

Watch Your Step campaign evaluation

Qualitative research

Prepared by **Synovate**
for the Health and Safety Executive 2007

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Watch Your Step was a major campaign for HSE, and ran in October 2005. It aimed to raise awareness of the issue of slip and trip accidents and to encourage both employers and employees to take action to prevent them. It was hoped that the campaign would contribute to a significant reduction in slip and trip accidents, thereby helping the HSE to meet its Public Service Agreement targets for injury reduction.

This report covers a qualitative follow-up evaluation study conducted between May and July 2006, which comprised interviews with duty holders and employees. The key objectives of this study were to understand the extent to which the campaign, and specifically the communications, has prompted attitudinal and behavioural change; and to understand the extent of these changes. The research also served to explore perceptions of the campaign components amongst those who interacted with it in order to identify possible improvements to future campaigns. A wider evaluation report looking at the impact of the campaign overall is published alongside this research (RR548).

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Summary of Key Findings

Key Points

- The Slips and Trips campaign appears to have had most impact in terms of raising awareness amongst businesses and encouraging duty holders to raise awareness amongst staff. It has, however, had less impact in terms of encouraging tangible action.
- It would appear that the businesses that were prompted to take action as a result of interacting with the campaign were likely to either be taking some action already, or at least be relatively ‘up-to-speed’ with health and safety issues more generally.
- Therefore, whilst the campaign did prompt fresh action in some businesses, it appears to have primarily encouraged businesses to continue in the direction that they were already moving, either more quickly or in a more formal manner.
- The actions reported to have been taken as a result of seeing or hearing advertising were often taken as a result of a combination of other factors, including other elements of the campaign, and were sometimes actions that were already being undertaken before seeing the advertising.
- Of the 53 respondents interviewed by telephone (who had earlier told us that they planned to take action as a result of the campaign):
 - Slightly under half recalled the campaign and had taken some action either as a result of the campaign or in combination with other factors
 - Slightly over a quarter recalled the campaign but had not taken any action
 - Slightly over a quarter did not actually recall the campaign

Research Hypotheses

Some of the key hypotheses of the overall evaluation are addressed below:

Hypothesis 1:

Changes in attitudes or behaviour are sufficient for the HSE to invest future effort into communications of this sort.

Most of the changes in behaviour reported were on a relatively small scale and often involved raising the profile of slips and trips as an issue within the workplace as opposed to making tangible changes to policy, procedure or infrastructure. Where more tangible changes have been made this is often due to a combination of factors that include the campaign, but not exclusively as a result of it.

Hypothesis 2:

There are limits to what communications can achieve in terms of behavioural change. If so, we need to determine what these limits are and establish how we can ensure maximum effect is obtained.

It seems that the communications are only affecting behavioural change in conjunction with other factors. Their main function is in raising awareness.

Hypothesis 3:

Participants in education events and duty holders at inspected premises benefited from attending them, and were able to make changes as a result of their involvement with the campaign.

Participants in training events and duty holders at inspected premises were more likely to report tangible changes in behaviour, often as a result of being given relevant and specific advice or instructions provided in greater depth. The majority did feel that they had benefited in some way either through learning something new, for example use of the microroughness meter and SAT; or through the provision of tangible tools and knowledge to help raise awareness and implement change.

Hypothesis 4:

The campaign was effective in securing 'worker involvement' in tackling slips and trips.

Whilst duty holders often explained that the campaign had encouraged and helped them to raise awareness amongst staff, this assertion was not always borne out when speaking with employees directly. However, it is important to note that some businesses provided examples of tangible and specific ways in which workers had become involved with the campaign.

Hypothesis 5:

The campaign has had some impact outside of those who immediately came into contact with it - i.e. that to some extent the campaign has had a 'knock on' effect and has the potential to contribute to sustained change.

The campaign would appear to have some impact outside of those who directly came into contact with it inasmuch as information about it was reported as being passed between informal networks of health and safety professionals and through third party organisations.

Hypothesis 6:

This model of campaign is an effective way for the HSE to invest resources and if it is, what improvements could we make to how future campaigns are run.

It would appear that the following adjustments or improvements could help to increase the impact and effectiveness of future campaigns:

- Structure the campaign in a more sector-specific way, with materials and language more relevant to each sector and working environment.
- Increasing the number of inspections and coverage of training events.
- Try to encourage a greater consistency of training events across different regions and sectors.
- Try to make clear the fact that the topic will continue to be important after the campaign is finished, either through the way it is communicated at the time or by some form of follow-up or refresher communications

1. Background & Research Objectives

Watch Your Step has been a major campaign for the HSE, and mainly ran in October 2005. It aimed to raise awareness of the issue of slip and trip accidents and to encourage both employers and employees to take action to prevent them. It was hoped that the campaign would contribute to a significant reduction in slip and trip accidents, thereby helping the HSE to meet its Public Service Agreement targets for injury reduction.

Watch Your Step consisted of three main elements:

- a) A major communications and public relations drive (conducted with assistance from the COI)
- b) Operational (HSE inspector resources / time), where staff were given a degree of autonomy in their activities, which were mainly inspections and educational / training events
- c) Work (meetings, workshops, communications etc.) to influence stakeholders, including trade unions, businesses, and employer organisations

Action standards for evaluating the campaign were:

- To assess how far the HSE can expect to be able to encourage positive change on slips and trips, and inform them of the most effective means of doing so
- To examine whether this model of campaign is effective and any changes they might make to future / similar campaigns

Specific hypotheses examined included:

- That changes in attitudes or behaviour are sufficient for HSE to invest future effort into communications of this sort.
- That there are limits to what communications can achieve in terms of behavioural change. If so, there was a need to determine what these limits are and establish how the HSE can ensure maximum effect is obtained.
- That participants in education events and duty holders at inspected premises benefited from attending them, and were able to make changes as a result of their involvement with the campaign.
- That the campaign has had some impact outside of those who immediately came into contact with it - i.e. that to some extent the campaign has had a 'knock on' effect and has the potential to contribute to sustained change.
- That the campaign was effective in securing 'worker involvement' in tackling slips and trips.
- That this model of campaign is an effective way for HSE to invest resources and if it is, what improvements could we make to how future campaigns are run.

A number of different data resources were used in the evaluation of the campaign, and two research projects were commissioned. This report pertains to the **qualitative follow-up study** conducted between May and July 2006, which comprised interviews with duty holders and employees. The key objectives of this study were to understand the extent to which the campaign, and specifically the communications, has prompted attitudinal and behavioural change; and to understand the extent of these changes.

The research also served to explore perceptions of the campaign components amongst those who interacted with it in order to identify possible improvements to future campaigns.

2. Methodology

The qualitative study employed two parallel approaches: company visits and telephone depth interviews. These were conducted amongst a range of organisations from five broad sectors (Construction, Government / Public Sector, Manufacturing, Retail / Wholesale, Transport) and of different sizes. Geographical coverage focused on the southeast, southwest, midlands and northeast of England.

Fifty three **telephone depth interviews** were conducted with a sample duty holders who, during our previous quantitative survey (for details see main evaluation report), stated that they recalled seeing the campaign advertising and claimed to have taken (or be planning to take) some action as a result of this. This sample should be seen as partially self-selecting because although the original survey was conducted using a standard sampling frame (Dunn and Bradstreet), selection for this follow-up research was done on the basis of having expressed recall of the campaign and willingness to respond. Therefore respondents could be seen as a sample of the most engaged duty holders from amongst the target group as a whole. Interviews were conducted by qualitative executives and lasted half an hour.

Twenty-eight **company audits** were conducted amongst a range of organisations from different sectors and of different sizes. Respondents were selected randomly from HSE inspection reports and from the feedback forms completed at HSE/Local Authority run events. Qualitative executives visited organisations and interviewed the duty holder as well as two other members of staff, thus gaining a complete picture of reactions to and actions taken as a result of the campaign. While duty holders arranged interviews with employees, executives ensured that they spoke to a mix of employees including both safety representatives and general members of staff. Gaining employee perspectives was important in understanding how much the campaign had filtered down to workers. Amongst the duty holders there was a mix of people with a purely Health and Safety designation, those covering both Health and Safety and Quality, and those in General Management who included Health and Safety amongst their responsibilities.

Visits lasted between 1½ and 2 hours, with the bulk of the time being spent with the duty holder. Businesses were selected for the research from sample provided by the HSE. They included a mix of businesses who had received a visit or inspection by the HSE or Local Authority and those who had had a duty holder attend an HSE / Local Authority training event or seminar.

Research was conducted between late May and early July of 2006, which is seven months after the campaign ran in October 2005. Evaluating the campaign this far down the line has the advantage that a truer picture of actions taken and long term impact could be seen.

2.1 Design of Discussion

Three separate discussion guides were developed for:

- Telephone interviews with duty holders
- Face to face interviews with duty holders as part of the company audits
- Face to face interviews with employees as part of the company audits

Copies of these can be found in appendices 1, 2 and 3.

A 'before and after' approach to questioning was adopted where respondents discussed their historic perspective on health and safety followed by their current perspective, highlighting any changes in key issues. This technique enabled us to uncover spontaneously the perceived

importance of slips and trips as an issue and to gauge whether the campaign had impacted this or led to increased activity in this area.

Applying this approach to discussions with employees enabled us to determine whether the campaign had had any impact on them and what changes they had noticed or been affected by. This perspective could be compared with that of duty holders to get an idea of how much the campaign had filtered down through the organisation, and whether changes in approach mentioned by duty holders had been noticed or taken on board by staff.

2.2 Sample Profile

Due to the constraints of the sample available, there is not a consistent coverage of each sector.

The **company visits** completed were comprised of:

Table 1 - Company visits completed by sector and size of company

Category	Size	Level of Involvement	
		Inspection	Training
Construction	Large	1	2
	Small	-	-
Government / Public sector	Large	3	1
	Small	2	1
Manufacturing	Large	4	-
	Small	4	2
Retail / wholesale	Large	4	-
	Small	3	1
Total		21	7

'Large' are defined as being over 100 employees

'Small' are defined as being 20-100 employees

Table 2 - Duty Holders: Level of Health and Safety involvement

Primary Responsibility	Number of respondents
Health and Safety	10
Managerial / Operations	13
Engineering / Technical	3
Quality / Audit	2
Total	28

Table 3 - Employees: Level of Health and Safety Involvement

Respondent	Number of Respondents
Employee Safety Reps	14
General Employees	31
Total	45

The **telephone depth interviews** completed comprised of:

Table 4 – Distribution of telephone interviews by sector and size of company

Category	Size	Level of Involvement
		Communication
Construction	Large	5
	Small	6
Government / Public sector	Large	5
	Small	6
Manufacturing	Large	6
	Small	5
Transport, Distribution and Communication	Large	4
	Small	4
Retail / wholesale	Large	5
	Small	7
Total		53

'Large' are defined as being over 100 employees

'Small' are defined as being 20-100 employees

Table 5 - Sample Profile: Responsibility – level of Health and Safety involvement

Primary Responsibility	Number of respondents
Health and Safety	28
Managerial / Operations	18
Quality, Health and Safety	5

Personnel / Training	1
Engineering / Technical	1
Total	53

3. Detailed Findings

3.1 Background to the Sample

During the course of the research, representatives from eighty-one businesses were interviewed: fifty-three on the telephone and twenty-eight face to face.

Just over half of the businesses had a health and safety manager or a member of staff with full-time health and safety responsibility on site. The remainder were divided into smaller businesses where health and safety responsibility was handled by management or HR, and larger organisations with a centralised health and safety function.

