen this poster?

   All Yes seen the poster.

2. Have you seen this leaflet?

   3 Yes.

   All No.

3. What H&S information is displayed in your workplace?

4. What other sources of Health & Safety information, other than those on display are there in your workplace for workers?

   1 Internal website.

   4 Key cards.

**Those who have seen the poster**

5. If you have the poster, where have you seen it?

   3 Seen it in the warehouse.

   4 Outside the canteen.

6. Do you know why the poster is displayed, and its purpose?

   3 So we know who is responsible.

   4 Legal requirement.
7. What organisation ensures the poster is displayed (or something similar)?

2 HSE is the organisation.

8. Have you read the contents of the poster?

3 Things that I need to know I’ve read.
2 Never read it all the way through.

9. Do you know what information the poster contains?

2 Not read it so am not sure.
4 Duty of care- for the employer and employee to look after each other.
1 Employer has to:
   Provide safe environment
   RA
   Comply with H&S legislation
   Provide PPE
   ‘Something else’ – can’t remember.

10. Has the H&S Law been useful/ helpful in any way?

2 Never had a H&S issue so not that useful
3 Helped when bringing issues up/ to the attention of the organisation, e.g, potholes/ things not being tidied up, so it has been useful.

Part 3:

11. First impressions?

3 Leaflet is much easier
2 Looks overwhelming. There’s too much information/ text.
1 A lot of people wouldn’t understand it.

Acceptability

12. What do you think of the acceptability of the H&S information in the poster?

4 Information is relevant.
2 The information is perhaps more relevant to other jobs rather than admin, e.g. machinery etc – depends where you work as to how relevant it is.
3 Agrees.
4 But it does include computers.

3 Leaflet is OK.
1 If the leaflet was handed out then people might take the time to read it.
3 It is beneficial – but the leaflet is better – people know their rights.

13. What do you think the benefits and disadvantages are of displaying the poster?

Benefits
4 Good that people know their rights.

Disadvantages

2 No disadvantages
4 No disadvantages – apart from the H&S guy getting more work!

14. Is this the right H&S information for your workplace? Would there be any practical difficulties for your employer in complying with the H&S info?

4 No reasons why they (the employer) can’t implement everything on the poster. It’s common sense.
2 Agrees

15. Are there any gaps in the information?

All There are no gaps in the information.

16. Did you learn anything from this poster?

Comprehensibility

17. Is there anything on the poster that is unclear, or difficult to understand?

18. What would you do to make the poster easier to understand?

1 Personally didn’t find it difficult because deal with a lot of H&S. But some wouldn’t find it easy to understand.
4 People find bullet points/bold/short text easier to remember.

All Find it easy to read – BUT others might not

1 Organisation employ some with learning difficulties etc and they might find it hard to understand.
3 Someone who has dyslexia would find it difficult.
4 Most of the information is common sense, and is therefore dealt with everyday – so wouldn’t miss any of the information and is easy to remember.
1 Deal with it everyday – so it’s easy
2 In office and don’t really deal with it.
Poster is too much information. Leaflet is easier.

All Poster looks frightening
4 Also HSE stamp is intimidating
1 There is just enough information on the leaflet, and is what you need to know.
All Agree.

What would you do to make the poster easier to understand?

Design

3 Background colour is difficult and distracting
2 Colour
3 Black text and a white background
4 BUT that might not stand out enough so need colour – but not sure what colour!
2 Bold text to highlight. 
Font could be bigger on the poster. 
4 Font OK on the leaflet though. 
All Agree. 
2 If they had a poster with minimal information and leaflet to combine further information this would be useful. 
All Agree. 

Pictures 

All Negative to the idea 
4 This would increase the information, this isn’t good, it needs to be simpler. 
Plus this will be more work/ money are different posters will need to be made for different areas of work. 

Other 

4 Bullet points. 
2 Brighter colours would be good. 

Usability 

19. Would you be able to use the poster in your workplace? 

3 Don’t work for the organisation – works for a third line security contractor. Have been able to use the poster as supporting when reporting problems on the site. However, some people use the poster to report every single thing. 
4 There are already some people on site who don this. 
4 Need to know some equality amongst the stuff in terms of H&S. 
Change in environment would cause some problems/ difficulties 
Need law/ something written down so know their rights. 
2 Common sense information 
4 Important to have the law there. 
2 A lot of the information just read is new but now would know it better. 
4 Have to follow H&S to protect the company. 

20. What improvements could be made? 

Mock up poster 1 – Reduced text 

2 Writing is bigger on this than the original – as it is on all the mocks. 
3 Just looks like another poster on the wall. 
Old poster looks outdated/ 
2 Need leaflet to take information away, BUT who would look after the display? 
4 Should be a choice as to whether workers have to take leaflet. 

Mock up poster 2 – Reduced text with sketches 

4 Don’t like the drawings. 
2 They aren’t relevant. 
1 Looks more official than mock 3 but not as official as the original.
4 Easier to read broken up text.

