selecting and disseminating safety information becomes considerably complicated

When operations are decentralized, the safety director must rely upon materials that can be used readily in the field, such as publications and films He may have to depend on local supervisors to conduct meetings, present material, and handle posters

The needs of employees doing widely different kinds of work at far-flung locations also must be considered Where a poster program is used as one means for maintaining interest in safety at each outlying location, a trustworthy employee may be designated by the local supervisor to receive posters and take care of their distribution and posting He should see to it that poster boards and display cases are kept clean, attractive, and free of extraneous paper

Another method is to use a trailer equipped with permanent displays to carry the company safety story to far-flung locations

In the same organization, the types of educational materials used for different groups of employees may vary considerably For instance, a movie scheduled for a day shift because a large number of employees could be taken off the job would not be suitable for a small night shift because no one could leave his job

However, when activities are planned, night crews and maintenance employees should not be overlooked Frequently, their work is as vital as that of other employees to the overall accident prevention effort However, programs will have to tie in to their specific requirements

Types of employees The types and backgrounds of employees have a bearing on the choice of safety promotion activities For example, migrant workers frequently do not receive sufficient job training, especially the Mexican *braceros* who do not understand English Material for these employees should present basic safe practices for their jobs in brief and easy-to-understand form A similar approach should be used with temporary workers or those assigned from union halls Employees who have difficulty understanding English need visual material Material in Spanish is available from the Inter-American Safety Council (see Chapter 12)

Basic human interests If employees seem bored or uninterested in safety activities, an extra push must be made to pep up pallid programs One approach is to base promotional activities on interests, such as bowling or fishing, that are shared by a large number of the workers Wise choice of promotional activities depends upon an understanding of basic human needs and emotions The basic interest factors listed in Fig 7-3 are forms of motivation common to all employees The activities suggested, therefore, should be of general appeal

Other considerations Tasteful use of sex appeal, material featuring children and animals (human interest), and activities and contests based on a moderate amount of competition play a big part in the safety promotion programs of many companies These elements are as effective in safety promotion as they are in sales and advertising promotion Many successful safety directors capitalize on them without prejudicing company policy or offending anyone

Ideas for maintaining interest often use humor with telling effect. The "light touch" is essential, and should be good-natured Ridicule should not be used, it is likely to arouse only resentment

A positive, constructive approach is generally better than a negative approach However, the latter sometimes is preferable if it is more dramatic A picture showing the consequences of an accident, such as a fall on a slippery floor, will have a greater impact than one depicting the safe act that could have prevented the accident

Variety is essential Often a simple change, such as a different type contest, redesign of a bulletin board, or revising the format of safety meetings, can result in renewed interest The activity itself may not be more effective, but its new form stimulates thought, discussion, and interest Although safe practices should become routine, their presentation should not

Activities that require participation generate more interest than do those that involve only seeing and hearing Companies that have allowed the National Safety Council to make movies in their plants report an upsurge in interest in safety because some of their employees got a chance to act in a film which emphasized the importance of what to them might have seemed routine

Employees who are asked to submit suggestions for equipment guards or to help in