Case Study

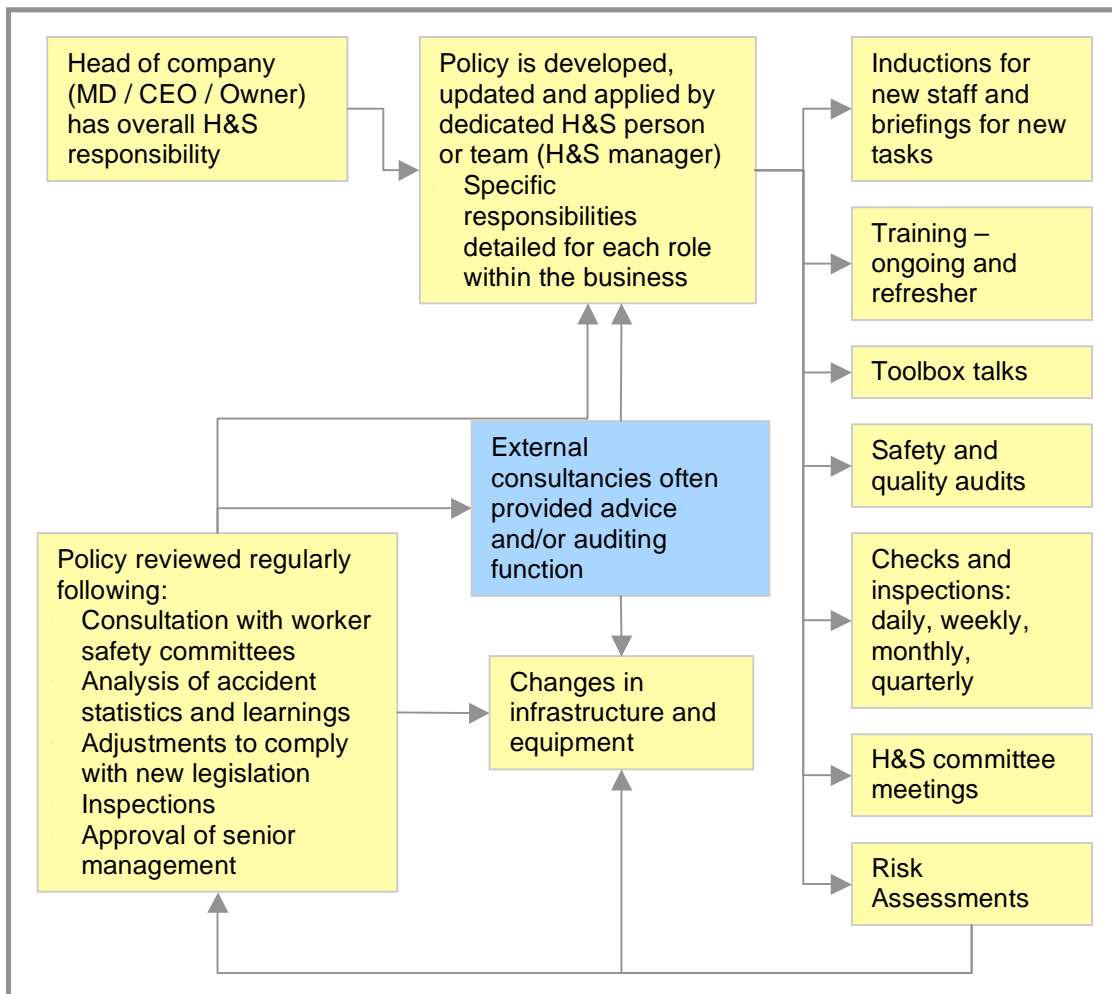
"Responsibility for health and safety lies with the managing director, who endorses the health and safety policy. It is disseminated through the whole management team, and they are all obliged to discharge their duties, their legal requirements effectively. For my sins, I look after the health and safety system, the quality system and the maintenance. Now years and years ago it used to be, oh Roland, you're health and safety, that's your responsibility, oh Roland, you're quality that's your. No, it doesn't work like that. The modern way of doing it is everybody's responsible. All I am is basically an administrator making sure the systems are in place. I can't know what's going on out there any minute of the day, so all the supervisors need to be fully aware of their responsibilities, and that's the way our manual is structured, that's the way I've encouraged it over the last few years, and well it's getting through. We do a great deal of training. That underpins all of our health and safety systems. We're literally training on a monthly basis. We have a consultant come in, running training sessions on any health and safety topic of note, manual handling, safe use of ladders and steps, all that sort of thing, and we continually roll that out, continually refreshing the blokes." [Duty Holder, Manufacturing, Company Audit]

Businesses' approaches to organising health and safety varied quite widely and were dependent on a variety of issues such as sector, working environment, historical issues, management structure and whether or not there was a full time health and safety role on site.

3.1.1 Organisation of Health and Safety in Larger Businesses

Below is an example of how health and safety is organised within some of the larger businesses that took part in the research where there is a full time health and safety role.

Figure 1 - An example of health and safety management within some of the larger businesses surveyed.



Very large businesses with multiple sites across the country tended to organise their health and safety function centrally. This was seen most often in the retail sector. Store managers tended to have health and safety responsibility on site, while policy setting and monitoring were carried out by health and safety departments or teams at regional and head offices.

3.1.2 Organisation of Health and Safety in Smaller Businesses

Smaller businesses tended to have a simpler approach to organising health and safety responsibilities. In some cases managers would draw up policy and procedure manuals or staff handbooks, but a number of small businesses had not taken this step. In general managers said that they communicated responsibilities to staff and monitored working practices on a continuous basis. Where training was needed some small businesses would bring in external consultants or send staff on courses.

“They also source external providers to come in and run health and safety training, and via distance learning, or just in-house training sometimes. Somebody comes out and gives us a couple of hours training session or a day training session on it.” [Employee, Health, Company Audit]

3.1.3 Background of Duty Holders within the Sample

It is important to remember that the sample for the telephone interviews was self-selecting and comprised of individuals who had previously claimed either to have taken action or to be planning to take some action to prevent slips and trips as a result of seeing the campaign advertising. It is therefore probable that this sample is made up of duty-holders who are typically more averagely engaged with health and safety

In addition, of the sample interviewed, the majority of respondents were relatively regularly accessing the HSE website, and to a lesser extent involved in the following:

- Health and safety seminars
- Contact / informal networking with other health and safety professionals
- Membership of / contact with industry bodies
- Membership of / contact with health and safety bodies such as IOSH, NEBOSH, ROSPA
- Use of quality and workforce management and certification systems such as ISO
- Receiving updates from Croners
- Use of external health and safety consultants

3.1.4 Health and Safety Issues Spontaneously Raised by Respondents

Respondents were encouraged to talk about health and safety in general before moving on to talking about slips and trips or the campaign. They discussed a wide variety of health and safety issues their businesses had dealt with in the past, or were dealing with currently. Problem areas identified tended to be quite specific and based on individual situations. Manual handling was the most commonly mentioned issue, and was most prevalent in the manufacturing, public and retail sectors. Slips and trips were most frequently spontaneously identified as a key issue within the construction and retail sectors, where vigilance was required by all staff to prevent or immediately clean up food and liquid spills to ensure customer safety.

3.1.5 Attitudes towards Health and Safety

Most businesses reported little change in their approach to health and safety over the preceding 12 months. A few, however reported major changes implemented in response to serious accidents, large compensation or penalty payouts, staff turnover in key health and safety roles, and change of ownership or management. Below is a case study of a small health club that was taken over by a large chain.

Case Study

A health club was taken over by a large chain. The chain invested heavily in health and safety to transform the culture of the club. The club was extensively renovated, eliminating potential hazards such as worn and uneven carpets and slippery tiles around the pool. Staff were retrained and made aware of their specific responsibilities as well as broader policies and procedures. Staff greeted the changes with enthusiasm, and embraced their new responsibilities. The key reason for the success of these sweeping changes was the top-down approach: staff understood that health and safety was an issue of high importance to senior management, and that the company was willing to make the necessary investments.

Fear of compensation claims was observed to be a motivator for a change of approach amongst some businesses. Duty holders had noticed that TV adverts for agencies assisting people with personal injury claims had raised awareness of company liability amongst staff. A few businesses had previously appeared in court and had made large payouts to claimants.

“To be honest I think we’ve got it pretty well covered. I mean, if you came to [the company] five years ago then it would have been a different story. But I think that they’ve had their fingers burnt in the past with having to appear in court and that highlighted the fact that they needed to get onboard with the HSE. And I would say that we’re more health and safety focused now than ever before. There are more things now to make sure that we are complying with what we need to than there have ever been.”
[Duty Holder, Retail, Telephone Interview]

Related to this concern was the reported fear of an escalating ‘claims culture’ where raised awareness might prompt injured workers to make claims where previously they might not have done, or that workers might exploit the system by filing dishonest claims. The most common reaction to this scenario observed was for businesses to focus on implementing health and safety systems which protected both the business and the workers.

A less common reaction, observed amongst a few smaller businesses that tended not to have a dedicated health and safety role, was to keep the profile of health and safety low amongst workers in a bid to avoid raising awareness of their rights. A few of these businesses also felt that the cost of raising the profile of health and safety, and the investment necessary to raise standards might make them less competitive.

3.2 Slips and Trips – Background

3.2.1 The Issue of Slips and Trips

Slips and trips was not often mentioned spontaneously by respondents as one of the key health and safety issues faced by their business, and thus it would appear that it is not a top of mind issue in many cases. However, this was not necessarily due to inactivity in addressing the issue, but rather that many businesses felt that they were constantly doing so, and therefore slips and trips did not ‘stand out’. Some felt that prevention of slips and trips had become conditioned or automatic within their organisations, and was something of a **background issue**.

Many considered prevention of slips and trips to naturally fall under their **housekeeping** or performance monitoring procedures, or to be one of the ‘*normal controls in place*’. The term ‘housekeeping’ was used across the sectors, and most frequently within manufacturing, construction and retail. The term ‘good order’ was also used within the construction sector.

“That’s the tidying up, because some people just leave pallets and boxes and things like that laying about, it’s just general housekeeping as in tidying and making sure the areas are clean where you’re working and the areas where there are walkways and things like that, so I think that’s just ongoing issues really.” [Duty Holder, Manufacturing, Company Audit]

The area of slips and trips is not seen as something that can be eventually ‘solved’ but is an **ongoing concern** now and in the future. Thus when prompted, many respondents discussed the ongoing importance of housekeeping issues, which are seen as general good practice in running a safe and profitable business.

In addition, a number of respondents explained that they did not feel that their business had a problem with slipping and tripping, and as such were not giving the issue a great deal of ‘special’ attention. Among these were a few small businesses that had no policies or procedures in place to prevent slips and trips, but claimed to have a **common sense approach** to the issue.

Despite slips and trips being regarded as a background health and safety issue or something which does not pose a risk within certain businesses, it was still broadly recognised amongst both duty holders and workers to be a **serious issue**. On giving it some consideration, most respondents tended to consider it equally important to other health and safety issues. Although often considered a simple issue to address, the possibility of slips and trips resulting in serious consequences was recognised.

“We’ve all slipped, we’ve all tripped with usually no serious consequences but it only takes that one further trip or slip and we could have serious consequences and it could affect the rest of your life.” [Duty Holder, Manufacturing, Telephone Interview]

There were, however, a small number of workers who said that some of their colleagues tended not to recognise the seriousness of slips and trips as an issue. They said that it was referred to as a ‘*common sense*’ or ‘*everyday*’ issue, and was occasionally considered a laughing matter.

3.2.2 Historic Perspective

As described in the previous section, the issue of slips and trips is not always considered a separate issue in itself. Hence, in many cases, prior to the campaign, prevention of slips and trips had been seen as an ongoing issue, and part of housekeeping procedures already in place. Respondents highlighted the need for staff to be constantly aware of their working environment and in some cases said that prevention of slips and trips had become almost second nature to them and their staff.

Duty holders described a wide variety of actions taken historically within their businesses to prevent slips and trips, and the majority felt that they had adequate and appropriate procedures in place.

The following actions were reported as already being undertaken prior to the campaign:

Figure 2 – Actions reported as being undertaken prior to the campaign

Housekeeping	<ul style="list-style-type: none"> – Good housekeeping practices (including the 5 S's). – Keeping the work area tidy and not leaving things lying about – Keeping walkways clear
Cleaning	<ul style="list-style-type: none"> – Keeping floor surfaces clean and dry – Using wet and dry procedures making use of sawdust and absorbent mats – Using the correct materials – Out-sourcing to a professional cleaning company – Hiring full-time cleaners – Use of signage to indicate wet floors
Training	<ul style="list-style-type: none"> – Covering prevention of slips and trips during inductions – Toolbox talks and training provided – Sending staff on refresher courses
Supervision and monitoring	<ul style="list-style-type: none"> – Constantly reminding and supervising staff and cleaners – Inspections and workplace assessments – Performance monitoring
PPE	<ul style="list-style-type: none"> – Enforcing a safe footwear policy – Providing suitable footwear
Maintenance	<ul style="list-style-type: none"> – Regular maintenance of floor surfaces etc. – Replacing flooring where required
Accident reporting	<ul style="list-style-type: none"> – Ensuring all accidents are reported – Feeding back findings and learnings from accident investigations to staff
Risk assessments	<ul style="list-style-type: none"> – Carrying out and updating slip and trip risk assessments – Some had incorporated slips and trips more formally into their risk assessments and thereby increased its visibility as part of the health and safety process

a) Factors Driving Awareness and Action

It is important to note that taking action on the issue of slips and trips was often driven by a combination of factors:

- Businesses where there was a dedicated health and safety role, and where duty holders had good connections to informal health and safety networks tended to have awareness of the importance of slips and trips through information available from either industry or health and safety bodies.
 - Certain companies said that they ‘followed’ HSE campaigns to ensure they internally covered subjects raised by the HSE.
- Internal accident statistics also played a role, particularly amongst large businesses and organisations such as health trusts.
 - Therefore, some businesses were less likely to take new or different preventative action where they felt that accident statistics did not warrant it.

- Historical issues also play a role in driving action and changing attitudes towards slips and trips. Some businesses had experienced accidents and in some cases compensation claims as a result of employees slipping or tripping. As a result, action such as making repairs or improving training had been taken.
- The nature of business also plays a role in determining the level of importance placed upon slips and trips. Some employers considered housekeeping issues as key to running their business effectively:
 - Within the sample interviewed, the sectors that were more likely to mention slips and trips as a key area of concern or attention were retail, health, construction and manufacturing.
 - The retail and health sectors' focus on preventing slips and trips resulted primarily from their duty of care for the safety of customers and patients.
- A few businesses had historically faced significant challenges in preventing slips and trips. Examples include floor contamination in food processing or recycling processing environments, and ice and water ingress due to weather conditions. Most had taken effective action to manage these risks.