Mock up poster 3 – Reduced text with photo

4 More friendly.
1 Not as frightening.
3 More feminine.
2 Bigger writing.
4 Numbering is good. Will stop and look because won’t think it’s health and safety.
4 Grey background is not good still though.
2 Background is not clear.
4 Other posters look like ‘you must’ whereas this looks like advice.
1 Looks friendlier.
4 Doesn’t have to be a picture of a woman, could be a man etc.
All Looks less official – this is a good thing.

21. How does the poster help in your workplace?

2 Not been helpful because not read it
1 Agrees

22. Would there be a better way of communicating this information within your workplace?

3 Every month in pay slip get bombarded with H&S information. This is bad. One poster is better – one place for the information.

4 Internal internet has all the information on.
1 Switch off at adverts so TV etc would not be good.

23. What do you think the future of the poster should be?

3 Will never get rid of the poster.
1 Everyone needs the information.
4 Need proof of what the law is.
2 Definitely need it.
3 One day you will need it.
4 Handy to have – the poster is good.
1 Information is easily accessible.
4 Leaflet could be given at the induction.

Round up

24. Anything else?

All Still want the poster BUT information on it should be cut down.

2 Might be useful to have the reps details on the new posters too.
All Agree.
Although numbers 1-10 on the mocks are good there still needs to be bold parts highlighted on the summaries too, e.g. 1. RISK ASSESSMENT, 2. H&S POLICY.
APPENDIX 11: NOTES - FOCUS GROUP: 2

Location: Third party supply chain DC for large retail organisation
Attendees: 3 employees

Employee 1: Male
Home Delivery
Worked for the organisation for 1 year 3 months.

Employee 2: Male
Truck Driver
Worked for the organisation for 17 years.

Employee 3: Male
Returns
Worked for the organisation for 2 years (previous to this worked for the large retail organisation).

Part 1: Pre discussion set

Establishing awareness

1. Have you seen this poster?
   All Seen the poster.

2. Have you seen this leaflet?
   All No.

3. What H&S information is displayed in your workplace?

4. What other sources of Health & Safety information, other than those on display are there in your workplace for workers?
   2 Health and Safety meetings
   3 Minutes to the meetings
   1 (Nods) But has only just come into the workplace and hasn’t taken much notice.

   3 Internet
   All Everyone can use it.

Those who have seen the poster

5. If you have the poster, where have you seen it?
   All HS board on the passage to the canteen.

6. Do you know why the poster is display, and its purpose?
   1 To protect employer.
3 Has to be displayed by Law.
2 Agrees.

7. What organisation ensures the poster is displayed (or something similar)?

3 HSE
2 Worthwhile organisation if it is done right.
1 Doesn’t know who HSE are.

8. Have you read the contents of the poster?

All Not read it all.
3 Only look at the information that jumps off the page. Like the information on people they need to know. Positioned in a place where people pass by.
2 Something take for granted and therefore don’t read.
1 Doesn’t interest me to read it.

9. Do you know what information the poster contains?

1 Rules and regulations – including PPE etc.
3 Brief outline of what the organisation have to provide for first aid etc.
2 Don’t know rights as a worker – don’t know a great deal.
3 Told to report everything that has/ could lead to an accident.
1 Employer has to go by the rules on the poster/ leaflet.
3 Have to provide a safe workplace.
1 Provide PPE etc.

10. Has the H&S Law been useful/ helpful in anyway?

2 Useful everyday in the working environment – e.g. keep walkways/ doorways clear and fire exits.
3 Reminder to everyone and makes everyone aware. All sign documents when start too.

Part 3:

11. First impressions?

1 Dull, serious.
2 Dull in colour.
3 Could be brighter colours, but it is there for health and safety.

Acceptability

12. What do you think of the acceptability of the H&S information in the poster?

All Think the information is relevant and to all the jobs on site.
3 When you take the time to read it- it is very informative.

13. What do you think the benefits and disadvantages are of displaying the poster?

Benefits
3 Reference point for rights and information.
1 Benefits us.

Disadvantages

All There are no disadvantages.

14. Is this the right H&S information for your workplace? Would there be any practical difficulties for your employer in complying with the H&S info?

All There would be no problems in implementing the H&S law.

15. Are there any gaps in the information?

All No.
3 Very well laid out.

16. Did you learn anything from this poster?

I Nothing in particular – if read it a few times would be more clued up. But know what need to for job.
3 All new starters are briefed well – the poster is a point of reference.

Comprehensibility

17. Is there anything on the poster that is unclear, or difficult to understand?

All Easy to read.
3 The poster is easy to read to anyone with common sense.
I Could understand the law from it.

I There is a lot to take in.
2 All the information you need is in the middle column.

All Think it is easy to remember

2 Amount of information is about right.
3 Hits the main bullet points.
I Agrees.

All Informative.

18. What would you do to make the poster easier to understand?

All At first glance nothing needs changing.

All There is no need for pictures.
3 Get health and safety booklet when start at the organisation with pictures etc in.
I Brighter/ bolder/ sections separated.
3 Colour would probably make people stop and look but when they realise it’s H&S they’re not interested.
2 Colour is irrelevant.

**Usability**

19. Would you be able to use the poster in your workplace?

*All* Poster is helpful.

