purchased and raffled, particularly for outstanding achievements by departments and small plants Some companies raffle household or sports merchandise. Many employees value attractive pins or engraved cards commending them for years of employment without an accident. One company places a safety record sticker on the employee's hard hat (Fig 7-11).



Fig. 7-11. A safety record sticker on a hard hat, arm band, or pocket protector is a constant reminder of an individual's safety achievement and shows a company's pride in his record A man's initials placed on his hard hat and other protective equipment also lend personal prestige to the wearer

Courtesy Hydro-Electric Commission of Ontario, Canada

In addition to contest awards, recognition should be given to those who have saved lives, served on safety committees, submitted valuable suggestions to the management, or made other significant contributions to accident prevention

The presentation of awards should be made a special occasion One company rents an auditorium and invites civic leaders, out-of-town executives, other dignitaries, and employees' families to a large celebration party

Awards may be presented by the president of the company or by some other official at a general meeting, a picnic, or a dinner that includes entertainment

As an added incentive, the president of one company employing about 300 workers entertained the entire organization at the conclusion of each year in which there had been no disabling injury. One year all employees were taken to an outstanding major league baseball game and given engraved billfolds to commemorate the occasion The plant maintained its no-injury record the next year, and families were entertained with a picnic and a day's cruise.

Posters and Displays

Safety posters are the most visible evidences of accident prevention work Some companies have mistakenly assumed that posters alone would do the safety job and have neglected such essential activities as guarding and job instruction. Display of posters in a plant where no other safety work is done is likely to have a negative influence, making employees feel that the company is not sincere

Purposes of posters

Posters properly used have great value in a safety program through their influence on attitudes and behavior One has only to see the efforts that commercial advertisers make to acquire space near factory gates in order to appreciate the value of posters *inside* the work place

When posters are selected, it is well to have in mind their specific purposes

1 To remind employees of common human traits that cause accidents
2 To impress people with the good sense of working safely.
3 To suggest behavior patterns that help prevent accidents
4 To inspire a friendly interest in the company's safety efforts
5 To foster the attitude that accidents are mistakes and safety is a mark of skill
6 To remind employees of specific hazards

Posters are useful also in supporting special campaigns, for instance, wearing eye protection, maintaining good housekeeping, or offering safety suggestions Posters promote traffic, home, and even pedestrian safety by encouraging safe work habits

Effectiveness of posters

A number of studies have been made on the effectiveness of posters for training and motivating One study was conducted by