“Slips, trips and falls was a big thing, we actually had a big push on that about two years ago, or three years ago...And since that time we’ve had a push on general housekeeping, keeping the floor clean. If things are spilt; you don’t need a great deal to be spilt, it could be a very small amount; just making sure that oil’s picked up quickly. And since that time those kinds of incidents have reduced very drastically, very significantly.” [Duty Holder, Transport, Telephone Interview]

b) Levels of Awareness and Action Taken

Whilst it is important to understand the broader perception of slips and trips as an on-going issue related to housekeeping, it is necessary to recognise the differences in attitude and approach to the prevention of slipping and tripping that do exist. Businesses can be loosely categorised according to their historic attitude and approach as follows:

i) High Awareness of the Issue and Action Taken

As would be expected, there appears to be a correlation between the level of awareness and action taken on slips and trips and health and safety issues in general. Therefore, businesses with a well developed health and safety function, employing a specialist health and safety professional were generally more likely to be aware of the issue and tended to place importance on prevention of slips and trips even if they had experienced very few or no accidents resulting from them.

“...and slips, trips and falls have always been there to be honest. I know the HSE are pushing it at the moment and everybody’s looking at it but we’ve always found that through our accident stats - when we base our strategy we review the accident stats - and from that we’ve looked and we’ve seen that slips, trips and falls are common and we’re finding that they’re causing accidents and reportable injuries.” [Duty Holder, Manufacturing, Telephone Interview]

ii) Awareness of the Issue, with Little ‘Specific Action Taken’

Other businesses and organisations explained that whilst they were aware of the issue of slips and trips and the need to take preventative action, they felt that the issue was covered by their overall approach to working processes and housekeeping. Under such

circumstances, particularly where businesses have seen little evidence of a ‘problem’ with slips and trips (either anecdotally or through statistics) businesses did not feel the need to take any further specific action.

This research suggests that smaller businesses are less likely to have regarded slips and trips as a specific issue that required definitive action. However, some medium sized manufacturing businesses also reported this view.

iii) Poor Approach to Health and Safety / Slips and Trips

There was also a small minority of businesses who recognised that they were handling the prevention of slips and trips poorly. These tended to be long-established small to medium manufacturing businesses that had an old-school, traditional approach to health and safety. Duty holders in some of these businesses reported poor practices such as avoidance of raising staff awareness of the issue, ineffective accident investigations, and staff being blamed for slip and trip accidents.

Similarly, some businesses appeared to be actively resistant to advice or guidance around the issue of preventing slips and trips (as well as other health and safety issues). Often this related to a sense that they were best placed to understand the inherent risks involved with their business practices and did not require external advice that could in fact be detrimental to their processes and ultimately their profitability. In some cases, employers explained that the cost of material improvements was prohibitive, and therefore they had taken a conscious decision to not make them.

3.2.3 Current Perspective (Post-Campaign)

Having established the historic importance of preventing slipping and tripping, the research moved on to explore any shifts in emphasis that may have taken place since the campaign had been run. Respondents were asked to spontaneously describe any shifts in attitudes or behaviour relating to health and safety in general, and were then asked specifically about slips and trips. At this stage of the interview no reference was made to WYS, this was to assess any unprompted recall of the campaign.

The majority of businesses reported no change in emphasis on prevention of slips and trips over the past 12 months. These businesses reported that they did not have a problem with slips and trips or that they already placed very high importance on this issue and had adequate preventative measures in place.

The minority that had increased their focus on prevention of slips and trips were motivated by a variety of factors. For some slips and trips were a significant cause of accidents, and action had been taken following analysis of accident statistics in order to protect the safety of workers and to reduce the impact of accidents on productivity in terms of time lost. Others simply sought to promote a good, tidy image to customers.

A small number of respondents spontaneously mentioned the HSE campaign as the key motivation for their business to increase emphasis on the issue of slips and trips. Some of these businesses tended to generally mirror the issues the HSE focuses on in their internal training and awareness campaigns. There was a belief that the HSE has a broader view and tends to focus on issues that are of greatest importance across the UK. In some cases there was the feeling that the HSE would be more likely to prosecute on an issue which was currently a key focus, and a corresponding effort had been made to raise standards where needed to achieve compliance.

"We do review the HSE website on a daily basis and I must admit their campaigns do tend to fall in line with some of the major players because we're all reviewing virtually the same data at the end of the day. If it's a reportable accident obviously it goes to the HSE and I'm sure they've seen a slips, trips and falls problem within the industries and have got their campaign the same as us and we do try and mirror the HSE campaigns because they do get a wider picture than us. They see the overall view from all the construction sites throughout the UK and also other industries." [Duty Holder, Manufacturing, Telephone Interview]

A few businesses had taken action on advice or improvement notices received during a visit from an HSE or Local Authority inspector. Attendance of an HSE training seminar had motivated some respondents to take a closer look at their floor surfaces, and in some cases measure floor slipperiness using the recommended tools.

In most cases high profile and high impact change was not observed. There were very few cases where businesses had felt compelled to make sweeping changes to their policies and procedures or their infrastructures. The majority of actions taken focused on raising awareness amongst staff and raising the profile of slips and trips as an issue. Some changes in procedure were mentioned, particularly regarding cleaning methods and accident reporting.

"When HSE came round last November on the campaign, I think their backs campaign was the first one that we really took notice of, and we realised that they run these campaigns. Well, going back to how we make things, because we're not a highly technological company, we literally cut and carve bits, cut bits out, drop them on the floor, we do have a problem with slips, trips and falls, and the workplace becomes a bit untidy, bits left on the floor, so we encourage people to tidy them up. Certainly that, the slips, trips and falls campaign did encourage me to do that, and we've put a section regarding workplace housekeeping in the induction sheet." [Duty Holder, Manufacturing, Company Audit]

3.3 Impact of the Campaign Overall

3.3.1 Awareness of the Campaign

Awareness of the campaign amongst employers was fairly high overall, but very low with employees. It must be remembered, however, that higher awareness amongst employers should be expected, given that the sample was designed to reach people who had definitely heard of the campaign.

Recall of the campaign was affected by the research being conducted seven months following its launch. While for some this made specific content difficult to recall, it also had the advantage that sufficient time had elapsed to allow the campaign's effects to 'settle'. It was therefore possible to gain a clear picture of what actions had been taken, and to gain a clearer understanding of the long-term effects of the campaign.

Duty holders became aware of the campaign through a variety of sources. Some respondents, including mainly those with full-time health and safety responsibility, found out about the campaign directly from the HSE. The HSE website was frequently mentioned, as many of

these respondents tended to check regularly for new materials or updates and had downloaded slips and trips materials when they were made available. A few also found out about the campaign through email updates from the HSE, while others received campaign packs directly through the post. One respondent said that they had found out about the campaign through reading an HSE journal. Some were told about the campaign directly by HSE or Local Authority personnel either while attending a training event or during a visit or inspection. In many of these cases respondents had been provided with campaign packs.

Health and safety professionals also tended to hear about the campaign through third party sources. These included other health and safety and standards bodies with which they had closer contact than the HSE, for example the British Building Safety Group and the Nottinghamshire Occupational Safety and Health Association. Informal networking with fellow health and safety professionals was also a source of awareness.

Some respondents, including mainly those for whom health and safety was not their main responsibility, found out about the campaign through the health and safety department or manager at their company's head or regional office. Some were sent full HSE campaign packs including posters and DVDs, while in other cases head offices would filter the materials and send on only what they considered to be relevant or useful. In a few cases businesses had used the HSE materials as a basis for developing their own campaign materials and toolbox talks.

There was also a group of respondents, including duty holders with both full and part-time health and safety responsibility, who had heard about the campaign through the media. Full-time health and safety professionals tended to recall seeing the campaign adverts in industry magazines such as Construction News; or reference to it in journals such as Croner and that of the British Safety Council.

A small cross-section of respondents were aware of the campaign through adverts seen in national newspapers or heard on local radio stations. The few employees who were spontaneously aware of the campaign tended to be (union) safety representatives and had found out about it via the HSE website.

3.3.2 Understanding of the Campaign

Understanding of the campaign was very good across all types of respondents. The campaign's objectives were believed to be:

- To raise people's awareness of the issue of slips and trips so that they will keep it in mind
- To raise the profile of slips and trips as an issue so that it is made a priority in the workplace
- To highlight the potential consequences of slip and trip accidents
- To shift attitudes by showing that something that might seem trivial can lead to serious long-term consequences
- To show that there is a high risk of slip and trip accidents because they can happen so easily
- To highlight the importance of good housekeeping
- To show workers that they have a responsibility for their safety and for that of their colleagues
- To show that slips and trips are preventable

The messages were felt to be very clear and direct, including for example:

- Eliminate slip and trip hazards from the workplace
- Clean up spills immediately
- Keep the workplace tidy
- Do not allow cables to trail
- Report hazards that you cannot eliminate
- Anything left on the floor could be a hazard

Some duty holders understood the campaign to be part of the HSE’s programme for the year, and thought that the HSE tended to focus on about five main issues each year. Others saw slips and trips as the topic that the HSE had chosen to focus on, and thought that this focus would soon shift to a different issue.

These respondents felt that the campaign fitted in well with other HSE campaigns. There were a few differences noted though between this and other current campaigns. The slips and trips message was seen to be largely a common sense message. The awareness campaign itself did not call businesses to make specific changes to working practices or give new information on standards and requirements. It was felt to be more about keeping awareness and standards high with the desired result of making people more vigilant and quicker to take action. Compared to campaigns on issues such as working at heights and noise, which accompanied changes in legislation, the slips and trips campaign was felt to have slightly less call to action in terms of making tangible changes to working practices and environments. This perception was more commonly voiced by respondents who had come into contact with the campaign via communications or training events.

A very small number of respondents confused the slips and trips message with messages from the working at heights campaign, partly due to their tendency to group slips and trips with falls and partly due to low specific recall of campaign content.

3.3.3 Other Factors Influencing Changes in Attitude and Behaviour

As explored in Section 3.2 Slips and Trips – Background, a wide variety of factors influence businesses to change their attitude or take action regarding prevention of slips and trips. Because of this it is often difficult for respondents to unpick which factors have had the most influence, and particularly, to say with confidence exactly what part the HSE campaign played in motivating change.

Some people claiming to have taken action, on further investigation, appeared to be referring to actions already undertaken and prompted by other factors.

“Well I think we would have changed the spec for new builds definitely because I wasn’t happy with the building that I’ve just talked about, that is our most modern large building and I was really appalled at what they’d done with the entrances and the corridor there. So from a normal, common sense point of view, never mind what the HSE said, it was absolutely barmy. So I didn’t need the campaign to know that was wrong so really I can’t say it influenced me a lot and made me do something I wouldn’t have already been doing. Perhaps the audits and gathering evidence that we’d had a look, I would have done that in probably a less structured way and not kept the results of the audit like I did.” [Duty Holder, Public Sector, Telephone Interview]

Other influencing factors included:

- The existing ‘attitude’ of the business to health and safety in general
- Internal policies and strategies already in place
- Incident and/or accident statistics
- The need to be more profitable
 - The desire to reduce time lost to absenteeism
 - The desire to protect the business against litigation
- Information from professional bodies
- Information from other health and safety bodies
- Information or advice from other local companies

There was a small element of respondents misremembering the campaign and confusing it with TV adverts for agencies that assist with personal injury claims.

The Impact of the Campaign

In understanding the impact of the campaign overall, it is important to differentiate between the different types of impact reported and the degree to which actions or attitudes have positively shifted to a greater degree than they would have done already. This section will outline the types of impact that businesses have reported, exploring the circumstances surrounding this impact and the influencing factors involved.

Whilst a range of actions or shifts in attitude / behaviour were reported, it would appear that the campaign primarily helped to maintain and enhance activities, approaches or policies already in place rather than to kick start those companies that had not taken any action previously. Those businesses that had been inspected as part of the campaign were more likely to have started new activities than those simply seeing advertising or attending training.

As discussed previously, the topic of slips and trips was often considered to be something of a ‘background issue’ and as such a number of businesses felt that they were already engaged in dealing with it, to varying degrees. However, it is important to note that the self-selecting nature of the sample does serve to raise the incidence of businesses that are more engaged in health and safety issues and as such more likely to be some way along the route of dealing with slips and trips specifically.

Levels of Impact: 1) Little or No Action Taken

A number of businesses contacted across the sample reported that they had taken no action and had not shifted their behaviour as a result of the Watch Your Step campaign activities. The businesses falling into this category can be defined in a number of ways.

In many cases, these businesses were smaller in size and were not employing dedicated H&S managers or coordinators. In such cases, respondents often explained that slips and trips were not considered to be a major problem, and as such the business was not taking any definable action over and above what they regarded as commonsense housekeeping measures.

It is interesting to note that often these businesses reported only very limited contact with the HSE (not visiting the website on a regular basis or communicating with HSE officials) and were less well ‘plugged in’ to the health and safety community in general.

Often, these businesses had no recall of the campaign through any channel (above the line communications or other direct channels) and therefore were not able to identify any actions undertaken as a result of it. It is of course not possible to state definitively that no action had been taken, but it is possible to surmise that any action that might have been taken was not overtly connected to the campaign activity in the minds of respondents.

Other businesses did report awareness and understanding of the campaign, and in some cases had been visited or attended training events, but were still not moved to change their behaviour or take action as a result.

Often, such business felt that they did not have a problem with slipping and tripping (from perceptions or statistical evidence), and as such did not feel it necessary to change what they were doing or take any new or different action.