3 More information would be too much. If anyone needed more information then they would contact H&S manager.
1 Agrees.

20. What improvements could be made?

**Mock up poster 1 – Reduced text**

3 H&S reps should be displayed, and H&S managers.
1 Agrees.
3 Easier to read, but colour isn’t great.
1 Easier to read.
2 Less information though.

**Mock up poster 2 – Reduced text with sketches**

1 Don’t like the pictures
2 Agrees.
3 Would need to have different posters in different parts of the building with different pictures on. But this could be beneficial to certain parts of the building.
2 They would get graffiti on them.
3 These types of pictures are already in the booklet the staff already have.
*All* Not too sure.
1 Looks like there’s loads of information.

**Mock up poster 3 – Reduced text with photo**

1 Better – eye catching.
*All* Different.
3 Making H&S sexy.
1 Doesn’t seem as serious.
*All* Doesn’t look like H&S¬ Looks more like a supermarket advert or something.
3 More eye catching – but not sure if it is better?
Friendlier – but not necessarily sex appeal.
1 Good to make it less serious.
2 A lot of space is wasted – so could put the reps details on.
3 Putting numbers on gives a reference point.
*All* Text is easier to read.

21. How does the poster help in your workplace?

3 Helps with awareness.
2 Informs what management/ individual responses are.
*All* Agree.
22. Would there be a better way of communicating this information within your workplace?

1 Other methods depend on the organisation.
2 People ignore adverts on the TV.
3 Agrees.
1 Already have a video at own organisation.
3 Agrees – this is all covered well at the induction.
All Generally – No.

23. What do you think the future of the poster should be?

3 Got to have something.
2 Never get rid of it.
1 Need it!
3 Liked the mock up with the lady on but need the safety reps information on too. The numbering system on this poster is better too – especially if need to quote something, More colour is good too.

Round up

24. Anything else?

No.
Location: **Large shopping centre**
Attendees: **7 employees**

Employee 1: Male  
Security  
Worked at organisation for 3 years

Employee 2: Female  
Security  
Worked at the organisation for 7 years

Employee 3: Male  
Security  
Worked in the organisation for the 6 years, 10 months

Employee 4: Male  
Security  
Worked in the organisation for 4 months

Employee 5: Male  
Security  
Worked at the organisation for 10 months

Employee 6: Male  
Meeter and Greeter  
Worked at the organisation for 8 years, 6 months

Employee 7: Male  
Customer Service  
Worked at the organisation for 1 years, 6 months

**Part 1: Pre discussion set**

**Establishing awareness**

1. Have you seen this poster?
   
   *All*  
   Seen the poster

2. Have you seen this leaflet?
   
   *3*  
   Seen it in a previous job/unit
   
   *Rest*  
   Not seen it

3. What H&S information is displayed in your workplace?

4. What other sources of Health & Safety information, other than those on display are there in your workplace for workers?
   
   *3*  
   Have regular extra briefings
   
   *7*  
   Extra H&S posters are displayed
1. H&S Meetings
3. Other information is displayed specifically in areas, such as in the garage.

Those who have seen the poster
5. If you have the poster, where have you seen it?

1. Seen the poster in the new starter induction.
   Also seen near the canteen.
All. Agree

6. Do you know why the poster is display, and its purpose?
6. It’s the Law
All. Agree

7. What organisation ensures the poster is displayed (or something similar)?
3. HSE
All. Agree
7. Didn’t agree – didn’t know that

8. Have you read the contents of the poster?
All. Not read it all the way through before today
7. Only read it today. Didn’t know where it was before.
2. Agrees with 7. Only scanned it today.
3. Believes the poster should be moved. It was put where it is to be accessible to all originally.
5. Only seen where it was today also.

9. Do you know what information the poster contains?
4. Shows your/ your employers responsibilities
3. Duties to each other. This is covered in the induction, BUT after so long it goes to the back of your mind.
7. From the poster you know H&S rights/ standards
6. Because of the poster are trained in everything
3. Agrees. Have to be trained before can do anything here

10. Has the H&S Law been useful/ helpful in anyway?
1. The poster is a good point of call if need to use it.
7. Told about all the information on the poster in the induction and given a handbook with additional information.
3. There is a also a list of reps on the board next to our H&S poster.
5. Most of it’s common sense.

Part 3:
3. Don’t think the format has changed of the poster since 1974.
11. First impressions of the poster/ leaflet?

4 Boring
3 Bland/ Lengthy – needs changing
2 Too much colour
7 Too lengthy
1 Adequate – all the information is there to hand

Acceptability

12. What do you think of the acceptability of the H&S information in the poster?

All Information is reasonable
Information is relevant
7 Presented in a way that it looks too much information
6 Daunting

13. What do you think the benefits and disadvantages are of displaying the poster?

Benefits

All Think there is a benefit
6 All the information is there which is good
3 And can get additional information if required
1 If you feel the company is infringing on something in the law then you can get the contact details of someone external from the poster.

Disadvantages

3 Don’t think there’s any disadvantages
All Agree

14. Is this the right H&S information for your workplace? Would there be any practical difficulties for your employer in complying with the H&S info?

