

# SPEAK UP, STAY SAFE

The British Safety Council campaign for  
young worker safety

British Safety Council

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## About the British Safety Council

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- 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?

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- 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?

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- 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

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- 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

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- 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.

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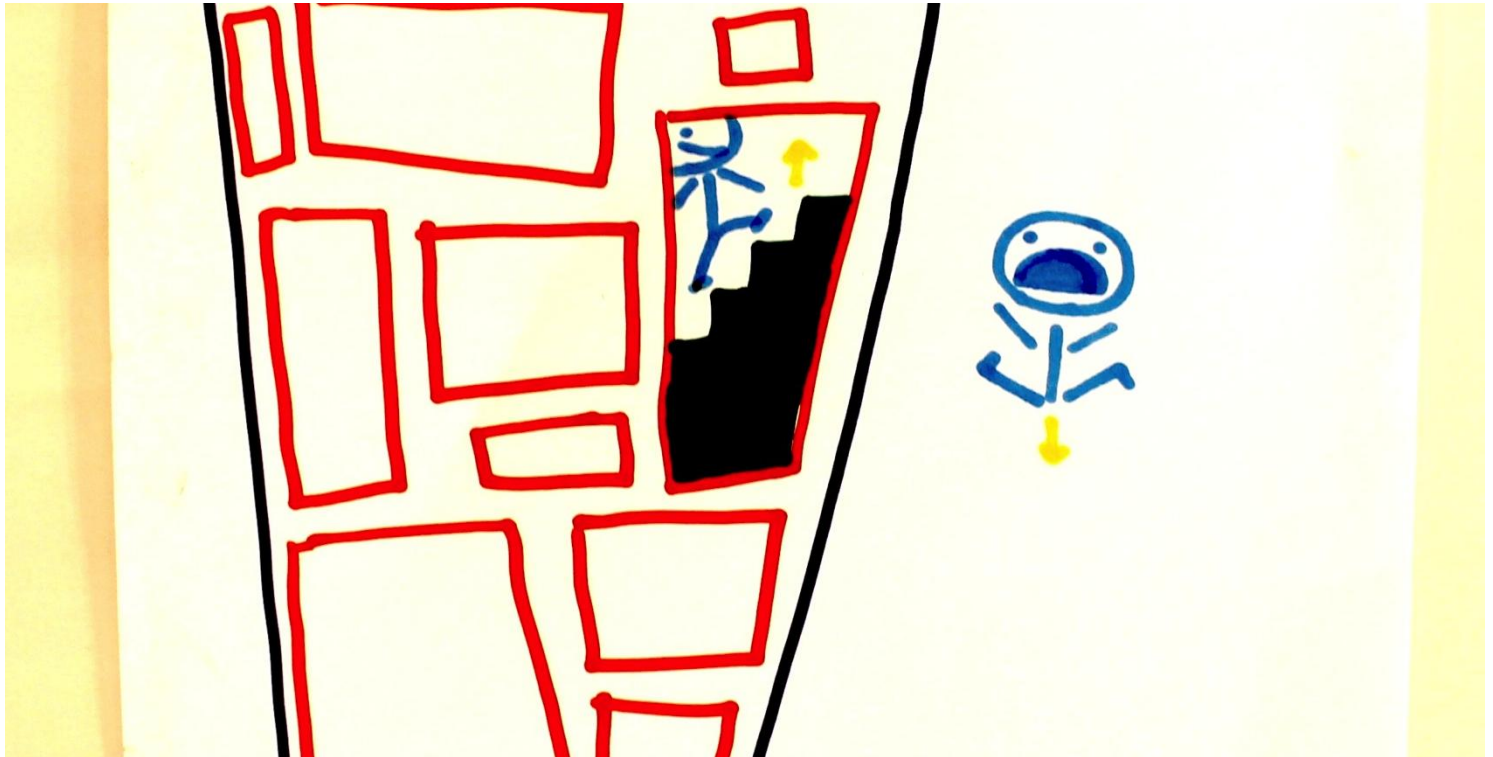
## SUSS - Posters





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## SUSS – Posters



## 5. Broader messages

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- 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

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- 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

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- 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](http://www.britsafe.org)

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## Speak Up, Stay Safe campaign

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

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## Mobile app game

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**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>

For Android users: <http://tinyurl.com/d7ce5q4>