

1704c **SUSTAINABILITY REPORTING: RAISING THE BAR FOR SAFETY AND HEALTH MANAGEMENT**

WGPerry. *U.S. Occupational Safety and Health Administration, Washington, DC, USA*

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Sustainability reporting has emerged as a key driver for businesses to set ambitious goals, display leadership, innovate, and continuously improve their practices in ways that go beyond compliance with existing regulations. While a safety and health management program that prevents worker injuries and illnesses is a logical component of an organisation's sustainability efforts, these programs have not been a focus of reporting practices to date. Where occupational safety and health has been included in sustainability reports, such reporting has emphasised quantitative indicators such as total and lost-time injury rate histories; little information has typically been provided on other important indicators of performance such as the nature of processes to identify and address safety and health risks, approaches to worker training, practices to encourage reporting of safety and health concerns by employees, and auditing procedures. Updates to the GRI's occupational health and safety disclosures, which shift the focus to qualitative and descriptive approaches for evaluating whether systems are in place to effectively and proactively manage worker safety and health, help set the stage for improved worker protection. Although these disclosures provide a much improved framework for enterprises to provide information to stakeholders on efforts to mitigate workplace risks, they can also serve as a useful model for corporate managers and safety and health professionals to evaluate the strength of their safety and health management program even where enterprises do not engage in public sustainability reporting. Developing a safety and health program or enhancing an existing one based on such a framework can help all organisations better protect workers and improve business performance.

1704d **IMPROVING HEALTH AND WELLBEING IN THE WORKPLACE: ROLE OF SUSTAINABILITY REPORTING**

HJ Schilthuis. *Heineken International, Amsterdam, The Netherlands*

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The importance of health and wellbeing is increasing, due to ageing workforce, increasing costs of health care and expectations from younger workers. Heineken is a global company operating in many different environments in developed and developing countries. To make it possible to operate sustainably in these different places, attention to the health of the workforce is important. Occupational health is often determined more by local legislation than by the company from a Global perspective, however more and more we see a call for the company to act on the health and wellness of the workforce. At the very minimum, workers who want to be able to live a healthy life, have to be able to do so in the workplace, and the company has to facilitate this. Many of our local operating companies do more than that and provide health care for their employees as well as wellness programs to help employees stay healthy and fit. From a global perspective, our role is to help to set some standards, ensuring that the interventions chosen are based on evidence, and provide a well

balanced set of interventions ensuring both the environment of the worker as well as the behaviour are addressed and that all major relevant health issues are taken into account. We ensure that our operating companies adhere to standards on HIV care, basic health care and emergency care in those countries where this is not sufficiently provided by the health care system. The GRI reporting standard on occupational health and safety will help to set the minimum standard for the health and wellness we are doing, but also get some recognition for the work that is being performed and that is to a certain extent reflected in our sustainability reports, but so far not yet in a comparable way.

1682 **A RAPID FIRE INTERACTIVE SESSION: CASE STUDIES LINKING COMMUNICATION SCIENCE WITH GOOD PRACTICE**

Max R Lum*. *National Institute for Occupational Safety and Health, Washington, D.C., USA*

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Aim of the special session This session will feature brief case study type presentations providing examples of how good communication practice was used to address a communication problem or integrated into a strategy. Presenters will be given only 7–9 min to present their case. Case study topics run the gamut from policy issues, campaign practices, new tools, partner engagement, dissemination strategies, social media, video usage, search engine optimisation, metrics, app. development, and listening strategies. The interaction of the audience will be stimulated by questions posed by the presenter.

¹Robin Nicholas, ²Sture Bye, ³Chucri Kardous, ⁴Bruce Lippy, ⁵Dietmar Elsler, ⁶Thais Morata, ⁷Sven Timm, ⁸Sara Rouhi, ⁹Steven Horvath, ¹⁰Mathew Holder, ¹¹Stephane Vaxelaire, ¹²Max Lum

¹Robin Nicholas Communications, Santa Fe, NM, United States

²National Institute of Occupational Health (STAMI), Oslo, Norway

³National Institute for Occupational Safety and Health (NIOSH), Cincinnati, Ohio, United States

⁴The Centre for Construction Research and Training (CPWR), Silver Spring, MD, United States

⁵European Agency for Safety and Health at Work, (EU-OSHA), Bilbao, Spain

⁶National Institute for Occupational Safety and Health, (NIOSH) Cincinnati, United States

⁷German Social Accident Insurance (DGUV), Sankt Augustin, Germany

⁸ltmetric.com, London, United Kingdom.

