SPEAK UP, STAY SAFE

The British Safety Council campaign for young worker safety

British Safety Council

Matthew.holder@britsafe.org
Contents

1. Why young people?
2. Why schools?
3. Risk education.
4. Speak Up, Stay Safe messages.
5. Broader messages.
7. Tools.
• Our vision is that no one should be killed, injured or made ill through work activities.

• We support our members with a range of services to assist them in raising standards and saving lives

• We have members in over 50 countries – with 50 years of experience, we are influential.

• We are a charity and specialise in the protection of young workers, risk education and free qualifications.
1. Why young people?

- Young people are the workforce of the future – making health and safety a top consideration for them now will have a positive life-long impact.

- Investing in skills – no conflict with growth, safety enhances it.

- Between 2005 - 2010 there have been 88 young people between the ages of 16-24 killed at work in the UK. 84 were male.

- Young male workers in construction and agriculture are at the highest risk.
  - Almost 50% of fatalities in this age range

- Young, inexperienced workers 5 times more likely to be injured during their first 4 weeks on the job.
2. Why schools?

- We have worked with thousands of schools.
- Provided traditional health and safety awareness raising, hazard spotting etc.
- Schools are a key influencer and can bring pupil, teacher and parent together. It will not work without their interest and enthusiasm.
- Two main challenges:
  - Teachers not very ‘risk’ literate (HSL research).
  - Traditional methods can leave pupils disengaged.
3. Risk education

- A survey in the UK on risk education provision found that many teachers don‘t have a formal understanding of basic risk concepts.

- For pupils, we wanted to explore a non-traditional approach – Speak Up, Stay Safe.

- Punchy messages based on real life – idea of a movement, looking after your friends. High impact graphics, street art.

- Also included the basic concepts of hazard, risk, benefit, even of reasonable practicability.

- Opportunity for classroom debate between pupils and with teachers. Society, politics, law, health, work.
4. Speak Up, Stay safe messages

• Average reading age of 9 in the UK.

• Research into causes of accidents shows a high degree of preventability.

• Lack of communication is often at the heart of the problem.

• We worked with young people who had started work.

• We tested them with school children: creating posters.

• Basic messages are:
  • Speak up if you feel unsafe, or you see something is unsafe.
  • Speak up if you have not been trained to do something safely.
  • Speak up if you feel unwell or work is making you sick.
BRITISH SAFETY COUNCIL

SUSS - Posters
BRITISH SAFETY COUNCIL

SUSS – Posters
5. Broader messages

- Concepts of hazard, risk and reasonably practicable – for young people and teachers.
- Real life examples to illustrate ideas of risk.
- Rights and responsibilities – clearly linked to maturity and upbringing.
- SUSS campaign only works with supportive employers and workplace cultures – not a solution to managing work related risks.
- SUSS of interest to teachers as it offers possibility to discuss work, to discuss responsibility, of risk-education more broadly and the role of the state.
6. Everyday examples - understanding risk

• We all have experience of hazards and assessing risks in our day to day lives.
• For example, I want get home to meet a friend but I’m running late. I can take a short cut across a busy road, or use a bridge that will take longer.
• The Hazards are the passing cars.
• The Risk is the likelihood and impact of getting hit by a car.
• The Benefit is getting home on time.
• You will assess the risk and make a decision about whether to cross the road or use the bridge.
• We do this kind of thinking all the time.

• Same for work, but work is a special situation where there are many ‘hidden’ hazards that you should be told about or trained in.
7. Tools

- New website and mobile app game.
- Website contains basic messages, fact sheets and films – including films made by pupils.
- Mobile app game a ‘hook’ to bring them to the website.
- Contains some of the basic messages but is entertainment-led.

Website address: www.britsafe.org
BRITISH SAFETY COUNCIL

Speak Up, Stay Safe campaign

For online game go to: www.britsafe.org/speakupstaysafe/the-missing

To download from Apple’s iTunes: http://tinyurl.com/brta6n7
To download from Google Play (Android): http://tinyurl.com/d7ce5q4

For website go to: www.britsafe.org/speakupstaysafe

The website includes films, including this one of a mother talking about her son, tragically killed at work:
http://www.youtube.com/watch?v=WmY04OVny8I (7mins)

You can also follow the campaign on twitter and facebook:
https://twitter.com/speakupstaysafe
https://facebook.com/speakupstaysafe
Mobile app game

**Missing: A Dangerous Truth** – a free online and mobile app game will hopefully bring many young people to the information contained in the Speak Up, Stay Safe website.

For the online game: [www.britsafe.org/speakupstaysafe/the-missing](http://www.britsafe.org/speakupstaysafe/the-missing)

For iPhone, iPod touch and iPad users: [http://tinyurl.com/brta6n7](http://tinyurl.com/brta6n7)

For Android users: [http://tinyurl.com/d7ce5q4](http://tinyurl.com/d7ce5q4)