Prevention Campaign
“Culture of Prevention”
2017-2026

Status: 09.09.2015
“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

Umbrella campaign:
Used to draw attention to institutional campaigns

Institutional campaigns:
Used to address specific sectors and target groups
 Implemented by all German social accident insurance institutions
Conceptual approach

Safety and Health as integral values (People, Companies & institutions, Society)
- in education, at work, in the voluntary sector
- lifelong starting as early as possible
- on people’s own initiative

Prevention as an integral part of all tasks
- Embedded in organizational goals; management systems

Leadership
- Leadership principles embedded in organizational culture; leadership styles promote health

Communication
- Transparency, respectfulness, flow of information

Participation
- Employee participation in measure diagnosis, planning, implementation and evaluation

Error culture
- Transparent approach to errors and risks of error; error evaluation; identification of appropriate countermeasures

Social climate
- Fairness among colleagues; mutual support; respect

Benefits

- More safety and health
- Less sick leave
- Enhanced identification
- Successful hr recruitment
- Higher quality
- Enhanced corporate image
- Enhanced business operations
Fields of action

Overlaps and systemic effects

Prevention as an integral component
Error culture
Social climate
Participation
Leadership
Communication

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)