



FIG 12-4 — "Wearing a safety belt may earn you a free lunch." Company used this photograph and slogan to promote the idea that when two employees drive in the same vehicle together, if one fails to buckle up, he must pay for the lunch or dinner of both. The idea even caught on with some of the company's customers.

*Courtesy Orr Fell Company, Piqua, Ohio*

ment, supervision, and employees. He may work with local safety councils, chapters of the American Society of Safety Engineers, and other civic or technical groups interested in accident prevention.

The safety professional can gain much by attending the National Safety Congress and regional safety conferences. He can learn of the ideas and programs of thousands of other companies. He can translate many of those ideas into practical activities that will be useful to his own organization. After participating in round-table discussions and in open and sectional meetings, he should return to his own job with renewed enthusiasm (Fig 12-5).

Because the safety professional often may

be called upon to address groups, he should be able to present his ideas clearly, effectively, and convincingly. He should cultivate his ability to speak because this will help his ability to deal with people.

The safety professional should be well versed in the use of visual aids and familiar with the techniques of advertising, sales, and publicity, particularly those used in his own organization. Ideas picked up from these sources often can be applied in the safety program.

Showmanship tactics, however, should be used with discretion. They should not consist of questionable activities which could reflect unfavorably on the safety professional, the company, or the safety program. Show-