Case Study

A large NHS Trust described how it used gap analysis to measure its performance against legislation and regulations, and then made decisions regarding which health and safety topics to focus attention on based on the outcome of this. In addition to this the Trust employed both proactive and reactive methods to address issues, through responses to accidents or near misses and through regular risk assessment and audits. The results of this analysis and monitoring did not identify the issue of slips and trips as a major cause of incidents or a major risk across the Trust. Therefore, whilst the duty holder was very aware of the campaign and had been visited by their local HSE officer, they had not deemed it necessary to take further action. This included a rejection of using Watch Your Step posters, which were not considered to be of high enough quality.

“Slips, trips and falls...no. If I felt we had a real issue with slips, trips and falls, I’d be doing something about it. I don’t think we have. That doesn’t mean to say we don’t have the occasional slip, trip or fall, except they’re entirely one offs and any effort we put in would be effort that would be better spent doing something else and would be disproportionate.” [Duty Holder, Manufacturing, Company Audit]

Levels of Impact: 2) Action Planned, But Not Undertaken

In some cases, respondents who had stated during the post stage quantitative survey that they were planning to take action as a result of the advertising had the best intentions to do so, but had not. This was either due to the fact that the issue had dropped off their radar over time or had been pushed into a less prominent position by other issues (considered to be of more importance to the business).

These issues ranged from other health and safety issues (working at heights and noise) to unrelated topics such as company restructuring or food hygiene requirements.

"I'm aware that we should be doing more, but for the reasons I stated earlier about [restructuring] we took this view that we're not going to do this, not at this particular time ... when you're making lots of staff redundant." [Duty Holder, Manufacturing, Company Audit]

Levels of Impact: 3) Raising the Profile of Slips and Trips amongst Duty Holders

It would appear that the campaign (as a whole) is more effective in terms of raising awareness and the general profile of slips and trips amongst duty holders than in terms of encouraging tangible change in behaviour. This is of course difficult to measure in this type of research.

Within the sample covered in this study, a considerable number of respondents across all sample segments (primarily employers) explained that the issue of slipping and tripping was now more at the forefront of their minds after coming into contact with the campaign. Duty holders often described how they had become more tuned in to the issue of slips and as such were 'looking out' for potential risks and were more likely to take some action.

"I think any advertising does [prompt action]. You then look at what you're doing and you assess the workplace with that in mind. It's bound to concentrate your mind to some extent... When we went out and did site inspections we actually looked critically at where equipment was stored and the level of tidiness in the workshop and out on the site." [Health and Safety, Quality and Environment Manger, Construction, Telephone Interview]

However, it is important to note that in many cases, such respondents were not able to identify specific tangible actions that had been taken that were not already happening anyway.

Levels of Impact: 4) Pushing the Message of Slips and Trips

The most common type of tangible action reported as a result of the campaign was to share campaign materials and information that had been provided or made available with other members of staff and / or management.

Again, this type of action was most often reported by businesses that were already addressing the issue of slips and trip in some way, or were planning to take some sort of action as a result of internal planning or strategic developments. The campaign therefore helps to bolster this activity or make it higher profile within the business in varying ways:

1. The provision of 'ready made' slips and trips literature and resources such as posters, DVD and leaflets was often welcomed. A number of duty holders explained that the Watch Your Step pack and downloadable posters had been used to good affect within their businesses, and welcomed the fact that they did not need to develop such materials themselves.

"I think perhaps the HSE gives you that, I'm just trying to think of the right word, but they give you the information that's readily available to take and give to the people you've got to deliver it to. So it perhaps did make, it made the implementation and the action easier should we say although I still think we would have actually taken some action." [Duty Holder, Manufacturing, Telephone Interview]

2. The updating of toolbox talks through the use of the Watch Your Step DVD was also mentioned by a number of businesses in the construction sector. The availability of such a useful tool was welcomed.

The benefit of such ready made materials was particularly felt by smaller businesses as they often felt that they did not have the resources (either financial or time) necessary to generate materials internally. In addition, the findings suggest that smaller businesses are also less likely to be aware of the details of the campaign and therefore not realise that materials such as posters were available to download free of charge. Some respondents explained that the cost of health and safety materials was often a barrier to using them and therefore making changes in a particular area.

"We've cascaded the actual Slips, Trips and Falls DVD that you can get from the HSE free of charge which was an excellent, excellent video considering it's free because some people charge you 250 quid for such videos. So we're cascading that down and I must admit we have had a reduction in slips, trips and falls so far this year"
[Duty Holder, Manufacturing, Telephone Interview]

It is therefore important to ensure that the availability of such resources is widely publicised as well as the fact that they are free of charge.

3. In other cases, the very existence of the campaign served as a useful lever with which to persuade staff and management of the importance of slips and trips as an issue.

Duty holders are often aware of the need to take action on a range of health and safety topics, including slips and trips, but can have trouble securing a commitment to these from other parts of their business, particularly if this involves any form of investment. Therefore, being able to explain that the HSE considers a particular topic as important can add weight to their argument.

Similarly, where other members of staff may not feel that slip and trips present a great problem to the business, reference to the HSE's broader perspective can be helpful in helping to broaden horizons and generate understanding of the potential risk that exists.

"Because it's from HSE it's a consistent message, it's not just a group, it's not just your own health and safety advisor, it's more a realistic view, this is the big wide world out there, you've got to also remember that other people are very much insular at times, they only see things from their environment, so you don't always get a good view across the whole piece as such." [Duty Holder, Construction, Company Audit]

In other cases, the threat of being 'caught out' by an HSE inspection that is implicit in the existence of a focused campaign is considered a useful tool in itself. Indeed, for some duty holders a sense that the HSE is paying particular attention to a topic will be a key driver in prompting action or at least a considered review of existing procedures and practices.

"I'm sure they have their five themes that they were going to pay close attention to. And I would expect when one turns up here that they're the kind of things they'd be looking to improve." [Duty Holder, Manufacturing, Company Audit]

Levels of Impact: 5) Tangible Changes to Procedures or Infrastructure

In a minority of cases, businesses reported that they had made tangible changes to the way in which they operated, planned or behaved as a result of interaction with the campaign. However, it is important to bear in mind that in many cases businesses undertaking such activity were often predisposed to addressing health and safety issues and therefore might have moved towards similar actions anyway in the future, albeit more slowly in some cases.

The type of actions undertaken included:

1. Launching an internal slips and trips campaign:

Some businesses had used the HSE campaign and materials as a starting point and motivation for running their own internal slips and trips campaigns. When coupled with business need, the fact that the HSE was focusing on the issue gave health and safety people the leverage needed to convince management to invest in internal campaigns. Some larger organisations customised the campaigns to be relevant to the specific issues they faced or that were associated with their working environments and practices. Materials such as training packs, leaflets and posters were internally generated, sometimes based on the HSE materials.

“We’ve put a project team together and we’ve actually launched our own slips, trips and falls campaign by issuing posters – the HSE one is ‘See it. Sort it.’ Isn’t it? We’ve actually done ‘See it, sort it, report it.’ And we’ve got one of our Scottish branches to print off big A3 posters that we’ve designed internally and sent them out with two of the HSE posters. We’ve added the third one to it because we want to highlight what we’ve achieved and where we’re going. So over the next three months we’ve involved people from each depot and site in taking photos at the beginning of the campaign and at the end to do a ‘before and after’. We’ll put the photos up on boards and use them as a way of measuring improvement at each site to show what they’ve achieved. We’ve also got training going on, and the HSE will come in and do something on that.” [Duty Holder, Transport, Telephone Interview]

2. Changing training and induction processes:

Some duty holders had felt motivated by the campaign to check that the issue of slips and trips was adequately covered within their training and induction materials. In some cases materials were updated using information provided by the HSE. For example, materials from the pack, and quite frequently the DVD, were incorporated in toolbox talks covering the issue of slips and trips.

3. Conducting site audits:

Some duty holders felt motivated by the campaign to intensify site inspections, and felt generally more highly motivated to keep an eye out for slip and trip hazards. Some also mentioned that they had a better mental checklist of hazards to look out for. Only a few mentioned that they had been motivated to conduct full site audits.

4. Introduction of new procurement criteria for flooring:

The microroughness meter and SAT tool engaged a wide range of businesses. Following their demonstration during training events or visits, some respondents had reviewed the criteria used when choosing new floor coverings. In many cases, even when flooring was seen to be less than ideal, replacement was deferred due to budgetary constraints.

However, specifications of suitable flooring were noted and applied to procurement criteria for future purchase.

5. Testing existing flooring:

A few businesses had purchased microroughness meters to assess flooring, and replacements had been done in some cases where necessity had been demonstrated. At a few public sector and health organisations where duty holders had close working relationships with HSE inspectors, microroughness meters were borrowed or brought in by HSE inspectors to test flooring. The meters were used in conjunction with the SAT.

Case Study

"We also have got the Duo Sonics, which is used for looking at how slippery floor surfaces are...Since we've actually been risk assessing the state of our floors, the number of slips and trips has been a lot better...One of the things that came out following going to the slips, trips and falls training was not only buying a piece of equipment, the Duo Sonic, was looking at safety footwear. So we then went back to our supplier of safety footwear and said to him, we're waiting for the HSE to come out with their list of approved footwear for different circumstances and what are you going to do? That brought them in here very quickly. And we went round, we did a survey of the plant flooring and that sort of thing and looked at different types of footwear for different things. And we made a couple of changes...Also as a result of buying the Duo Sonics we were then looking at specking our new floors, or coatings for floors. Another thing which came out of the training was something which had been the industry standard for years, which was stainless steel checker plate, was suddenly shown up as through the work the HSE were doing, that in certain circumstances it could be blooming lethal." [Duty holder, Manufacturing, Company Audit]

Figure 3 - Summary of actions mentioned during interviews

	Action	Resulting from
A number of mentions	Printed off posters and placed them in the workplace	Visiting the HSE website
	More detailed site inspections	HSE website, DVD and press ad in industry press
	Updated or more involved Risk Assessments	Seminar / training
	Updated Toolbox talk to include campaign materials (DVD)	(External consultants or) DVD sent through the post to the MD
A few mentions	Updated training packages to ensure slips and trips is covered and information is up to date	HSE Radio ad and industry press
	Updated Toolbox talk to ensure the slips and trips information is up to date	Radio and ads in industry press
	Making campaign materials available to staff via the Intranet	HSE website and pack from training/visit
	Using products to check the slipperiness of flooring	Visit and demonstration
	More rigorous enforcement of current policy	HSE website, DVD and press ad in industry press
Single mentions	Head Office highlighting inspections undertaken	Visit
	Conducting a site audit	Awareness of campaign through HSE relationship
	Changed policy and induction process	Visit
	Article placed within the company magazine	LA communications regarding the campaign
	Included information on slips and trips in company newsletter	Direct communication from HSE either via e-mail or post
	Launching an internal slips and trips campaign	Awareness of campaign through HSE relationship and the subsequent availability of campaign 'info'. High level awareness of HSE campaign (and internal accident stats)

Changed environment replaced
flooring

Visit

The Most Useful Aspects of the Campaign

Duty holders responded well to a variety of components of the campaign, and found many of its elements useful.

Provision of free **downloadable campaign materials** such as posters was widely used. Many respondents put up posters in their workplaces after downloading them from the HSE website. It is important to note, however, that not all respondents were aware that materials were available on the site, and would have been likely to use them if they had known.

The **DVD** was found to be a powerful training tool. Respondents appreciated the fact that it could be used immediately to enhance the message of taking care and eliminating hazards. A number used it for routine health and safety training, while some incorporated it into their toolbox talks on prevention of slips and trips.

Many of the respondents whose businesses had received **visits** said that inspectors had provided tangible advice on specific areas within the business where changes could be made to reduce risk, and had demonstrated equipment required to achieve this. Some inspectors had also briefed staff directly, and duty holders felt that due to their authority this had impacted staff a great deal.

There was appreciation, particularly amongst the more technically minded respondents, for the provision of specific criteria regarding prevention of slips and trips which could be applied to procurement procedures. The **SAT**, with its formula for assessing how slippery a floor is and under what conditions it would be considered dangerous, was felt to be extremely useful when considering replacement of flooring. In today's environment where business cases are often required to make fundamental changes, and cost is a barrier to short term action, having hard evidence and standards set by the HSE empowered duty holders to convince management regarding purchase of suitable footwear and flooring materials.

This type of tangible information which health and safety professionals can readily apply is something that should be included in future campaigns. Its tangible nature is what differentiates it from other elements of the campaign.

Data considered useful in convincing management to invest in raising the profile of slips and trips as a health and safety issue included **statistics** on accidents cause by slips and trips on a national level, statistics on absenteeism and time lost as a result of slip and trip accidents, and information / case studies on employer liability.

3.4 Impressions and Impact of Campaign Components

3.4.1 Communications

When considering the impact of the communications campaign, it is important to note that the wide range of communication activity undertaken can make differentiation of the components difficult to understand fully. Respondents often described a general awareness of the campaign and were not always able to pin-down precisely how they became aware, or which channel or component of communication came to their attention first.

In addition, it would appear that certain elements of communication such as the website, posters, leaflets and the DVD are mentioned as means through which businesses became aware of the campaign, but may in fact have been sought out after exposure to above the line

communications. However, it is not possible to identify the exact cause and effect of this relationship, particularly given the time lag between the campaign activity and the research fieldwork.

It would appear that the overall communications mix of the campaign did work well in conjunction with the other components to raise awareness and prompt certain action (either in terms of seeking further information or changing behaviour).