3 The information is basic and adequate
There is also the H&S handbook for any other information.
6 The information is relevant to all.
4 Provides a good overview.

All There ARE NO problems for employer complying with the information.

15. Are there any gaps in the information?

3 Reps raise any further issues that aren’t covered – so no.

16. Did you learn anything from this poster?

6 Think it has refreshed a lot of us from our induction.
3 Something don’t think of everyday although it is in the back of your minds.

Comprehensibility
17. Is there anything on the poster that is unclear, or difficult to understand?

18. What would you do to make the poster easier to understand?

1  Text is quite small so it would be useful if the company purchased some of the posters that are available in large print. Also it would be useful if the company could display it lower down.
6  Couldn’t digest all the information in one go
7  Always have back up information and know where to go for further information BUT the poster is informative
1  Poster is presented OK. Bold draws your attention to sections.
5  Not very eye catching – don’t see it on a wall that’s green because it blends in.
7  Needs pictures or something? See HSE symbol and ‘Law’ and think ‘Oh God!’
1  What about different hi-visibility versions for outdoors?
2  Colour
4  Bland
1  Could give it a funky logo, spruce it up
6  Use/ Put things in different colours on the poster? The language is easier to understand that it perhaps was in the past.

Usability

19. Would you be able to use the poster in your workplace?

1  All the details are there need.
All  H&S information is good for their jobs.
5  Company haven’t got a choice they have to follow the law – that’s why it’s useful.
3  The times when management perhaps need a jolt about something then it works.
2  No problems.
3  Facilities are there to be used in line with the law on the poster
4  All equipment have check sheets to keep in line with this.
1  Asked for stab vests as PPE – but knocked back
5  But that’s because image is very important here.

20. What improvements could be made?

Mock up poster 1 – Reduced text

7  Well laid out – not a phasing as the current one.
5  ‘What you need to know’ is a good statement to have.
1  Too plain, just text.
2  Nothing breaks it up.
3  More straight forward than the original.
4  Use of bullet points is good.
5  Original poster was a lot of information
3  Need to add pictures to break it up
1  Agrees
6  Could add bold headings and colour
5  Agrees about a bold colour
6  Not red though as this is difficult to read over sometimes.
Mock up poster 2 – Reduced text with sketches

2 Like the pictures
1 Agree
6 Pictures break up the text
7 But the pictures are boring!
3 Pictures are a good idea but change these pictures

Mock up poster 3 – Reduced text with photo

3 Looks like a Colgate advert – don’t like it.
2 Writing isn’t very clear on the background.

All posters

1 Good to have the H&S reps like on the original poster – especially because of turnover of staff.
3 Know who the reps are and the management but could be included
7 Some might need to know who the management are

Conclusion: Need to keep the safety reps/management details on.

21. How does the poster help in your workplace?

3 Information for employees.
1 Helpful if lost induction pack with information.
6 Has all the reps and contacts on.
All Poster is good.

22. Would there be a better way of communicating this information within your workplace?

All Don’t know.
5 The poster is permanent.
6 Agrees. If people are daunted by the poster then they will ignore a spread in a newspaper etc.

23. What do you think the future of the poster should be?

All Want the old poster binned and replaced.
3 Current poster is outdated
4 Current poster doesn’t encourage you to read. Need bullet points and to be up to date.
6 Needs to be more to the point.
1 Add a website address to the poster with more information on it.
3 Like the size of the poster – don’t change that.
7 It’s nice to know the poster is there.
1 If didn’t have it would know where to start.

Round up

24. Anything else?
\textit{All} \hspace{1cm} \textit{No.}
APPENDIX 13: NOTES - FOCUS GROUP: 4

Location: Small Care Home
Attendees: 8 employees

Employee 1: Female
   Housekeeper/Carer
   Worked for the organisation for 5 years

Employee 2: Female
   Senior Carer
   Worked for the organisation for 7 months

Employee 3: Male
   Carer
   Worked for the organisation for 2 years

Employee 4: Female
   Senior Care Assistant
   Worked for the organisation for 5 years

Employee 5: Female
   Senior Carer
   Worked in the organisation for 3 years

Employee 6: Female
   Housekeeper/Carer
   Worked in the organisation for 5 years

Employee 7: Female
   Senior Carer
   Worked in the organisation for 5 years

Employee 8: Female
   Senior Carer
   Worked in the organisation for 6 years

Questions for the Health & Safety Law Poster

Part 1: Pre-discussion question set

Establishing awareness
1. Have you seen this poster?
   All    Yes.
   3     Is that ours?

2. Have you seen the leaflets?
3. What H&S information is displayed in your workplace?
7 All over the home, CoSHH, medicine, policies etc.

What other sources of Health & Safety information are there in your workplace?
All Policy and procedures.

Questions to those who have seen the Poster
4. If you have seen this poster, where have you seen it?
All Upstairs in the old staff room.

