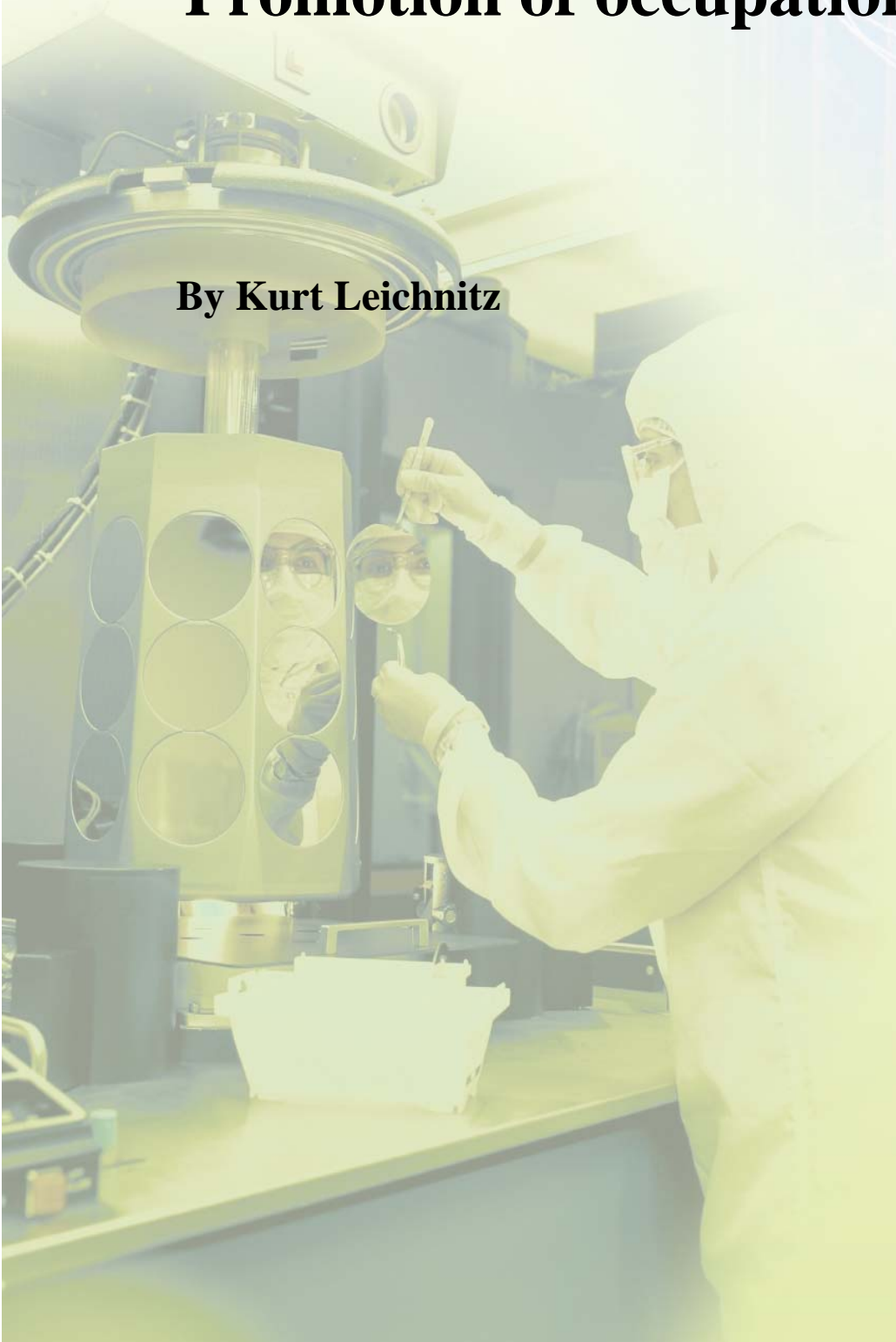


Promotion of occupational safety

By Kurt Lechnitz



- **How can we successfully promote occupational safety?**
- **We have to start as early as possible. Early means we have to motivate even the young children. These children are often the target group for child labour. So, there is need to get their attention concerning decent working conditions.**
- **But how can we get the attention of the kids? How can we get the attention of adults?**
- **We need much more than rules and regulations. We need motivation and this should be done by means of education.**
- **A few weeks ago I had attended a conference on occupational safety and health. Several good papers were presented. The speakers tried their best to get the attention of the audience. The yield seemed to be medium. Then a paper was presented into which the speaker had included some practical experiments. It was entertaining watching how he did run the experiments. I could observe that a real jerk went through the audience; it gave standing ovations. It was obvious that the people were very much inspired by the practical part of the presentation although the scientific contents of the paper did not match the other papers. We all know it, but I would like to reiterate that this example confirms the importance of the kind of the presentation.**
- **There is no doubt the kind of the presentation is of high importance. But there are many other essentials to be considered.**
- **In my paper which I presented yesterday I had already quoted a document issued by the ILO Governing Body; it states: A high priority needs to be given to occupational safety and health within national education curricula and awareness-raising programmes. It also states that occupational safety and health professionals need to make better use of the broadcast media to reach and influence audiences.**

- **Here we shall also agree that education, awareness-rising and media have to be part of the “game”. I have put game in quotation marks. Because it is also the catchword for my next proposal.**
- **Occupational safety and should be promoted playfully. Kids and adults should like it, they should enjoy it, they should be fascinated.**
- **Curricula and kind of presentations have to be shaped by professionals.**
- **Cultural peculiarities have to be taken into consideration.**
- **Curricula have to be adapted to the general background of pupils and students.**
- **Simple!! The target-group shall not be confused by too much insider-terminology, such as ppm or 95%-confidence-limit.**
- **Participants must have the chance to run practical experiments.**
- **Hands-on museum on OS is already a success-story.**
- **For young kids a puppet-show with marionettes could be a means to demonstrate OS.**
- **Solutions should be offered to improve OS. Existing problems can be described, but only together with solutions.**
- **Let us promote OS through innovative marketing programmes. This has to be based on target-group-centred strategies and marketing science.**