As might be expected, the research suggests that the higher the level contact that a business experienced regarding the campaign, the greater the impact on its behaviour and attitude. It is possible to identify broad levels of exposure and their associated impact on businesses overall. It is important to note that exceptions exist and that these findings represent a general indication.

Levels of Exposure: 1) Not Exposed to Direct Communications, Website, Inspections or Training

Few respondents within the sample covered by this research fell into this category, rather most reported a range of different points of contact with the campaign. However, a small number did explain that they had not had any contact with the campaign that they could recall. In such cases, respondents had no recall of any elements of the campaign.

Given that these businesses had previously claimed to have seen advertising relating to slips and trips and responded to it, it is possible to surmise that they had been exposed to the above the line communications, but were not able to recall it at the later date. Therefore it was not possible to for respondents who had not been involved in the campaign in any other way to highlight any actions taken as a result of the advertising.

Levels of Exposure: 2) Exposed to Direct Communications or Informal Networking

The research identified a considerable number of respondents who reported becoming aware of the campaign via a combination of different channels. Often they felt that this had not been through any form of proactive communication from the HSE, but rather through informal networks or third parties such as industry forums and associations, institutions such as IOSH or local safety groups. However, it is important to note that the campaign communications had filtered through to these respondents and often prompted further investigation of the details of the campaign or contributed to action being taken in the area of slips and trips.

General PR about the campaign and alerts from IOSH or Croner were also reported as playing a role in bringing the campaign to the attention of duty holders. As mentioned previously, many health and safety professionals are well tuned in to the health and safety landscape and were often subscribing to magazines as well as receiving solicited and unsolicited mail from a number of sources. It would appear that the fact that the campaign was due to happen was flagged in a number of such publications and these played a role in raising awareness amongst some respondents.

The HSE website was often cited as a source of information about the campaign. It would appear that it played a role as both an awareness raising tool and a source of further information or resources sought after being made aware of the campaign through other means.

- A number of respondents explained that they regularly visit the HSE website as a matter of course. In such cases, respondents explained that the website had carried

information about the campaign and that they had noticed banner links from the homepage.

- Some respondents explained that they received e-mail alerts from the HSE, and had been alerted to the campaign in this way.

"I can remember seeing the first campaign at the beginning of this year about it, because I keep an eye on the HSE's website." [Duty Holder, Transport and Distribution, Telephone Interview]

- Others had decided to look at the website to find further, more detailed information about the campaign and some had subsequently downloaded posters. In many cases, respondents were not able to recall exactly where they had initially heard about the campaign, but often cited one of the indirect channels or networks described above. A small minority had been prompted to check the website after hearing or seeing an advertisement.

The Watch Your Step campaign pack was often mentioned as a useful, tangible component of the campaign, and was sometimes described as a channel of information in itself. In some cases, this was due to the fact that respondents were responsible for health and safety at their particular location, but had the pack passed down to them from their head office. In such cases, respondents were unaware of whether their head office staff had requested the pack.

When considering whether the campaign itself has stimulated sufficient interest to provoke businesses to request a pack, it is important to consider the fact that those who had done so often explained that they had heard about the campaign through networking and direct contact with the HSE. The research did not provide evidence of businesses requesting the pack as a direct result of seeing or hearing advertising.

"My initial contact was through the local health and safety forums...The guy who leads it...came along, we were talking, we had a chat, he showed me some of the materials, yeah they're pretty good, how do I get more." [Duty Holder, Construction, Company Audit]

Levels of Exposure: 3) Exposed to Communications and Other Elements of the Campaign

This report provides details of the impact of other elements of the campaign in the following sections. However, it is important to note that a number of respondents, interviewed within the 'communications' sample (due to their claim to have taken action or be planning action as a result of seeing or hearing advertising) had also been exposed to either training events or visits, which had clearly played a part in their decisions to take action.

This research suggests that above the line communications such as press and radio adverts do not prompt action independently of other elements of the campaign communications and the other main components of the campaign. Indeed, of the respondents interviewed, the vast majority of those who had previously claimed to have taken action as a result of seeing the advertising had also come into contact with the campaign through other means (visits, training events, direct communication and the HSE website). In addition, above the line advertising was very rarely described as the key driver for taking action by those who had done so.

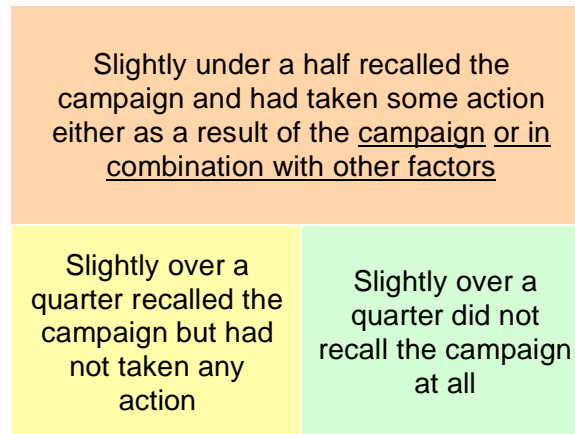
It would therefore appear that the advertising in itself has most impact in terms of raising general awareness and is limited in its ability to prompt tangible action and change behaviour.

Overview of the Impact of the Communications

In order to provide an indication of the overall impact of the communications and advertising components of the campaign the following diagram summarises the approximate proportion of interviewees canvassed via the telephone interviews in terms of their level of recall of the campaign advertising and any subsequent action they reported as having taken.

Of the 53 respondents interviewed by telephone:

Figure 4 – Summary of impact of communications



3.4.2 Visits and Inspections

Impressions of Visits and Inspections

Overall, respondents were positive about their experiences of being visited or inspected by the HSE or their Local Authority. The visits were primarily described as transparent in terms of the objectives and fair in terms of any recommendations made.

However, it would appear that there is a certain amount of inconsistency in terms of the way in which visits were conducted and the usefulness of recommendations made. The following positive and negative issues were identified:

Figure 5 – Impressions of inspections and visits

<p>Positive</p>	<ul style="list-style-type: none"> – The demonstration of the SAT was considered ‘new’ and tangible information. – The provision of constructive and usable results and advice in most instances. – Talks given directly to staff, either as a 45 minute meeting, or as more informal conversations during the course of the visit. Such direct interaction was considered very useful in terms of raising general awareness and encouraging worker involvement. In one case the inspector had been seen to ‘scare’ staff into wearing their PPE by demonstrating possible consequences if they did not, and this was greatly appreciated by management. – In some cases inspectors were seen to be thorough, taking ample time to go through accident and training records, prevention strategies and fully inspect the premises. – Some inspectors returned for multiple visits if there were ongoing issues or if follow-up was required
<p>Negative</p>	<ul style="list-style-type: none"> – Some respondents felt that the information provided was too generic and basic. <ul style="list-style-type: none"> ○ As a result, little had been done in terms of changing the way in which the company operates. – There was a sense that the inspectors came in to look at one thing (slips and trips) and got distracted by other issues. The respondent was then reticent to take on board the suggestions put forward. – In contrast, some inspectors would not address other issues beyond slips and trips during the visit, even though the business would have welcomed a discussion around this. – One visit was cut short when the inspector had to leave for an emergency and never returned (even though they said they would). – Some visits were considered to be too brief and limited in scope, e.g. a 10 minute inspection at a care home which was limited to checking the suitability of the floor covering in the kitchen only.

“What was good was that the HSE lady actually did a 45 minute presentation to the safety reps. It actually got the message across to the safety reps. They then became more focused on their own individual areas...It was a PowerPoint presentation, the full works, a good one. , the full works, a good one. One of the senior managers stayed in with them to see how it went.” [Duty Holder, Manufacturing, Company Audit]

Improvements to Visits and Inspections

In terms of improvements that respondents would like to see, the following issues were raised:

- More detailed, longer visits that offer more detailed advice.
- More flexibility in terms of the subjects to be discussed.
- More flexibility in terms of the recommendations made, taking into consideration the constraints under which the business operates.

- Requesting visits in advance in order to give businesses the time to arrange for inspectors to meet with more members of staff. It was felt that direct contact with HSE inspectors had the potential to positively impact the attitudes and behaviour of staff and management.

Impact of Visits and Inspections

Visits and inspections were seen to have the potential to encourage changes in both attitude and behaviour. Businesses were more likely to take action on the basis of specific recommendations made by inspectors than generic recommendations received through communications and training materials. Recommendations given tended to be relevant and in tune with business priorities.

Some examples of the type of action taken as a result of a visit / inspection are as follows:

- More focus and urgency in terms of developing and conducting risk assessments.
- Looking at ways of changing construction techniques for new jobs going forward.
- Use of campaign materials to raise awareness of the issue of slips and trips and encourage better housekeeping.
- Purchase of microroughness meters and use to identify needs in certain areas of the business.
 - Respondents were often pleased to be able to measure and quantify these issues, as they provided absolutes with which to work with.
- Changes in the practice of using air lines and extension cables.

The key motivations for taking action as a result of an inspection or visit tended to relate to the fact that tangible recommendations had been made that could be practically implemented, rather than in response to a perceived threat of enforcement.

As reported in previous sections, the knowledge that the HSE is running a campaign on a specific topic does lead respondents to take notice of the issue to a greater extent. However, from exploring the underlying rationale for this attitude, it would appear that duty holders are more concerned with a slip or trip accident occurring at their business, and being seen to have not adhered to HSE advice or warnings to take action.

“I think any organisation that doesn’t consider them or ignores them [HSE campaigns] do at their peril because I wouldn’t like to have any serious incident and a Health and Safety Inspector turn up and questions you on the latest campaign. Because it gives you good guidance and steps to take, and if you followed them then the HSE might say well you’ve followed all the steps, you’ve done virtually everything that’s reasonably practical and what we’ve recommended but what else can this organisation do? But if you say what campaign, I’m sure they’ll start looking a bit further.” [Duty Holder, Manufacturing, Telephone Interview]

Respondents did not feel that the HSE would enforce compliance in the absence of any incident occurring. Rather, the majority of respondents felt that the HSE generally delivered advice and guidance in a reasonable fashion, providing adequate time for changes to be made.

In a small number of cases respondents had decided to reject HSE advice or to not use the campaign materials. Some respondents explained that the HSE inspector had made unrealistic suggestions for improvements and changes that would not be possible given financial constraints. The lack of will to address issues was compounded by a feeling of ‘I know my business best’, and a belief that they were better able to identify issues in need of attention, and that could be addressed in a commercially realistic way.

“Also we use a lot of chemicals in the wet ended area and they tend to eat into the surface, so there are potholes and whilst we try and keep on top of it, it’s a Forth Road Bridge painting job to keep the floor in good condition. And we’re walking down the main gangway and she [HSE Inspector] says, hang on, you’ve got a pothole in your floor here and I’m thinking, yeah, yeah we have and actually, if you want to follow me, I’ll show you some more.”

[Duty Holder, Manufacturing, Company Audit]

One respondent explained that his organisation considered using the HSE posters, but felt that they were not of high enough quality when compared to materials for other campaigns being run within the organisation, and that they would therefore go unnoticed.

“We within the department toyed with the idea of using the posters as a way of enforcing the issue, well educating people, but I have to be quite blunt, the quality of posters was, within the department, we didn’t really think particularly effective and they would be up against a whole range of other posters around violence, around infection control, around other clinical issues we’re putting in the way of every ward for instance, they’re in competition with a range of other posters trying to get a message across”

[Duty Holder, Health, Company Audit]

In some cases the advice given was seen as being in conflict with other standards within the business, which were seen as taking precedent. For example, in the sector of food preparation and manufacturing, issues relating to food safety and hygiene were considered to take precedent over more general health and safety issues such as slips and trips. If surfaces or production equipment required a particular specification to meet hygiene standards, suggestions to alter these to reduce the risk of slipping or tripping would be rejected.

It is important to note that in a number of instances visits resulted in no recommendations for businesses to change their behaviour, and as such respondents reported a ‘business as usual’ reaction.

3.4.3 Training Events

How Respondents Found Out About Training Events

Respondents had heard about the training events through various channels, such as:

- Through membership of the safety forum at which the training was delivered
- Direct email from the HSE
- Word of mouth from colleagues
- Through their own head office
- Via an e-mail from a supplier of safety equipment

Reasons for Attending Training Events

Respondents gave a number of different reasons for attending the training events. Most frequently mentioned was that their business had suggested they attend, or required them to attend a certain number of courses each year.

A few saw the events as networking opportunities and went to meet up with other health and safety professionals.

“There were two drivers, one was the slips and trips and it was probably my first event that I attended [in this job], so it were a process, as with all organisations we are tasked with our objectives and appraisals and one of mine is to ensure that networking opportunities are followed, so that’s one of them.” [Duty Holder, Construction, Company Audit]

There were also a few respondents who attended the training events because they believed they needed further information. One said that he felt uncertain as to what exactly prevention of slips and trips entails, and was in need of a refresher course. Another mentioned that his organisation was running a five year renewal programme across its facilities and that he needed to learn more about criteria for slip resistance of floor surfaces in order to be able to choose the right materials and support those choices with solid business cases.

There were also respondents who attended the slips and trips training because it had been combined with training on working at heights, and issue of current concern for their business.

