

Prevention Campaign “Culture of Prevention” 2017-2026

Status: 09.09.2015

Core message

“Safety and health are values for every individual, organization and society as a whole. They are to become an integral part of all actions. Preventative action is worthwhile and meaningful.”

Target groups (I)

Direct target groups:

- Employers, and in particular **those who run small and medium-sized businesses**
- **Heads of key departments (e.g. HR, communication)**
- Heads of public institutions (including educational institutions), mayors and district administrators
- **Managers**
- Insured persons

Target groups (II)

Disseminators:

- All those with responsibility in the field of safety and health at companies and institutions
- Members of works/staff councils
- School teachers (and in particular school principals), kindergarten teachers, parents
- **Decision-makers from the political sphere and lobbying groups (e.g. BDA, DGB, employers' associations)**
- **Chairs of Corporate Governance/Business Administration**

Structure



Conceptual approach



Fields of action

Overlaps and systemic effects



Included in the strategic concept:

- Importance of individual elements to culture of prevention
- Subgoals
- Specific examples of workplace activities and indicators

Inclusive learning and working culture, constructive approach to diversity

Field of action: Prevention as an integral part of all tasks (I)

Subgoal:

Enhanced commitment to safety and health in the workplace at companies and institutions

- Systematic, permanent integration of prevention into all processes, structures and social relationships
- Prevention as an integrated part of all thought, planning and action
- Conceptual development and systematic interlinking of suitable measures and activities

Field of action: Prevention as an integral part of all tasks (II)

Examples of activities/indicators in the workplace:

- Corporate guidelines, philosophies and goals
- Binding agreements between managers and workers
- Management systems for safety and health
- Investment in safety and health in the workplace
- Opportunities for employees to participate in courses of training and further education

Field of action: Prevention as an integral part of all tasks (III)

- Forums for the discussion of values
- Integration of safety and health into staff and organizational development
- Support for safety and health officers
- The topic of safety and health is part of the company's public image and used as an incentive within the framework of staff recruitment and loyalty activities

Field of action: Leadership (I)

Subgoal:

Intensification/promotion of safety- and health-conscious leadership

- To be achieved across all hierarchical levels
- Prerequisites for a leadership style which promotes safety and health:
 - Role model
 - Sense of responsibility
 - Ability to identify consequences
 - Management activities support employees

Field of action: Leadership (II)

Examples of activities/indicators in the workplace:

- Leadership guidelines included in corporate philosophy
- Promotion of employee health through cooperative, employee-oriented, participative leadership
- Criteria used to evaluate managerial performance include a leadership style which promotes safety and health
- Managers engage in continuous development
- Superiors provide social support and communicate recognition and praise

Field of action: Leadership (III)

- Managers = role models
- Value and change management
- Diversity management
- Integration management
- Brainstorming sessions
- Health-conscious self-management

Field of action: Communication (I)

Subgoal:

Improvement and broadening of communication both between managers and employees and among employees

- Exchange between managers and employees, among managers and among employees
- Establishment of inter- and intra-group relationships
- Communication as a foundation for employee identification with both corporate culture and the desired safety and health behavior

Field of action: Communication (II)

Examples of activities/indicators in the workplace:

- Transparent information – direct flow of information
- Communication characterized by appreciation and recognition
- Employees receive feedback on performance
- Quality of communicative relationships (trust!)
- Annual employee appraisals
- Regular meetings
- Opportunities for informal exchange

Field of action: Participation (I)

Subgoal:

Active involvement of employees in processes linked to safety and health in the workplace

- Sensible and worthwhile:
 - Use of operational expertise to optimize decisions and processes
 - Promotion of appreciation and recognition
 - Enhanced motivation and identification
 - Promotion of both acceptance and use of safety and health measures

Field of action: Participation (II)

Examples of activities/indicators in the workplace:

- Involvement of employees in the diagnosis, planning, implementation and evaluation of measures in the field of safety and health
- Employee surveys
- Involvement of employees in risk assessments
- Involvement of employees in idea management, health circles, value dialogues, focus groups, future workshops and suggestion systems

Field of action: Error culture (I)

Subgoal:

Intensification of a constructive error culture in the workplace

- Employees and managers take an open, constructive approach to errors, risks of error and the consequences of errors:
 - Important in terms of safety and health
 - Useful when developing countermeasures and carrying out improvements in areas where errors have occurred or may occur

Field of action: Error culture (II)

Examples of activities/indicators in the workplace:

- A constructive error culture is included in a company philosophy or similar
- All employees are informed of errors and the rectification thereof
- Errors and risks of error are transparently communicated, properly assessed and used as a basis for countermeasures
- Near-accidents are recorded and assessed
- Systems and processes ensuring continuous improvement are in place
- Discussions and role plays are carried out

Field of action: Social climate (I)

Subgoal:

Establishment of a safe, healthy social climate characterized by helpfulness and consideration towards colleagues as well as mutual support

- The “personality” or “character” of an organization:
 - Amicability of interpersonal communication
 - Quality of leadership
 - Amicability of conflict culture
 - Sense of togetherness and social support
 - Shared values and norms

