

Maintaining Interest in Safety

hazards not covered by posters available from outside sources. Even the smallest company can make an occasional special poster inexpensively, using colored paper, crayons, or felt marking pens, to call attention to a special hazard, to commemorate the winning of a safety award, or to point up a problem not likely to be covered by a commercial poster. See Chapter 10, "Audio-Visual Media," for details.

Effective posters can be made using photographs of local conditions or accidents, even if the situations must be posed. A common type of homemade poster is the "testimonial" showing a photo of an employee and a close-up of his damaged safety glasses or safety shoes, with a brief statement explaining how this equipment protected him.

Homemade posters on new processes, new guards, or new rules personalize the safety program and augment even the best selection of commercial posters.

Changing and mounting posters

No specific rule can be given for the frequency of changing posters because of varying definitions of the term "poster."

Some types of posters may well be mounted permanently. For example, a poster on artificial respiration can be kept in the first-aid room, or one on the use of a certain kind of fire extinguisher can be posted near it.

Most companies change general interest posters at definite intervals, usually weekly, perhaps rotating them from one area to another or filing them and then reusing them after a year or so.

The type of posters displayed should be varied. Consecutive posting of several infection posters, for instance, or of machinery posters is not desirable unless a special campaign is being conducted. To secure proper balance, it is better to use an eye poster, then a machinery poster, next an infection poster, and so on.

For maximum effectiveness, posters not only must be selected carefully and changed on a definite schedule, but also displayed attractively in well-lighted locations where they will be seen by the greatest number of people. They should be placed on safety bulletin boards, near time clocks, in cafeterias, and at points of special hazard, such as paint storage rooms, rubbish cans, hazardous



FIG 8-15 — Combined poster display and literature rack

machinery, or dangerous intersections.

Bulletin boards

Bulletin boards should permit convenient change of posters and should be placed where employees can see them when they are momentarily at leisure, near drinking fountains, for example. They should be centered at eye level, about 63 in from the floor. They should be in a well lighted place, especially lighted if possible. A good size for a bulletin board is about 22 in wide by 30 in long.

Boards should be attractively painted and glass-covered. One board at a location in the work place is usually desirable, but in lunchrooms or locker rooms several panels may be used effectively. Flashing lights sometimes desirable in nonproducing areas, are likely to be objectionable in work places.

A bulletin board should be used for only one display at a time, but need not carry safety posters exclusively. Any program of mutual interest to company and employees may legitimately use the bulletin boards. In fact,