Impressions of Training Events

Within the sample interviewed, the type of training events covered included full or half day events with a number of speakers and demonstrations as well as slips and trips ‘slots’ forming a part of existing health and safety forums or committees which were often trade-focused. As a result perceptions of the events varied quite considerably, depending on what had taken place.

However, most respondents were positive about the content and style of what they attended. Examples of impressions are as follows:

Figure 6 – Impressions of training events

Positive	<ul style="list-style-type: none"> – Most considered it useful to see the microroughness meter and SAT demonstrated within the training event, and this was often the key ‘take-home’ point. – The ‘Watch you step’ training was sometimes held in conjunction with training on other health and safety issues such as working at heights. The slips and trips section served as a useful reminder of the issues in this area. – Respondents found the events interesting, and said that the HSE appeared to be getting better at presenting this type of information, e.g. by making more use of visual devices and shorter, punchier delivery. – The events were seen to provide a good steer on what the HSE was focusing on. – Good Q&A sessions, and sound, actionable advice given. – Good networking opportunity.
Negative	<ul style="list-style-type: none"> – In some cases, respondents explained that the slips and trips element of the event that they attended only formed a small part of it. Therefore, it was not always this part that had motivated them to attend. – Some sense that the training was somewhat ‘dragged out’ to a full day, when a half-day would have sufficed. – The level of detail and technicality included in the presentations was considered too great for some (those with only a part-time involvement in health and safety).

"I think again they've started to get it pretty much right, they've started to understand the other philosophies, well shortening the time. One time you go to an HSE event it could be lengthy and I think they've started to understand that perhaps you only have 20 minutes to get your key messages across, so they take, when I say 40 minutes in total, that's questions and answers and debate. The presentation probably lasts about 20, 25 minutes." [Duty Holder, Construction, Company Audit]

"It was a bit over the top in some ways, I mean all the equipment they've got, that wouldn't be my area, because that would be the facilities company, or the [group] health and safety managers area, they would come down and necessarily talk us through and to look at it." [Duty Holder, Manufacturing, Company Audit]

Improvements to Training Events

The majority of respondents that had attended a training event rated them as being very good, and did not make many suggestions for improvement. The few that were mentioned included:

- Training materials should be more tailored to businesses' priorities and issues relevant to specific sectors.
- Presentations should be shorter and more succinct, with greater use of visual aids.
- More use should be made of interactive training such as the demonstration of the microroughness meter and use of the SAT.

Impact of Training Events

The type of impact that these events had clearly varied considerably. Some examples of reported impact are as follows:

- Raising awareness and encouraging duty holders to be more proactive, referencing the information given during the training.
- Providing a 'heads-up' that the campaign was due to happen and giving duty holders examples of the communication materials that they might wish to use.
- Providing materials that could be used on the ground (DVD and posters), serving to help duty holders raise the profile of slips and trips in the workplace.
- Encouraging duty holders to expand the section on slips and trips in their health and safety policy.
- Encouraging duty holders to put up additional signage and raise the issue at staff meetings.
- Generally higher awareness amongst those who attended, with nothing concrete actually done.

"I mean those workshops and seminars you go to and it's not just that one, but any one, you always come back with a rush of, yes, let's do this, we know what, and then you settle back down into the norm...I can't say I've a format to use, but I've used what I learnt and different ways as well. So if you put something into, if we increase the process by sweeping it four times a day, I guess that stops the risk, well lowers the risk down." [Duty Holder, Manufacturing, Company Audit]

As is the case with all types of intervention, the decision whether to take action or not is dependent not only on the information or advice provided at the events, but also on existing internal policies and restrictions, the direction that the organisation is already moving in terms of health and safety in general and whether they feel that they need to take action.

"It's certainly assisted me; it allowed me to focus on something. I knew there were an issue there, being relatively new and a lot of other things going on and learning the safety management system, it were very useful, because it gave me a quick information pack, some focus to do something with it, that was the most useful part of having that material they could quickly utilise, rather than me having to put something together and do that." [Duty Holder, Construction, Company Audit]

3.5 Long Term Impact of the Campaign

Given the fact that in many cases respondents felt that the campaign had served to back-up or encourage action that they were already taking on slips and trips, and that most felt that addressing the issue was best conducted on an ongoing basis, long term impact was quite difficult to assess accurately.

The primary way in which respondents felt that the campaign would have long-term impact was through the provision of a knowledge base and resource bank that can now be accessed going forward. This includes information regarding purchase criteria for flooring, the DVD for use in training and toolbox talks and risk assessment templates.

"I've got a very nice pack that I use as a reference that was given to me at one of our meetings, a nice folder which is on the shelf now. It's not dead on the shelf, gathering dust, it's something I can show people what I mean to illustrate my point, backed up by the evidence that we have and the work that we do. So it is part now of the training resource so it wasn't wasted. But as I say it was because that was targeted, it was given to me and I could see the use of it." [Duty Holder, Manufacturing, Telephone Interview]

However, it is important to note that the long-term impact in terms of a raised profile of slips and trips and greater awareness is less definable.

In some cases, respondents felt that the changes that they had put in place would be permanent, for example the introduction of purchasing policies and changes in the emphasis of slips and trips in the health and safety policy or the introduction of new procedures into working practices.

"It certainly will [be long term] because again, we've played a part in this, influenced the company about giving people useable information. Some of the systems are great if you are a bit of a health and safety anorak like us, it's not always useable for the guys on the ground. So what you do is we build best practice and then develop it into a group standard, so that they can go on, pick it up and go, oh yeah, that's what I need to do with cables, I'll think about it...Once it becomes embedded in the nature, we don't have to chase, site managers, project leaders...they know that's the standard, that's it." [Duty Holder, Construction, Company Audit]

Others felt that they were now more able to make senior managers take the issue of slips and trips seriously in the future, and as such the issue of slips and trips would receive greater attention in the long term.

“It also surprised me the uptake, because the manager at first didn’t exactly, didn’t seem enthusiastic about my communications issue. But when he actually got the materials I sent him through and some other stuff, he was widely enthusiastic about it and proceeded then to support and promote and that and he informed senior people in the organisation.” [Duty Holder, Construction, Company Audit]

The research suggests that those coming into contact with the campaign via direct contact with the HSE or Local Authority (particularly those whose premises had been visited) were more likely to feel that the changes that they had instigated would have a lasting impact.

It is also important to note that some respondents felt that the fact that the campaign was run over a finite period of time suggested that the HSE would not be as focused on the issue in the future, and therefore they would move on to the next ‘hot topic’ and attention on slips and trips would decline.

The issue of staffing was noted by some as a barrier to ongoing behavioural change. In some cases this related to the fact that workforces can be transient and therefore educating them becomes difficult. Some duty holders explained that instilling a certain culture or attitude within their staff is key to ensuring issues such as slips and trips are dealt with by all. Clearly this approach is less effective when staff are constantly changing. However, it is important to note that other businesses explained that induction training provided a good opportunity to provide training on issues such as slips and trips and therefore high staff turnover was not a problem for them.

Other respondents explained that an increase in the use of migrant workers in their businesses also posed something of a barrier to implementing health and safety best practice on the ground, and dealing with slip and trip risks in particular. This was due to the fact that often workers were used to very different cultural approaches to health and safety and found it difficult to adjust to their new surroundings. Encouraging them to ‘see it, sort it’ was sometimes described as very challenging.

It is important to note that only a small minority of respondents felt that the campaign had prompted a large-scale shift in overall attitude towards slips and trips in their workplace. Again, these higher profile changes tended to be taking place within businesses that were already dealing with the issue to some extent, or were aware of a need to take further action and simply required encouragement to do so.

“The campaign highlighted the problem and we all become aware of it, particularly for the first 1 - 2 months it gets drummed in and then it dwindles a bit. But once we have made some changes and progress it’s easy to set up and keep going. The HSE campaign highlighted something we knew was a problem but it made us more aware and gave us information on how to prevent it”. [Group Health and Safety and Environment Manager, Construction, Company Audit]

Creating Sustained Impact

Duty holders tended to support the view that slips and trips is an issue that can easily fall off the radar of businesses and employees, as in many cases the action and procedures required to keep risk to a minimum are considered common sense and therefore not worth highlighting in an overt way.

With this in mind, a number of respondents felt that the HSE should provide ongoing advice and publicity on the issue in order to keep its profile high in the public's mind.

This view was supported by employees, who often felt that the issue was not being addressed to the same degree as duty holders.

3.6 Overall Impressions Campaign Activity

Overall, respondents welcomed the fact that the HSE conducts campaigns such as 'Watch Your Step' and felt that they were necessary and very useful. Indeed, even respondents who had not reported changes in attitude or behaviour felt that the HSE is justified in spending resources on a campaign of this nature.

The HSE was considered to be an important provider of advice and guidance on health and safety issues and slips and trips was not considered an exception to this. In addition, some respondents felt that it is important for the HSE to target resources at more educational and supportive activities in order to continue to shift the public perception of the organisation away from that of simply being an enforcer that businesses will go out of their way to avoid making contact with.

"I wish they'd do it more to be honest, I feel that [there is a perception that] HSE are adviser and policeman at the same time, so the perception is if you go to the HSE with a problem you're going to get the inspector on the doorstep the next day. I know they're changing that, after the various commissions and reports that have been going round, I know that they're trying to work with industry rather than against it or rather than just as the policemen and I would much prefer that." [Duty Holder, Construction, Company Audit]

Indeed, many respondents noted that the HSE is the only organisation that is in a position to launch a campaign of this nature and be seen as credible in terms of its messages. The fact that the HSE has a 'broad view' across all industry sectors made some respondents more confident that its recommendations and decisions on what topics are important carried more weight than other sources.

Some respondents were cynical about the ability of advertising campaigns aimed at a wide audience to have any significant impact on either businesses or employees. However, nearly all felt that the advertising should still be rolled out. This was due to the fact that it was considered the only way to address the need for increased general awareness amongst employers and employees.

3.7 Overall Improvements to Campaign

Many of the specific suggestions for improvements to campaign components are outlined in previous sections of this document. However, respondents also commented on how they felt that the campaign could be improved overall. This section outlines the key suggestions for improvements.

Respondents tended to feel that a more tailored approach to communications and greater face-to-face or personal contact with the HSE would have the greatest impact on businesses in the future.

The vast majority of respondents felt that more (and on-going) visits, training events or road shows would have helped to increase the impact of the campaign. This was primarily based

on the view that these components of the campaign were thought to have greatest impact and relevance.

Respondents were aware that the necessary investment required to allow a notable increase in this type of activity was likely to be prohibitive. However, it would appear that greater, more consistent promotion of these could be beneficial. Related to this issue is that of more targeted communications. There are two ways in which respondents felt that information, guidance and awareness-raising material should be more targeted.

- Firstly, in terms of execution, respondents often suggested that posters, leaflets or radio advertising would have the greatest impact if it is relevant to their working lives and those of their colleagues. Given the importance of making an impact when trying to emphasise the risks associated with slipping and tripping, making reference to situations that viewers can recognise is important, as this will help to increase this impact.
- Secondly, in terms of delivery, it would appear that direct mail-shots to businesses and in particular to key individuals in the business should be a major channel of communication. Respondents often explained that they would welcome receiving relevant information by post or e-mail that would encourage them to investigate further.

Other respondents felt that targeting individual businesses is not always possible or appropriate where the most relevant individual to target is not obvious. In such cases, some respondents advocated the use of third parties to facilitate both higher impact and more tailored, relevant information that might be considered more useful.

"I would feel rather than the blanket campaigns like that where you don't know what kind of person it's targeted at, to be more focused maybe through Trade Associations or maybe local Chambers of Commerce and then put in a...more sector focused element, in liaising with the sector's Trade Association." [Duty Holder, Transport and Distribution, Telephone Interview]

A small number of respondents, primarily employees, felt that the most appropriate way to reach employees is through greater 'blanket' advertising, using a wider range of channels and media. As would be expected television and radio were most commonly mentioned.

Previous sections of this document have outlined the need to ensure that the issue of slips and trips does not fall off the radar of businesses. As such, a number of respondents felt that a move away from such a finite length of campaign would be preferable. However, respondents were realistic about the difficulties of staging a continuous campaign and felt that frequent and regular reminders and up-dates on the subject would be sufficient.

A small number of respondents felt that HSE campaigns need to be more consistent in terms of their geographical coverage. Where duty holders have nation wide responsibility within a business, they can sometimes feel that campaigns do not have sufficient impact as they can see different levels of activity in different areas. Clearly, this is related to the autonomy of the local HSE inspectors and Local Authorities, in terms of how they use their budget. Therefore, we suggest that consideration be given to providing more concrete guidance on the level and type of activity undertaken locally.

3.8 Worker Involvement

3.8.1 General Worker Involvement

Before considering the impact of the campaign on worker involvement, it is worth noting that the research detected a change in attitude within a number of businesses and amongst some duty holders with regard to their approach to H&S in general. Duty holders often explained that the health and safety culture of their business was evolving, increasing the degree to which workers and management work in partnership.

In some cases, conscious decisions had been made to increase worker involvement in health and safety issues (more likely to be construction and larger manufacturing). Other businesses reported a more natural evolution of working practices, with the introduction of alternative procedures and systems such as lean manufacturing for example.

Across most types of businesses, worker involvement had been sought by making staff aware of their responsibilities for their own safety and that of their colleagues. The level of formality with which this was conducted depended on company size and sector.