5. Do you know why the poster is displayed, and its purpose? Who do you think it is aimed at?
3 Inform, responsible and responsibilities
4 Duty to read it
All Aimed at us

6. What organisation ensures the poster is displayed (or something similar)? What do you know/think about this organisation
3 HSE
7 That every workplace should have one
3 HSE good, they do train crash investigations and stuff

7. Have you read the contents of the poster? Why/why not?
7 Quickly
1 Have done
3 Have read it before
2&4 Not read it

8. Do you know what information this poster contains?
Prompt:
• Duties of employer
• Rights of workers
• Contacts details of H&S representatives
• What do you know about your H&S rights as workers?
• What do you know about the H&S duties of your employer?
6 The local Health and Safety office at the Town Hall
6 Duties of employer and any Health and safety issues
2 Risk assessments, duty to inform

9. Has the H&S Law useful/helpful in any way to any one who has seen it previously?
Prompt
• In what way was it useful – please explain why.
• If it has been of no use – please explain why?

1 Was to me at the time
6 Yes

Part 2: Explain the Poster
Ask everyone to read a leaflet

Part 3: Discussion of the Poster

Opening question
10. Tell me about your first impressions of the leaflet?

7 Nice
3 Not very bright, should be red
2 Does not stand out

Acceptability
11. What do you think of the acceptability of the H&S information in the Poster?

Prompt
• Is it reasonable?
• Is it relevant (for: Your job? Your workplace?)?
• Is it sufficient?

All Useful
All Yes
8 Enough information but needs to be more relevant to the business

12. What do you think the benefits and disadvantages are of displaying the poster? Who to?

I No, should be somewhere more appropriate like downstairs
7 Down here
4 Better

Disadvantages

All No

13. Is it the right H&S information for your workplace? Would there be any practical difficulties for the H&S info?

All Shouldn’t be

14. Are there any gaps in the information?

Prompt
• What would add?
• How would you improve it?

2 Breakdown, make more specific and highlight key points

15. Did you learn anything from this poster?

2 Good
2 Makes you competent in Health and Safety, did not even know whom the health and safety officer was.
7 Refreshes your memory

Comprehensibility

16. Is there anything on the Poster that is unclear, or difficult to understand?

2 Understand and it’s clear
7 A second read is required, I like the leaflet as it’s to hand
3 Wrong colour

Prompt

• Is the Poster easy to read?

3 Is clear
4 Some people have dyslexia so they can’t take the information in

• Could you understand about H&S law from the Poster?

• How easy is the H&S information in the poster to remember?

8 You have to read it over and over again to understand it
1 Don’t sink in easy

• What do you think about the amount of information?

• How informative do you find the Poster?

• Is there anything that needs changing?

4 Brighter, a yellow or red background
2 Does not stand out

• Could the presentation of the information be improved in any way (e.g. text or pictures)?

5 Put it on audio or CD
1 More regular Health & Safety meetings as you learn more, it’s more practical.
4 Describing the law or the key points of the law

17. What would you do to make the Poster easier to understand?

8 Simplify it
7 Bolder
3. Make more eye catching

Usability
18. Would you be able to use the Poster in your workplace?
Prompt
• How helpful do you think the H&S information is to your workplace? Why/why not?

All   Yes
2   It’s Health and safety so
3   All ready know as part of job, if you know it, your not going to read it again
4   You know where it is though

• What difficulties would there be in following the Posters advice for H&S law?
8   Go by poster? better to go to the policy itself

• If you follow the advice on the law do you think it will make any difference?
7   You have to really
3   Policy and procedure, yes

• How likely are you to follow the H&S advice on the poster in the future?
8   Should all of the time

19. What improvements could be made to the guidance about H&S law (on the Poster)?

20. How does the Poster help H&S in your workplace? If not why?
7   Yes??
3   When you can see it

21. Would there be a better way of communicating this information within your workplace?
2   Regular H&S Meetings
8   Yearly manual handling and health and safety training – compulsory/annually

Prompt
• National/ Regional media (i.e. TV/ radio / papers)
• Web presence
• Other marketing and advertising techniques to sell H&S law message

All   DVD’s/internet/audio
7   Definitely a CD
2   Manager to put tape on and then we could discuss
8   An information pack would be good

22. What do you think the future of the Poster should be?
Prompt

• Would you like to see the poster stay as it is? Please explain why.

All  No don’t want to keep it as it is

• Would you like to see the poster change? Please explain how.

All  Change it as it needs it
7  Needs a graphic designer
1  Modernise, make more trendy
2  More informative
3  More eye catching
2/3  Some manual handling
1  More specific to the job you did and less information
3  Put contact numbers on back
1  Change it with H&S reps on it
2  Add spaces at bottom for H&S rep and incorporate both old and new
1  Yeh

• Would you like to see the poster go completely? Please explain why.

All  Yes
7  Too much to take in
3  Colours dark and dull – white or black

Discussion of the different posters:

2  Don’t see the point of the woman
8  Like them
3  Better layout
1  Not baffling
2  Read text one but not so much the visual one
7  Not impressed
7  Stands out though
2  We need to know who the representative is and the important numbers
1  Lighter background
2  Pictures more relevant make writing smaller so you can get more info on

Final Vote
5 opted for the visual layout
0 opted for the one with the woman on it
6 & 1 opted for textual one

Round up
23. Is there anything that we haven’t covered that you would like to add?