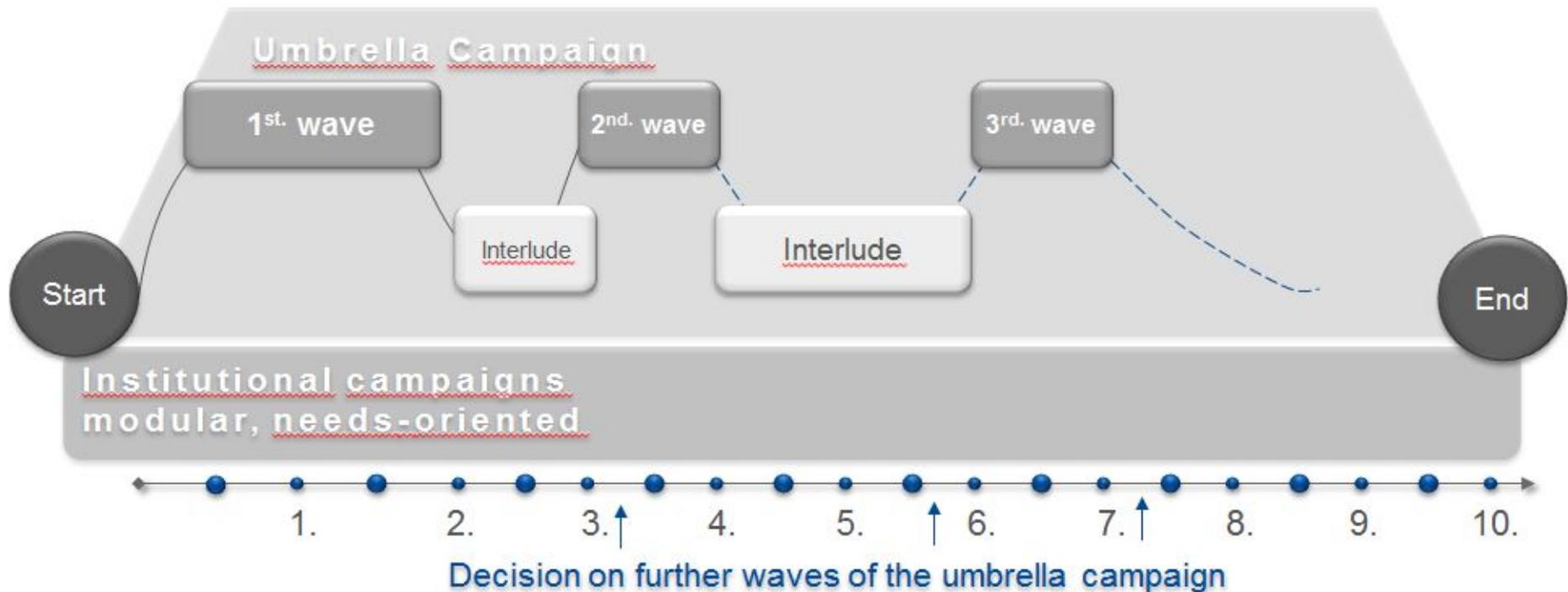
Field of action: Social climate (II)

Examples of activities/indicators in the workplace:

- Appreciation, helpfulness and consideration
- Atmosphere of positive, responsible coexistence
- Establishment of and compliance with rules governing cooperation between employees
- Joint activities such as company parties, health awareness days and company sport schemes
- Conscious, constructive approach to diversity
- Gender equality

Campaign duration and dynamics

Wave-like umbrella campaign – continuous institutional campaigns



Duration: 2017–2026; regular interim evaluation will be used to decide whether or not and in what form the umbrella campaign is to continue (first interim evaluation: 2020).

Partners and cooperation

- Cooperation with institutions, companies, media outlets and other partners who have similar or identical goals and would be able to support the achievement of the campaign goals **is desirable and will be targeted.**
- The social accident insurance institutions and the DGUV are to ensure that neutrality between competitors is observed in this regard.

Evaluation

- Evaluation will take place on **9 campaign levels** in accordance with the **campaign evaluation model** developed and continuously refined within the framework of previous joint prevention campaigns (also see IAG Report 1/2011).
- Evaluation results will be used to adapt measures to specific target groups, monitor trends, devise new measures and improve existing measures. As such, evaluation delivers **structured, prompt information on the state of the campaign and its measures and can be used as a basis for decisions on the continuation of the campaign.**

Schedule

- Drawing-up of a strategic concept by a broad-based working group including participants from social accident insurance institutions (prevention and communication units) as well as the DGUV's expert committees and subcommittees (late 2014/early 2015)
- Passing of a resolution by the DGUV Governing Committee (09.06.2015)
- Establishment of a Steering Group (June 2015), start of internal preparations
- Europe-wide call for tenders from PR agencies (August 2015 – December 2015)
- Development of a communication concept (including measures) for the umbrella campaign and institutional campaigns (2016 – early 2017)
- Continuous, integrated evaluation (from the outset, includes preliminary target group tests)