In many smaller businesses, an initial training session, the inclusion of some health and safety topics within staff meetings and the provision of some posters was often the only way in which staff were 'involved' with health and safety.

Many of the businesses (more often larger) involved their staff in regular training and health and safety briefings. However, these did not always involve workers making notable contributions.

A few of the larger manufacturing and engineering businesses had systems in place where members of staff were responsible for inspecting one another's work areas. Larger businesses, particularly within the public sector, manufacturing and construction tended to have staff safety committees and members of staff were also involved in union activities.

There was a fairly high level of awareness of health and safety issues in general amongst the staff interviewed during the company visits, with the exception of members of office staff for whom health and safety had a considerably lower profile. However, in some cases employees tended to feel that they were not as involved in influencing decision-making regarding health and safety issues or taking action in reducing risks as duty holders within the same business had reported. Some explained that certain initiatives to get workers more involved had started, but not been maintained.

"Well I'm not sure if it's still going on now, but they a process where all the team leaders were going round having a look in different areas to make sure things were tidied up, if not, then they would ask you, can you take the pallets out, can you tidy the boxes up and things like that. I'm not sure if it's still going on now."

[Employee, Manufacturing]

This observed 'gap' between employer's and employees' perception of worker involvement extends to the impact of the 'Watch Your Step' campaign.

3.8.2 Post Campaign Worker Involvement

When considering the perceptions of employers and duty holders, it would appear that the campaign succeeded to a certain extent in helping to encourage worker involvement. Respondents tended to attribute this to the fact that the campaign provided them with support to influence workers to take greater responsibility for their environment in relation to reducing the risk of slips and trips.

Some respondents explained that the fact that the campaign had raised the importance of slips and trips in their mind had led to a raised profile of the issue throughout the business as a whole. In some cases, this was reported as being achieved through the duty holders simply mentioning the issue more often and being *'more on everyone's case'* about health and safety. Respondents tended to feel that this in itself represented a shift in worker attitude and therefore potentially behaviour.

The campaign was also described as providing the physical material with which to undertake an internal promotion. Again, such activity was considered as useful way of raising awareness as subsequently increasing worker responsibility.

Lastly, a HSE campaign was described as providing weight to a duty holder's argument regarding addressing the issue of slips and trips in a more formal or planned manner. In some cases duty holders felt that they needed 'backing up' in terms of making a case for addressing the issue more formally.

In many cases, the expectation of the degree to which the campaign could or should influence worker involvement was relatively low. As the above descriptions demonstrate, a number of businesses felt that the extent of worker involvement that could be expected was limited to employees simply being more aware and taking responsibility for their own actions and the condition of their working environment.

However, other duty holders had slightly higher expectations and indeed reported greater levels of worker involvement as a result of the campaign. A small minority explained that the campaign had helped to improve the flow of information upwards from employees, with more suggestions made and issues raised.

For example, in one case, by raising the issue of slips and trips amongst teams on the ground, the duty holder had been contacted by workers to suggest different approaches to reducing the risk going forward.

"Some of the solutions that have come forward, haven't come from me...we've got some very good focussed people out there, who will actively think of providing a solution, or improving things, so when they do on our sites we take photographs of good practice and then we circulate them to other people." [Duty Holder, Construction, Company Audit]

When considering the perceptions of employees it is important to note that in the majority of cases respondents did not tend to echo entirely the perceptions of duty holders in terms of the level of involvement workers had traditionally had in health and safety and the degree to which the campaign had increased this.

In most cases employees were unaware of the campaign activity that the business had experienced (either a visit or training event attended by others in the business) and had no recall of any communications materials.

It is important to note that employees already involved with health and safety (as reps or members of committees) were more likely to be aware of the campaign and had in some cases become aware by their own use of the HSE website or other health and safety information channels.

"I become aware through Tony [the duty holder] sending it to me, plus, well he come down and handed me a load of posters and information ... I personally been on the HSE websites, likely a weekly check-up for myself to see if anything was changing. We had a load of posters; we put that up around to make awareness of this, in bizarre areas around the factory. Anywhere where it's near water, in the kitchens, toilets, things like that. And it seems to have worked, people have come through and mentioned about leaks in the toilets or actually started to like mop things up on the floor rather than just leave it as before. It seems to have subtly worked, somewhere."
[H&S representative, Employee, Manufacturing]

A minority of respondents had a recollection that the business's duty holder had attended an event, but had little sense of what this meant for them.

In a small minority of cases employees had been present during a site visit or inspection and were therefore aware of the issues raised. However, it is important to note that the level of detailed recall of the issues was often low.

When considering what the campaign was aiming to achieve, employees tended to feel that it was encouraging them to be take more care and ensure that their workplace was safe. The importance of reporting issues back to those within the business with health and safety responsibilities was not mentioned.

Employees tended to perceive the campaign materials as encouraging them to take greater responsibility, and most felt that this was understandable. Only a small minority were concerned that such a focus meant that their employer might therefore not feel sufficiently obligated to ensure a safe environment for their employees.

Considering these issues, it would appear that communications aimed directly at employees, or more tailored and appropriate materials available for employers to display could be required in future campaigns in order to better reach workers and convey the key aims of the campaign more clearly.

4. Conclusions and Recommendations

4.1 Conclusions

It would appear that the topic of slips and trips is viewed somewhat differently to other areas covered by HSE campaigns, such as working at heights and manual handling. This is due to the fact that businesses and employees often view slip and trip prevention as a 'common sense' or housekeeping issue and as such is bound up in more fundamental working practices.

This research has revealed a range of different changes in attitude and behaviour that have been undertaken by businesses as a result of the HSE Watch Your Step campaign activity. It is important to note that the campaign is most successful in raising awareness of the issue of slips and trips and acting as a reminder for businesses that are already taking action in this area.

When considering the impact of the communications component of the campaign, the research demonstrates that behavioural change is not prompted by the communications acting in isolation. Rather, where behavioural change is detected, this has been as a result of a combination of factors; either other components of the campaign or other motivating factors.

It would appear that tangible and usable resources (from the pack, the DVD for example) and interactive elements of the campaign (such as trainings and visits) serve to motivate change in behaviour more effectively than straightforward communications. The most significant behavioural or procedural changes were often evident amongst those that had been visited or attended training.

The campaign does help duty holders to disseminate a message regarding slips and trips to the workforce. This is within a wider context of a move towards greater staff involvement within the area of health and safety. However, employees often do not recall first hand contact with the campaign.

4.2 Recommendations

To maximise the impact of future campaigns, consideration should be given to a more sector specific approach to communications. This could include both more tailored materials and targeted delivery of these. However, we would not go as far as recommending that above the line communications are removed from future campaign activities as it would appear that they do serve to raise awareness in a general sense and are generally welcomed by businesses and employees.

Consideration should be given to increased emphasis on the slips and trips 'pack', as this provides duty holders with a tangible resource that can be used immediately and filed for use in the future, thus increasing the long term impact of the campaign.

Although a considerable investment, increasing the number of visits and training events is likely to increase the impact of the campaign overall. This in turn should facilitate greater emphasis on the slips and trips 'tools' such as the microroughness meter and the SAT. Ensuring greater consistency of these activities across the country would improve the credibility of the campaign as a whole.

Key to this specific health and safety area is the need to provide on-going reminders of the issue and associated risks.

We recommend that future campaigns in the area of slips and trips concentrate on reaching businesses that are not as well connected to the current health and safety community, as these are least likely to already be addressing the issue. This could be achieved through the use of third party networks (including trade associations for example) and informal word of mouth.

Given that slips and trips, as a health and safety issue, is viewed differently, care needs to be taken when applying the learnings from this research to future HSE campaigns on different topics. Whilst findings demonstrate that communication and advertising specifically are limited in their ability to provoke tangible changes in behaviour, this may not be the case for other topic areas where businesses consider more tangible recommendations, concrete regulations and 'new ideas' to be available.

APPENDIX

1) Tele-Depths Discussion Guide

2) Company Audits Discussion Guide – Duty Holders

Appendix 1: Tele-depths Discussion Guide

06-0020 – HSE Campaign Research

Discussion Guide (Tele-depths)

Introduction

Synovate/ interviewer introduction

Aims of the research

- To discuss H&S issues that are important to the business
- To investigate how your business currently deals with these and is planning to deal with them in future

Confidentiality

Permission to tape

Duration – 30 mins

Respondent Introduction

Job title

Responsibilities and role

Responsibilities regarding H&S/ Workplace Health

Time spent dealing with H&S/ Workplace Health issues/ related tasks

Organisation Background

Nature of business

.....

Length of time in business

.....

Number of employees (and sites)

.....

Management 'structure'

.....

Health and Safety within the Business

1. Who has responsibility for dealing with health and safety issues within the company?

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.....
.....

2. How is this organised? (are there formal arrangements? Are employees involved?)

.....

-
-
3. How does your business ensure it is compliant with H&S laws and regulations?
- Use of expertise (internal staff/ consultants)
 - Use of literature/ websites etc
 - Which ones?

-
-
-
-
4. Does the business have a H&S 'strategy' or H&S systems?

Yes 1
 No 2

5. How are these developed? Who has responsibility?
- Senior management?
 - HR officials?
 - Middle management?
 - General staff?

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.....

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Health and Safety Issues – Historic Perspective

Please think now about before last Autumn (October 2005)...

6. What have 'traditionally' been considered the key H&S issues for the business?
 (What have been the main potential problems, issues or risks?)

.....

.....

.....

INTERVIEWER: CODE SPONTANEOUS MENTIONS FROM ABOVE, AND PROMPT IF NECESSARY:

Working at heights 1
 Lifting /back injuries 2
 Slipping and tripping 3
 Hazardous substances..... 4
 Manual handling..... 5
 Others..... 6

7. Which have been considered most important? Why?

INTERVIEWER – FOCUS ON SLIPPING AND TRIPPING WHERE MENTIONED SPONTANEOUSLY

8. Historically, what has been done to address these issues?
(Spontaneous)

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INTERVIEWER: CODE SPONTANEOUS MENTIONS FROM ABOVE, AND PROMPT IF NECESSARY
[BUT DO NOT READ OUT LIST]:

- Risk assessments 1
- Asking workers to tell you about risks 2
- Changing/improving flooring 3
- Stopping workers carrying heavy loads 4
- Repairing damaged flooring 5
- Keeping workers away from unsafe areas.... 6
- Changing cleaning methods..... 7
- Instructing workers to keep things tidy 8
- Providing necessary equipment 9
- Providing necessary foot wear 10
- Having designated waste / rubbish disposal areas..... 11
- Having special precautions for wet/ muddy conditions..... 12
- Checking flooring 13

9. What has traditionally prompted this action?

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INTERVIEWER: CODE SPONTANEOUS MENTIONS FROM ABOVE, AND PROMPT IF NECESSARY
[CAN READ OUT LIST IF NECESSARY]:

- Advice of internal H&S experts or professionals..... 1
- Reaction to near misses or accidents..... 2
- Advice from HSE..... 3
- Advice from Local Authority 4
- Information campaigns..... 4
- As a result of inspections 5
- As a result of attending training events 6

Health and Safety Issues – Current Perspective

Please think now about the last 6 months...

10. Have the key H&S issues for the business changed at all in the last 6 months – 1 year?

Yes 1
No 2

If so, how?.....
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11. Which (if any) are now considered more important? Why?

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12. Which (if any) are now considered less important? Why?

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13. What new or different actions have been, or are being carried out as a result of these changes in emphasis?

(Spontaneous)
.....
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.....

INTERVIEWER: CODE SPONTANEOUS MENTIONS FROM ABOVE, AND PROMPT IF NECESSARY:

- Risk assessments 1
- Asking workers to tell you about risks 2
- Changing/improving flooring 3
- Stopping workers carrying heavy loads 4
- Repairing damaged flooring 5
- Keeping workers away from unsafe areas.... 6
- Changing cleaning methods..... 7
- Instructing workers to keep things tidy 8
- Providing necessary equipment 9
- Providing necessary foot wear 10
- Having designated waste / rubbish disposal areas..... 11
- Having special precautions for wet/ muddy conditions..... 12
- Checking flooring 13

14. What has prompted this action?

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INTERVIEWER: CODE SPONTANEOUS MENTIONS FROM ABOVE, AND PROMPT IF NECESSARY:

- Advice of internal H&S experts or professionals..... 1
- Reaction to near misses or accidents..... 2
- Advice from HSE..... 3
- Advice from Local Authority 4
- As a result of advertising seen or heard 5
- As a result of inspections 6
- As a result of attending training events 7

Probe fully on exactly what information/ advice etc has been received...

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.....

15. What factors have been most important in prompting you to take action? Why?

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Thinking specifically about slipping and tripping, if not already covered...

16. How much emphasis has been placed on preventing slipping and tripping in the past?

- How has this compared with other health and safety issues?

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17. Before last autumn, what had actually been done to reduce the risk of slipping and tripping? Why was this done?

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.....
.....

18. How much emphasis is currently placed on preventing slipping and tripping in the workplace?

- How does this compared with other health and safety issues?

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.....

19. What has actually been done to reduce the risk of slipping and tripping within the past 12 months?

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20. What (if anything) has motivated your company to take action to prevent slipping and tripping within the last 12 months?

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.....

21. What are the main barriers to continuing to take action to prevent slipping and tripping? (What are the main difficulties in terms of motivating staff to take action?)

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.....

