

FIG 8-8 —One part of an overall safety program is promotion This company makes each major safety milestone a happy and important occasion

Courtesy Carling Brewing Company

local newspaper or trade journal

Recognition of an exceptionally fine "no injury" record made by a corporation (1,000,000 injury-free manhours would probably be a minimum), or presentation of a National Safety Council award to a company deserves a different and more impressive type of publicity As a no-injury record builds up, interest in it may lag unless safety promotions are geared to greater effort See Fig 8-8

Some companies pay for radio or television time to announce the results of a contest Others arrange for photographs and stories to go in their company papers, on their bulletin boards, and perhaps in local or trade association papers One company had large campaign-type buttons made, and photos of children wearing them appeared in the local press

See the next chapter for more details

Meaningful awards

An award serves several purposes It is an inducement, a builder of good will, a continuing reminder, and a basis for publicity To serve these purposes, however, an award must be meaningful

The winning and display of a multiplicity of awards may detract from the true value of the program, particularly if the awards are given too freely by sales-minded donors Employees sense when awards are given only for sales or publicity purposes and are based on little or no safety effort

The value of awards lies in their appeal to basic interest factors, such as pride, need for recognition, urge to compete, and desire for financial gain Monetary awards, however, should not appear to be bribes In general, select awards which are worthy of good publicity, which will photograph well, and