8  A training company could make you do it
7  Get a reward for doing it
2  Compulsory – can affect your job if you don’t know it
8  If you can’t understand law how do you apply it
Final prompt
- Do you have any further questions about the work?

All  No

Thank you for your help and time.
APPENDIX 14: NOTES - FOCUS GROUP: 5

Location: Medium retail store (90 employees)
Attendees: 5 employees

Employee 1: Female
Checkouts
Worked for current employer for 11 months

Employee 2: Female
Checkouts
Worked for employer for 12 years

Employee 3: Male
Warehouse
Worked for current employer for 11 months

Employee 4: Male
Management Trainee
Work for employer for 3 years

Employee 5: Female
Food Service Counters
Worked for employer for 11 years

Part 1: Pre discussion set

Establishing awareness

1. Have you seen this poster?
   All Seen the poster.

2. Have you seen this leaflet?
   All Not seen the leaflet.

3. What H&S information is displayed in your workplace?
   3 Little posters on the walls.
   e.g. Safety with cages – push in the warehouse/pull in the store.
   5 Chemicals and notices on food counters.

4. What other sources of Health & Safety information, other than those on display are there in your workplace for workers?
   2 BOP.
   5 That’s a branch online system – if you have a query you can look it up.
   1 DVD at the induction.
   3 All do the computer training
   4 And then have to do a refresher every 6 months.
Those who have seen the poster

5. If you have the poster, where have you seen it?

6. Do you know why the poster is display, and its purpose?

   All Don’t know.
   5 It’s the law.
   4 It’s just there but everyone disregards it.
   2 Sometimes has the reps on.
   All Aimed at everyone.

7. What organisation ensures the poster is displayed (or something similar)?

   5 HSE
   Rest Perhaps weren’t sure before today.
   1 Feel indifferent about HSE, perhaps it’s useful.
   5 Whenever hear HSE, think ‘Oh my god!’
   2 Only really hear about it when something’s happened.
   3 Or when there’s an accident at work.

8. Have you read the contents of the poster?

   5 Years ago.
   Rest No.
   3 Come into work and get on with work.
   2 Have training on H&S
   4 Not under any pressure to read it.

9. Do you know what information the poster contains?

   2 Injuries at work and reporting?
      Equipment.
   4 Procedures about what to do.
   1 Don’t know.
   3/4 Agree with 1.

   e) Your rights as workers?

   3 Right to work in a safe environment.
   2 Not to be put in any danger.

   f) Your employers’ duties?

   1 Duty of care.

10. Has the H&S Law been useful/ helpful in anyway?

   All No.
   1 Because I’ve never read it.
   All Agree.
   4 Leaflet would be a lot easier.
5 Unless a problem occurs, don’t know if it would be useful.
2 Agrees with 5 and 4.
5 Looks like there’s a lot of information on the poster.

Part 3:

11. First impressions of the poster/leaflet?

4 Too much information.
5 Doesn’t agree.
3 But as 4 said a leaflet would be better.

Acceptability

12. What do you think of the acceptability of the H&S information in the poster?

All Information is reasonable.
All information is relevant.
5 Simple answers.
2 Plain English.
4 Easy to read.
1 If needed to know it – good to know it’s there.
4 Would look and think there’s a lot on there.

13. What do you think the benefits and disadvantages are of displaying the poster?

Benefits
Disadvantages

3 There are no disadvantages. If want to read it then will do and if not then wont.
1 Better to have the poster – BUT don’t like the design.
5 If were given leaflet and then told the poster was there as a backup.
3 In H&S update the leaflet could be given out to update them.

14. Is this the right H&S information for your workplace? Would there be any practical difficulties for your employer in complying with the H&S info?

All Very relevant information.
All No difficulties.

15. Are there any gaps in the information?

All No gaps.
1 Just the design that’s the problem.
2 The background.
3 The information is all right.
4 Relevant/ Easy to read.

16. Did you learn anything from this poster?

Comprehensibility

17. Is there anything on the poster that is unclear, or difficult to understand?
All  No problem.
Clear English.
2  Employers and Employees responsibilities are clear.

c) How easy is the H&S information to remember?

1  Not that easy in detail.
3  Not reading it once.
All  Would have to read it a few times.
3  Common sense.
All  Agree with 3.

g) Could the presentation of the information be improved in anyway?

4  Stand out
2  Brighten it up.
5  Pictures/ Cartoons.
1  Colour of the background.
5  Looks like legal blurb.
1  Pictures.

18. What would you do to make the poster easier to understand?

1  Information should be reduced.
5  Disagrees – Don't know how it would be reduced.
1  If haven’t read it, don’t know how relevant it is and it looks like it could take too long to read.

Usability

19. Would you be able to use the poster in your workplace?

3  Got to have it up.
5  Has to be there to show who has to do what.
2  If have it on display can go to it quickly.
5  Need the back up of the poster.
All  Agree.
Like to keep the poster.
1  Might want the back up when you might not believe what the company is telling you.
4  Once aware of it, want it up.
5  Day to day common sense.
2/1  Agree with 5.
3  A lot of H&S is common sense.

