

Support for the evaluations of the campaigns conducted by the participating institutions

More precise conclusions regarding changes among the selected target groups were obtained via evaluations performed by the participating institutions. Their surveys were related to specific measures. Accordingly, significant changes were identified within the target groups.

The evaluation of the campaigns by the supporting institutions concerned individual measures conducted locally, and their impact upon people. The BGAG advised the accident insurance institutions on their

campaigns and supported them with events and workshops. Experience gathered by the institutions from their evaluations are also to be considered in the context of future prevention campaigns.

Process evaluation

Since a campaign supported by over 100 institutions requires robust structures and joint activity, this interaction was analysed by a process evaluation, the purpose of which was to derive conclusions applicable to future prevention campaigns.

For this purpose, the Academic Data survey institute conducted a survey of all mem-

bers of the project management team by means of a qualitative interview guide. Among other things, all members consulted reported positively that the subject of skin had been established successfully in the public consciousness, a range of partners with different prevention mandates had been integrated, and the corporate design had been established.

Further information:
www.dguv.de (Webcode d69810 and e47043)

The “Fight the Risk” prevention campaign

The success of the “On the right foot” campaign, which in 2003 and 2004 resulted in a 25 % decrease in workplace trip, slip and fall accidents, and the campaign under the banner “Your skin – the most important 2 m² in your life”, prove that campaigns are a successful instrument for prevention. They are an important element within the Common German OSH Strategy, and their use is now taken for granted in the statutory accident insurance institutions and their network of partner bodies.

In order to attain the Common German OSH Strategy’s goal of reducing the frequency and severity of occupational accidents, and the agreed associated mandatory work programme, co-ordinated throughout Germany, of safe driving and transport within plants and on the public highway, the next major prevention campaign is currently in preparation. It will be launched in 2010, and will once again have a duration of two years. The communication and prevention activities of the

statutory accident insurance institutions will then be focused on a common topic, namely the prevention and reduction in severity of:

- Accidents occurring during transport and traffic within plants
- Accidents on public roads during business journeys
- Accidents involving schoolchildren on public roads
- Commuting accidents

I am convinced that campaigns have the effect of spurring on prevention activity, and that joint activity leads to valuable synergistic effects. Campaigns are exciting, living projects, and I find them very enjoyable.

Elke Rogosky, Central Prevention Division of the German Social Accident Insurance (DGUV)





The logo of the “Fight the Risk” campaign catches the eye

A key aspect of the campaign will be the reinforcement of individuals’ responsibility for themselves and for others. In particular, the sense of responsibility among

employers and management staff is to be addressed.

Involvement of the German Road Safety Council (DVR) and German regional governments

During preparation and conducting of the campaign, the statutory accident insurance institutions will be able to call upon a powerful partner: the DVR, which has assisted the statutory accident insurance institutions for many years in matters of road safety work, will actively supervise the campaign and provide advice to all parties involved.

The regional governments have already signalled their support for and involvement in the campaign. The activities of the Common German OSH Strategy will thus be meshed closely with the campaign on an even broader basis. Individual health insurance institutions have also indicated their interest in involvement.

All parties are working towards a common objective

In previous campaigns, a certain structure of the activities has proved effective: an “umbrella campaign” conducted jointly by all participating institutions, geared primarily to the media, draws public attention to the campaign. The umbrella campaign

serves as a framework for the various prevention activities. Campaign activities by the statutory accident insurance institutions and individual German regional governments, aimed at specific target groups, bring the campaign into individual businesses and other areas of society. Sub-objectives to be defined by each supporting institution will be pursued. Close networking of the umbrella campaign and campaigns by supporting institutions is crucial to the campaign’s success.

Whom are we hoping to reach?

The target groups of the campaign are in the first instance the 70 million insured individuals and 3.6 million businesses and institutions who are members of the German statutory accident insurance system. In particular, employers, management staff and individuals responsible for prevention tasks are to be reached. Other particular target groups, such as professional drivers, drivers of emergency vehicles, persons carrying out transport tasks within plants, etc., are however also to be targeted.

Objectives of the campaign

As early as a year and a half before the scheduled campaign launch, a group of experts from the accident insurance institutions, the German regional govern-



With our campaigns, we aim to attract the attention of our target audience. I am excited by this, since positive feedback shows that we are reaching the groups concerned.

Martin Rüdell, Communications central department of the German Social Accident Insurance (DGUV)



Improvements to the safeguarding of loads is one objective of the 2010/2011 prevention campaign

ments, the DVR and the DGUV presented a detailed concept for the campaign. At the heart of the concept is the definition of the campaign's targets and subject-matter. These were selected by means of the iga method, supported by data and expertise. In the foreground were criteria for selection such as "scope of influence upon preventive activity" and "scope for the communication of messages". The definition of common objectives forms the basis for evaluation of the campaign.

The following objectives were ultimately identified for the joint umbrella campaign:

- Improvements in the safeguarding of loads
- Improvements to the safety of cyclists,

particularly cycling children and teenagers aged between 10 and 16

- Increasing the safety of in-plant transport:
 - During the transport of loads (including loading and unloading/transfer)
 - In the combination of public and private routes
 - On transport routes within plants
- Implementation of traffic safety within risk assessment
- Improvements to the observance of rules
- Improvements to visibility

Beyond these objectives, further subjects can be recommended for the campaigns run by individual supporting institutions and aimed at specific target groups.

The campaign before the campaign proper

2009 will be marked by intensive preparatory work, in order for the campaign to be launched in the full media spotlight at the beginning of 2010. Concepts for the subject-matter and communication will be developed further. All supporting institutions will prepare media, activities, and not least, evaluations of the campaign. Effective communication in the run-up period with the institutions supporting the campaign is essential for a successful joint public presence.