



FIG 8-13 - "Walking safety poster" Construction superintendent lets workers select own safety message, place it on their own safety hat

Courtesy Stone & Webster Engineering Corp

Sixty-nine per cent of the respondents in the Council's poster survey preferred posters of 8½ by 11½ in and 17 by 23 in size. Of these two sizes, the smaller was preferred six-to-one over the larger.

Types of posters

Posters available from the National Safety Council, insurance companies, associations, and other sources fall into two broad categories: general and special industry (or special hazard).

The general posters are concerned with such subjects as chance-taking, disregarding safety rules, forgetting to replace guards, and other human failures.

Special industry posters, as the term indicates, have application only in specific industries, such as mining or logging.

Special hazard posters, for example on lifting, ladders, the storage or handling of flammable liquids, are useful in every industry where the particular hazards are encountered. In some cases, a hazard is so serious that a special poster is developed because of the severity and not the frequency of exposure.

The National Safety Council carries over 1000 different safety posters in stock at any

one time. These range from pocket-size pressure-sensitized stickers to billboard-size jumbo posters. About 15 new posters are added each month.

Subject matter is roughly in proportion to the occurrence of certain types of accidents. For example, more posters are concerned with materials handling than with chemicals and gases. (For illustrations of the many posters available from the National Safety Council, see the *Catalog/Poster Directory*.)

Other locations Posters and stickers can be mounted on delivery trucks, industrial trucks, mail trucks and carts, in elevators, and even on doors. Pocket cards or plastic pocket protectors, such as those available from the National Safety Council, might be called "walking safety posters." (See Fig 8-13.)

Other materials Safety messages need not be limited to printing and artwork. They can be very effective when used in illuminated or changable signs, or even embossed on bricks. (See Fig 8-14.) One company paints a safety message on a plywood welding screen.

Homemade posters A company can develop its own posters to deal with special

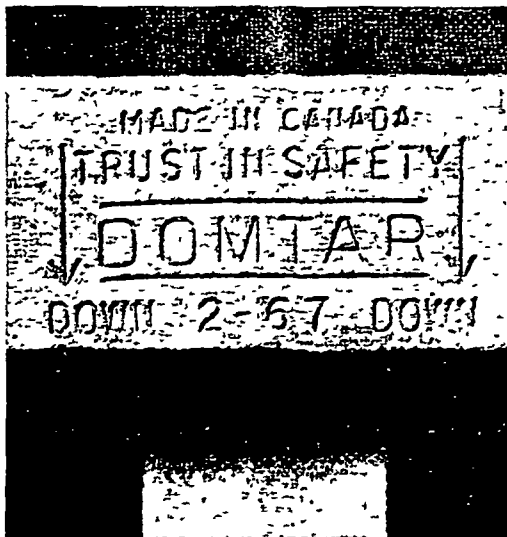


FIG 8-14 - Safety messages can even be embossed on bricks

Courtesy Domtar Construction Materials Ltd