20. What improvements could be made?

Mock up poster 1 – Reduced text

1  Better than the original.
But still too much information.
2/3  It’s alright, but would like pictures.
1  Background is still murky.
2 Background is brighter than the original.

Mock up poster 2 – Reduced text with sketches

1 Like it.
   Not so overwhelming.
3 More likely to stop and read it.
2 Improvement on the original.
4 Agrees.
3 Depends on information.
1 Background still murky.
All Don’t like these pictures but would like pictures on the poster.

Mock up poster 3 – Reduced text with photo

3 Like it.
1/2 Don’t like it.
1 Doesn’t look like H&S.
2 Want reps details to be on.
4 Need to know the reps but it could the company not display them?
All Don’t know who their rep is.

All posters

All Keep reps on the poster at the bottom.
1 Don’t think that’s needed.
All Like the 10 steps.
Keep reps.
Pictures.
2 Pictures with the right and wrong ways to do something e.g. MH.

21. How does the poster help in your workplace?

I Never used it personally but could help.
All Agree.

22. Would there be a better way of communicating this information within your workplace?

4 Leaflets.
All Agree but in conjunction with a poster.
2 Don’t like the idea of a website.
3 Agrees.
2 Maybe TV?
3 Disagrees – change channels when adverts come on.

23. What do you think the future of the poster should be?

All Change it.
3 Company makes a lot of money so the cost of replacing it doesn’t matter.
3 Couple of pictures.
Round up

24. Anything else?

No.
Location: Construction Company
Attendees: 13 employees

Employee 1: Male
  Bricklayer
  Worked for the organisation for 4 years
Employee 2: Male
  Bricklayer
  Worked for the organisation for 9 years
Employee 3: Male
  Industrial Roofer
  Worked for the organisation for 1 year
Employee 4: Male
  Labourer
  Not specified
Employee 5: Male
  Labourer
  Not specified
Employee 6: Male
  Foreman Sheeter
  Worked for the organisation for 10 years
Employee 7: Male
  Labourer
  Not specified
Employee 8: Male
  Foreman
  Worked for the organisation for 15 years
Employee 9: Male
  Bricklayer
  Worked for the organisation for 6 months
Employee 10: Labourer
  Not specified
Employee 11: Male
  Apprentice Bricklayer
  Worked for the organisation for 0 years
Employee 12: Male
  Bricklayer apprentice
  Worked for the organisation for 0 years
Employee 13: Male
  Senior Ganger
  Worked for the organisation for 5 years

Questions for the Health & Safety Law Poster

Part 1: Pre-discussion question set
Establishing awareness

1. Have you seen this poster?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2 &amp; 5</td>
<td>No</td>
</tr>
<tr>
<td>Rest</td>
<td>Yes</td>
</tr>
</tbody>
</table>

2. Have you seen the leaflets?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Yes</td>
</tr>
<tr>
<td>Rest</td>
<td>No</td>
</tr>
</tbody>
</table>

3. What H&S information is displayed in your workplace?

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
</tr>
</tbody>
</table>

4. What other sources of Health & Safety information are there in your workplace?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Method statements</td>
</tr>
<tr>
<td>10</td>
<td>Foreman provides</td>
</tr>
</tbody>
</table>

Questions to those who have seen the Poster

5. If you have seen this poster, where have you seen it?

6. Do you know why the poster is displayed, and its purpose? Who do you think it is aimed at?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Practical guidance, accidents, injuries, all areas</td>
</tr>
<tr>
<td>1</td>
<td>Important health and safety information</td>
</tr>
<tr>
<td>All</td>
<td>Yes (agree that it’s aimed at them)</td>
</tr>
</tbody>
</table>

7. What organisation ensures the poster is displayed (or something similar)? What do you know/think about this organisation

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Maintenance contractors</td>
</tr>
<tr>
<td>6</td>
<td>HSE</td>
</tr>
<tr>
<td>Rest</td>
<td>No</td>
</tr>
</tbody>
</table>

8. Have you read the contents of the poster?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Yes</td>
</tr>
<tr>
<td>Rest</td>
<td>No</td>
</tr>
</tbody>
</table>

- Why/why not?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Time</td>
</tr>
<tr>
<td>1</td>
<td>Not bothered</td>
</tr>
<tr>
<td>7</td>
<td>Inductions</td>
</tr>
</tbody>
</table>

9. Do you know what information this poster contains?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>It’s the law</td>
</tr>
</tbody>
</table>
Yes I agree

Prompt:
- Duties of employer
- Rights of workers
- Contacts details of H&S representatives
- What do you know about your H&S rights as workers?
- What do you know about the H&S duties of your employer?

That it’s out of control, method statements
Liability to accidents

10. Has the H&S Law useful/ helpful in any way to any one who has seen it previously?

Prompt
- In what way was it useful – please explain why.
- If it has been of no use – please explain why?

May have been
No

No time to look at it
Could be brighter a it’s old and mucky
It’s old fashioned

Part 2: Explain the Poster
Ask everyone to read a leaflet

Part 3: Discussion of the Poster

Opening question
11. Tell me about your first impressions of the leaflet?

