

# Effective health and safety communication

A guide for employers in the construction industry



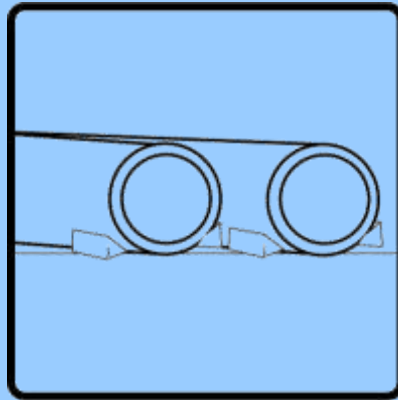
## Section 1: About this guide

## Section 2: Planning effective health and safety communication to a diverse workforce

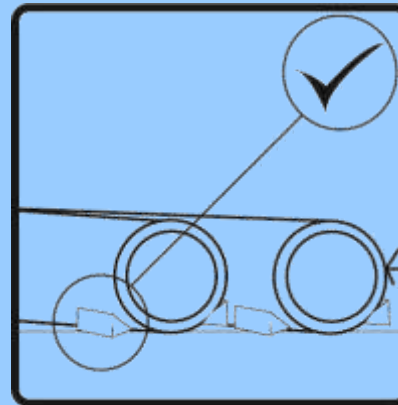
- What is to be achieved from the communications activity and how will I measure success?
- What are my key messages?
- Who makes up my audience?

## Example: Pictograms

A



B



Concrete Pipes

***What does this picture mean to you? And now? Has the meaning become clearer?***

- The picture is meant to represent concrete pipes with stop chocks. It may not be clear from Picture 'A' what you are supposed to be looking at, and it could be misinterpreted. E.g. is it a conveyor belt. Picture 'B' highlights the message more clearly.

## Section 3: How to communicate effectively

- Delivering the message
- Presenting the message
- Written information
- Translated material

## Section 4: Feedback and follow-up

- How will I know if my communication has been effective?

## Section 5: Summary – top tips for effective communication



## Appendix A: Advantages and disadvantages of different communication activities

Type of communication activity	Advantages	Disadvantages	Example(s)
Written Instructions – including leaflets	<ul style="list-style-type: none"><li>▪ Can convey lots of information</li><li>▪ Very precise detail</li><li>▪ Provides permanent resource</li></ul>	<ul style="list-style-type: none"><li>▪ Can be too much information</li><li>▪ Relies on literacy of audience</li><li>▪ May rely on technical knowledge of reader</li><li>▪ Can become out-of-date</li><li>▪ Not interactive</li></ul>	<p><a href="http://www.hse.gov.uk/pubns/mdhs/pdfs/mdhs100.pdf">http://www.hse.gov.uk/pubns/mdhs/pdfs/mdhs100.pdf</a></p> <p><a href="http://www.plainenglish.co.uk/">http://www.plainenglish.co.uk/</a></p> <p><a href="http://www.tuc.org.uk/extras/safetymw.pdf">http://www.tuc.org.uk/extras/safetymw.pdf</a></p>