

INTERNATIONAL



UNION OF RAILWAYS

U I C CODE
Leaflet to be classified in Volume : IX - GENERAL STUDIES - MISCELLANEOUS

966

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1st edition, 1-1-80

UDC : 331.823:656.2

**MEASURES INTENDED TO PROMOTE
SAFETY-CONSCIOUSNESS
IN STAFF**

REVISIONS

[illegible]

CONTENTS

0 - GENERAL

1 - ACCIDENT PREVENTION - AIMS AND PROMOTIONAL MEASURES

2 - CRITERIA WITH WHICH THE PROMOTIONAL MATERIAL MUST COMPLY

3 - METHODS OF EVALUATING THE VALIDITY OF PROMOTIONAL MEASURES

4 - PRACTICAL APPLICATION OF PROMOTIONAL METHODS

5 - OTHER WAYS OF PROMOTING SAFETY-CONSCIOUSNESS IN STAFF (REMARKS AND RECOMMENDATIONS)

6 - BONUS SCHEMES, COMPETITIONS AND REWARDS

7 - MOTIVATION OF SUPERVISORY STAFF

8 - CONCLUSIONS

0 - GENERAL

0.1 - This leaflet is based on a study carried out by Sub-Committee 9/A at the request of the UIC Staff Committee.

0.2 - The leaflet contains recommendations on how to develop safety-consciousness in employees.

1 - ACCIDENT PREVENTION :

AIMS AND PROMOTIONAL MEASURES

1.1 - The aims of accident prevention are to :

- develop, stimulate and instill a correct awareness of danger, of the circumstances in which accidents occur and of the consequences of such accidents;
- develop and promote safety-orientated attitudes and behaviour.

1.2 - Means to attain these aims may include the mass media, film and tape slide shows, posters and notices, brochures, talks, individual briefing, competitions, incentive bonuses, rewards.

2 - CRITERIA WITH WHICH THE PROMOTIONAL MATERIAL MUST COMPLY

2.1 - The form and dissemination or siting of promotional material must relate to the particular target group involved.

The promotional material must be perceived, noticed, understood, accepted and followed by this group.

2.2 - Target groups may be divided roughly into groups of employees directly exposed to danger and/or likely to endanger others, occupational-safety experts, and supervisory staff. There will obviously be differences between these groups in terms of motivation, technical training and intellectual background.

2.3 - For all these target groups it must be ensured that the promotional material is seen and creates an impact. Posters, in particular, must be made to stand out clearly from their background in a way that attracts attention by «catching the eye» through their form and colour, pictorial content, wording, and proper siting.

2.4 - It must also be ensured that the promotional material is understood by the particular target group involved. Posters and notices in particular tend to attract only casual attention. Hence the need for such material to be simple in its structure, straightforward and unambiguous. Each particular target group must be reached by making use of language or images with which that group is familiar.

2.5 - The central message of any promotional material must be perceived at first glance. Texts must be easy to read, concise and to the point : they must also present the subject-matter directly by stating, for example, what behaviour is expected and why. Images and accompany-