Dull
Makes it easier to understand
Points to small and repetitive
Lively
More colourful

Acceptability
12. What do you think of the acceptability of the H&S information in the Poster?

Prompt
- Is it reasonable?
- Is it relevant (for: Your job? Your workplace?)?
- Is it sufficient?

Relevant
Good as it states the points
Thirty percent relevant
6 Emergency information relevant
1 Read a bit about it?

13. What do you think the benefits and disadvantages are of displaying the poster? Who to?

6 No disadvantages

Benefits

6 Know where you stand
1 If you read it then you can understand it
6 A shortcut?

14. Is it the right H&S information for your workplace? Would there be any practical difficulties for the H&S info?

15. Are there any gaps in the information?
Prompt
• What would add?
• How would you improve it?

1 Same as in the 1990’s isn’t it

16. Did you learn anything from this poster?

6 Nothing now
3 Come across it before
7 Learnt about the telephone contact numbers
1 A good recap

Comprehensibility
17. Is there anything on the Poster that is unclear, or difficult to understand?
Prompt
• Is the Poster easy to read?

10 Proper English rather than all the long words
5 Difficult to read
4 Very straight forward

• Could you understand about H&S law from the Poster?

7 No
8 Basic rights
1 Workplace would have changed?

• Could the presentation of the information be improved in any way (e.g. text or pictures)?

11 Too busy
3 Not bold enough
9 Paragraph it out, space it out a bit more
3 Maybe a section for your employer and a section for you

18. What would you do to make the Poster easier to understand?
13 Make it like a newspaper
9 Money, you know like bank notes [joke]
13 Make more relevant as it looks like it’s aimed at offices rather than a workshop or construction

Usability
19. Would you be able to use the Poster in your workplace?

Prompt
• How helpful do you think the H&S information is to your workplace? Why/why not?
6 Everyone would have to work to the guidelines
1 Yeh, guidelines
6 So site agency workers would know the correct procedures
13 First point of contact is your site manager anyway so.
6 Don’t need poster anyway as you just do it
6 Know where you stand though

• What difficulties would there be in following the Posters advice for H&S law?
All No

• If you follow the advice on the law do you think it will make any difference?
6 Got to comply with the law, can’t see how we can change the law
10 Loads of Poles (Polish) and Russians so should be in other languages too
10 Put it in Chinese
1 Contractors are different yeh, so different languages
6 Should understand it!
13 Basic knowledge of English required

• How likely are you to follow the H&S advice on the poster in the future?
1 No
2 No
6,8,9 Yes
6 Good to know your rights

20. What improvements could be made to the guidance about H&S law (on the Poster)?

Mock up poster 1 – Reduced text
10 Too dark
1 Same background, make it like a scroll maybe
11 Too much writing
3 Pictures no good
Mock up poster 2 – Reduced text with sketches

12 Bit brighter
6 Better to read
11 Better
8,9 Bit better

Mock up poster 3 – Reduced text with photo

3 Why is she there?
8 At least some people would look at it
6 A different background

MOST AGREED TO POSTER NO 2

21. How does the Poster help H&S in your workplace? If not why?

2 You know who your health and safety rep is anyway
3 Sure you could find it so
1 Go to the foreman anyway
8 Temporary workers don’t know though
13 Not relevant on it
1 Different picture
12 One point of contact required only
1 No have induction so
2 Once read it then you don’t need to see it again
3 Leaflet at start as part of your job
1 Some people don’t go into the site office
6 Is good to have if you see it – to fall back on

22. Would there be a better way of communicating this information within your workplace?
Prompt
• National/ Regional media (i.e. TV/ radio / papers)
• Web presence
• Other marketing and advertising techniques to sell H&S law message

1 Leaflet in induction
11 A DVD with the information on
3 As a newspaper
2 No one would read it
6 Done it before. HSE did it in the paper once

23. What do you think the future of the Poster should be?
Prompt
• Would you like to see the poster stay as it is? Please explain why.
• Would you like to see the poster change? Please explain how.
• Would you like to see the poster go completely? Please explain why.
Will get bigger, health and safety getting more serious
Change it
2 Get rid of it actually; you know your rights anyway on how to look after yourself
11 Change the law [get rod of the poster]
6 If you get rid of it people won’t know their rights, change it to make it more concise and
more eye catching
2 Does not make a difference
9 Only need to read it once
1 Some people forget
6 Keep it
7 Keep it
Change and keep it
Get rid of it
3 Change, keep it
5 Change, keep it
6 Keep it, change leaflet
7 Keep and change
13 Keep it and change it
9 Spruce up with less information
10 Simplify it
11 I’m indifferent
12 Get rid of it
3 Covers my own back
9 Been a while since I read it
13 All have read it sometime
1 Would not know about it if not
11 Put it on Internet

Round up
24. Is there anything that we haven’t covered that you would like to add?

All No

Final prompt
• Do you have any further questions about the work?

All No

Thank you for your help and time.
9 REFERENCES


Shearn, P. and Gould, V. (2005). Resources and Support Available to Safety Representatives: Focus Group Consultation. HSL Report SOFS/05/02