Recall and Impressions of Campaign Advertising

In the interview that you conducted earlier in the year, you stated that you had taken some action (or were planning to) as a result of seeing or hearing advertising or publicity about slipping or tripping over at work....

22. Do you remember seeing or hearing this advertising?

Yes 1
No 2

23. What can you remember about the advert(s) that you saw or heard?

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.....

- Where did you see or hear it?

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- What content do you remember – what stood out?

.....
.....
.....

- What did you like about it?

.....

- What did you dislike about it?

.....

EXAMPLES OF ADVERTISING CAN BE E-MAILED TO RESPONDENTS IF THEY REQUIRE A 'MEMORY-JOG' AT THIS POINT

24. What are your impressions of these adverts (*Keep very brief*)?

Strengths

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Weaknesses

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.....

25. How could they be improved?

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ASK ALL

26. What were the main messages of the advertising that you saw?

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27. What, if anything, has been done as a direct result of this advertising?

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28. What was it in particular about the advertising that prompted you to take action?
[EXPLORE FULLY]

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29. What, if anything do you feel that you would have done anyway (i.e. if you had not seen the advertising)? Why do you say that?

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30. How much impact does advertising such as that which you saw have compared with other factors such as...

- Near misses or accidents.....
.....
- Inspections
.....
- Training events.....
.....
- Advice from other experts.....
.....
- The experiences of other companies
.....
- Any other factors
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.....
.....

31. How could future campaigns of this type be improved to have more impact on you?

a. What types of messages would have most impact?.....
.....
.....
.....

b. Where should the advertising be placed to ensure that you see it/ remember it?
.....
.....

c. What information or facts do you feel that you need, or would like to be provided with in relation to preventing tripping and slipping?
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.....

d. How would you like to receive this information?.....
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.....

Long-term Impact

Thinking about the action that your company has taken to prevent slipping and tripping in the workplace...

32. How likely are you to continue with this action / these actions in the future? Why do you say that?

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33. To what extent has your company shifted it's overall approach and attitude towards preventing slipping and tripping?

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34. What are the main barriers to long-term change in approach / attitude to the issue of slipping and tripping?

- Considering the culture of the company
- Considering operational issues
- Considering the attitude of staff

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35. Overall, how much impact do campaigns such as 'Watch your Step' have on the long-term attitude of the business?

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36. Do you feel that the HSE is justified in investing time and resources in campaigns of this type? Why/why not?

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37. How could they be improved to have more impact?

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38. How else could the HSE or Local Authorities help you to reduce the risk of slipping or tripping in the workplace?

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Round Up

- Overall attitude to slipping and tripping
- Level of importance to their business
- Key areas of concern
- Overall impressions of the 'Watch Your Step' campaign
- Overall impact of the campaign on the business's activities
- Suggested improvements or changes to HSE campaigns

Thank & Close

Appendix 2: Company Audits Discussion Guide – Duty Holders

06-0020 – HSE Campaign Research

Discussion Guide (Audits – Duty Holders)

Introduction

Synovate/ interviewer introduction

Aims of the research

- To discuss H&S issues that are important to the business
- To investigate how your business currently deals with these and is planning to deal with them in future

Confidentiality

Permission to tape

Duration – 45mins – 1 hour

Respondent Introduction

Job title

Responsibilities and role

Responsibilities regarding H&S/ Workplace Health

Time spent dealing with H&S/ Workplace Health issues/ related tasks

Organisation Background

Nature of business

Length of time in business

Number of employees (and sites)

Management 'structure'

Health and Safety within the Business

How is health and safety dealt with within the business?

- Who has responsibility?
- How is responsibility 'structured'?
 - HR director
 - H&S managers/ officers
- How 'formal' are the arrangements?
 - Who has the responsibility to ensure compliance?
 - Do they involve employees in taking responsibility for H&S?
 - In what ways?

How do they (personally or as a business) ensure compliance with H&S laws/ regulation etc?

- Use of expertise (internal staff/ consultants)
- Use of literature/ websites etc
 - Which ones?

- Attending training events
 - Rationale

Does the business have a H&S 'strategy' or H&S systems?

- Description
- How are (or were) these systems or developed?
 - Who was involved?
 - Senior management?
 - HR officials?
 - Middle management?
 - General staff?

Health and Safety Issues – Historic Perspective

Please think now about before last Autumn (October)...

What have 'traditionally' been the key H&S issues for their business?

- What have been the main potential problems, issues or risks?
 - Spontaneous
 - Prompt...
 - Falls from height
 - lifting / RSI / hazardous substances / slipping and tipping etc
- What causes these?
 - Description
 - Rationale
 - How do these vary within the company (different departments etc)?
- How have the potential problems differed in terms of the priority that they are given by management and H&S staff?
 - Which issues have been considered most important?
 - Rationale

FOCUS ON SLIPPING AND TRIPPING WHERE MENTIONED SPONTANEOUSLY

Historically, what has been done to address these issues?

- Spontaneous description
- Explore...
 - Staff training
 - Communications (posters etc)
 - Risk assessments
- What is the rationale for choosing this action?
- How successful has it been?
 - How is this measured?

How does the company decide which issues to take action on?

- Spontaneous description
- Explore...
 - Advice of internal H&S experts or professionals
 - Reaction to near misses or accidents
 - Advice from HSE, Local Authority
 - Advertising campaigns
 - Inspections
 - Training events
- How do these relate to one another?

- Which are most important?
 - Rationale

IF NOT ALREADY MENTIONED, INVESTIGATE THE HISTORIC ATTITUDE TOWARDS SLIPPING AND TRIPPING IN PARTICULAR...

- How much emphasis has been placed on preventing slipping and tripping in the past?
 - How has this compared with other health and safety issues?
- What has actually been done to reduce the risk of slipping and tripping in the past (*before October 2005*)?
 - Descriptions
- What is the rationale for choosing this action?
- How successful has it been?
 - How is this measured?
- What have been the main barriers to taking action to prevent slipping and tripping?
 - What are the main difficulties in terms of motivating staff to take action?

Health and Safety Issues – Current Perspective

What are currently the key health and safety priorities within the business?

- Spontaneous description

How (if at all) have these changed over the past 12 months?

- Have any areas become a higher or lower priority?
- Which ones?

What has been the main reason(s) for these changes?

- Spontaneous description
- Probe on...
 - New legislation
 - Communications or advertising campaigns
 - Direct communications with HSE or LA
 - Inspections
 - Training courses
 - Online literature
 - Others

Thinking specifically about slipping and tripping...

- How much emphasis is currently placed on preventing slipping and tripping in the workplace?
 - How does this compare with other health and safety issues?
- What has actually been done to reduce the risk of slipping and tripping within the past 12 months?
 - Descriptions
 - What is the rationale for choosing this action?
- How successful has it been?
 - How is this measured?
- What action is planned for the future?
 - Will current action be continued / extended / maintained?

- What are the main barriers to continuing to take action to prevent slipping and tripping?
 - What are the main difficulties in terms of motivating staff to take action?
- What (if anything) has motivated your company to take action to prevent slipping and tripping within the last 12 months?
 - Spontaneous descriptions
 - Explore importance of inspections / training events

HSE / LA Interventions

What type of contact do you / your company have with the HSE?

- Type / frequency
- Explore...
 - Use of website
 - Meetings
 - Literature
 - Helpline or other telephone contact
 - Others?
- What are your impressions of the information, advice and guidance that you receive from the HSE?
 - Strengths and weaknesses
 - Suggested improvements
 - *Explore the issue of slipping and tripping in particular*

I understand that...

A) Your company was visited by the HSE or LA...

B) You attended a training event arranged by the HSE / LA...

...during October / November of last year. I would now like to talk about that...

FOR THOSE WHO HAVE HAD THEIR PREMISES INSPECTION

Note: Campaign materials to be shown if recall is low

Description of the inspection process...

- When did it take place?
- How was it arranged?
- Who carried out the inspection?
- How long did it take?
- What did it entail? (What actually happened?)

What were your impressions of the inspection?

- Overall strengths and weaknesses
- Consider...
 - The explanation given as to what was happening and why?
 - The inspection processes (what was actually covered)
 - The transparency of the inspection criteria
 - The attitude of the inspector
 - The advice given
 - How useful?
 - How actionable?
 - How realistic?

- How could the process have been improved?

What impact did the recent inspection of the premises have on the company's approach to preventing slipping and tripping?

- Spontaneous description
- Rationale

FOR THOSE WHO ATTENDED A TRAINING EVENT...

PLEASE NOTE THAT NOT ALL DUTY HOLDERS WILL HAVE ATTENDED THE EVENT THEMSELVES. THEREFORE, PLEASE ASK ABOUT THE IMPACT OF THE TRAINING ON THOSE WHO HAVE ATTENDED AND THE FEEDBACK THAT THEY PROVIDED...

How did you hear about the event?

Why did you decide to participate?

- What potential benefits could you see?
- What did you/ the company aim to gain from the event?

Note: Campaign / event materials to be shown if recall is low

Description of the training event...

- When and where did it take place?
- How long did it take?
- What did it entail? (What actually happened?)

What were your impressions of the event?

- Overall strengths and weaknesses
- Consider...
 - The agenda
 - The content
 - The level of detail
 - The ease of understanding
 - The relevance to you/ your business
 - The delivery / style of the training session
 - The advice given
 - How useful?
 - How actionable?
 - How realistic?
- How could the event have been improved?

FOR THOSE WHO ATTENDED THEMSELVES

What impact did participation in this event have on the company's approach to preventing slipping and tripping?

- Spontaneous description
 - Rationale
- Explore...
 - New initiatives
 - Dissemination of information
 - Training
 - Communications
 - Risk assessments
 - Procedures

Awareness and Understanding of the 'Watch Your Step' Campaign

Are you aware of any other activities or communications that have been carried out by either the HSE or LA around the issue of slipping and tripping over the past 6 – 12 months?

- Spontaneous description
- What was the 'name' of the campaign?
- What was the purpose?
- What activities do they recall

Recall and impact of advertising

- What advertising or communications do they recall?
 - Where did you see it?
 - What do you remember about the advertising?
- What were the main messages of the advertising?
- What were their impressions of the adverts/ communications?
 - Strengths / weaknesses
 - Improvements
- Were any of the adverts or images used in your workplace?
 - Were posters put up?
 - If so, where?
 - What impact did they have on staff?

Examples of advertising to be shown

- Do they remember seeing any of these adverts?
 - Where?
 - When?
- What are the main messages of this advertising?
- What are their impressions of these adverts/ communications?
 - Strengths / weaknesses
 - Improvements

[THOSE WHO SPONTANEOUSLY RECALLED SEEING ADVERTISING]

What impact did the advertising or communications materials that you saw have on yours / the companies approach to minimising the risk of slipping and tripping in the workplace?

- Was any action taken as a result of the advertising?
- Description
 - What was is about the advertising that made you take action...OR...
 - Why did the advertising not prompt you to take action?
 - How could it have been improved to prompt you to take action?

Overall impressions of the 'Watch Your Step' campaign

- Strengths / weaknesses
- Improvements

Overall, did this campaign have any impact on the way in which your company approaches preventing slipping and tripping?

- Spontaneous description
 - Rationale
- What has been the impact on the workforce?
 - Changes in behaviour?
 - Feedback from staff?

- What were the most influential elements of the campaign?
 - Rationale
- How did the impact of advertising compare with the impact of the visit / training event?
 - Which was most important? Why?
 - How did they complement each other?
 - How (if at all) did they contradict each other
- Overall, how could the campaign have been improved to have more impact on you and the rest of the workforce?
 - Rationale

To what extent do you feel that you / the company would have made changes or taken action on slipping and tripping had the campaign not happened?

- What would have been done?
- What would have prompted this?
- Would it have been to the same extent, or...
 - Smaller in scope?
 - Slower in terms of when it was done?

Long-term Impact

Thinking about the action that your company has taken to prevent slipping and tripping in the workplace...

- How likely are you to continue with this action in the future?
- To what extent has your company shifted it's overall approach and attitude towards preventing slipping and tripping?
- What are the main barriers to long-term change in approach / attitude to the issue of slipping and tripping?
 - Considering the culture of the company
 - Considering operational issues
 - Considering the attitude of staff
- Overall, how much impact do campaigns such as 'Watch your Step' have on the long-term attitude of the business?
 - How could they be improved to have more impact?

Round Up

Overall attitude to slipping and tripping

Level of importance to their business

Key areas of concern

Overall impressions of the 'Watch Your Step' campaign

Overall impact of the campaign on the business's activities

Suggested improvements or changes to HSE campaigns

Thank & Close

Watch Your Step campaign evaluation

Qualitative research

Watch Your Step was a major campaign for HSE, and ran in October 2005. It aimed to raise awareness of the issue of slip and trip accidents and to encourage both employers and employees to take action to prevent them. It was hoped that the campaign would contribute to a significant reduction in slip and trip accidents, thereby helping the HSE to meet its Public Service Agreement targets for injury reduction.

This report covers a qualitative follow-up evaluation study conducted between May and July 2006, which comprised interviews with duty holders and employees. The key objectives of this study were to understand the extent to which the campaign, and specifically the communications, has prompted attitudinal and behavioural change; and to understand the extent of these changes. The research also served to explore perceptions of the campaign components amongst those who interacted with it in order to identify possible improvements to future campaigns. A wider evaluation report looking at the impact of the campaign overall is published alongside this research (RR548).

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