⁹Radiation Safety Institute of Canada, Toronto, Canada

¹⁰British Safety Council (BSC), London, UK

¹¹French Ministry of Agriculture, Paris, France

¹²National Institute for Occupational Safety and Health (NIOSH), Washington, D.C. United States

1682a **39 JOBS. LIFE, WORK AND THE MANY LESSONS OF LISTENING AND TALKING ALONG THE WAY**

R Nicholas. *Robin Nicholas Communications, Santa Fe, NM, USA*

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Introduction Life and work are personal, they evolve simultaneously. In my case, they have evolved through three careers—first as an environmental geologist, and then as an actor, writer and director in theatre and film. Ultimately, both careers merged into health and safety communications. But parallel to these three careers, I have had 39 jobs, spread across a variety of workplaces, co-workers, and bosses. Through all these jobs, I have learned crucial lessons, sometimes about what went wrong, but mostly about what went right.

Methods The jobs varied widely—working as a page in the United States Senate, canning peas for Green Giant, fighting forest fires for the U.S. Forest Service, writing environmental impact studies for geothermal energy, catering weddings. These and 34 other jobs provided a broad spectrum of work experiences and work environments.

Results The lessons learned varied widely, as well. For example, while working in the Senate, I was amazed how people could argue all day with completely opposite viewpoints, and then with respect and affection share dinner together. While canning peas, I learned what it feels like to be listened to, even though I was lowest in the hierarchy. In both catering and theatre, I saw how to correct someone's work while still maintaining the worker's privacy and dignity. And while writing environmental impact statements, I experienced how a 15 min conversation with my boss could change my life.

Conclusions These different experiences are anecdotal, they are personal. They certainly are not quantitative or prescriptive. But work, as in life, is both objective and personal. We limit ourselves when we forget to include our personal experiences at work, because those experiences are often what we remember most.

1682b THE USE OF VIDEO AND CONTENT TO PROMOTE AND DISSEMINATE SCIENCE

S Bye. *National Institute of Occupational Health, Norway (STAMI)*

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Introduction Audio-visual content is rapidly becoming the preferred form of content in user-controlled-media, aka social media. We see media going from classical journalist provided content to more positioned or assigned content and more video and audio-visual content. This goes for both online and offline streaming. Simultaneously we do see an establishment of (miniature) TV-channels.

Both classical media and the major providers of social media platforms such as Facebook, Google and others are setting up their platforms in order to provide better possibilities for moving this type of content. It even scores high in search engine optimisation. Facebook is even working on becoming a TV-Channel itself – and not merely a social media platform and news provider, and thus pushing the next step in the use of assigned audio-visual content.

Methods Today the development of technology and the economization of technology make the move more accessible for all. We can all be photographers and video-makers, sound engineers and film directors or visual effects makers. We can all assign content and move it faster with video.

Still science in its dissemination is rather textual and video seem to be controlled by representatives of the 70 s

educational programmes and their University-equivalent in the 2000s.

Why should OSH providers reach into this development, make use of it and gain from it? How should we do it, and what hindrances can we meet? What are the concerns to look out for and how can a small scientific organisation benefit from this development?

Results What lessons can we learn from content marketing and the use of more audio-visual tools in the dissemination of science? What have we experienced so far and to what extent this evolve into models usable outside of the mere personal or organisational experience?

Conclusions This move of communication, both in form and use of platforms, is ongoing, and scientific OSH-organisations are not forerunners within this field. Therefore collation and sharing of practice and experience is highly needed across the OSH-arena. Improved understanding of why, improved competence on how-to combined with higher levels of activity will provide OSH with a larger catchment area and probably higher societal impact.

1682c THE USE OF DIGITAL COMMUNICATION TOOLS TO ASSIST MOVING RESEARCH INTO PRACTICE: THE NIOSH SOUND LEVEL METRE APP. EXPERIENCE

C Kardous. *National Institute for Occupational Safety and Health, Cincinnati, Ohio, USA*

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Introduction In 2013, NIOSH received requests from stakeholders to evaluate sound measurement mobile applications (apps) and their potential to characterise occupational noise exposures. NIOSH researchers conducted the first ever evaluation of such apps, and in 2014, published their findings in *The Journal of Acoustical Society of America*. NIOSH simultaneously promoted the study on the NIOSH science blog, the NIOSH social media, and other communication channels.

Methods A plan was developed in collaboration with NIOSH communication staff to disseminate the latest findings on the NIOSH studies and product development through various social media and communication channels. The plan included the use of the NIOSH science blog, Twitter, Facebook, Instagram, NIOSH e-Newsletter, and promoting the new content to national OSH and media outlets.

Results The NIOSH peer-reviewed journal articles became the most frequently read and downloaded JASA articles, the science blog is the all-time most viewed NIOSH science blog, and a top engagement and viewed topic on NIOSH social media channels. As a result of the continuous interaction with stakeholders through the science blog and social media, and to address the need for an occupationally-centric noise exposure app, NIOSH started working on a sound level metre app aimed at the safety and health professional. In January 2017, we launched the NIOSH Sound Level Metre (SLM) mobile application for iOS devices. The app is already the most downloaded and fastest-adopted NIOSH mobile application, with more 70 000 downloads in 6 months.

Conclusion The successful launch and adoption of the NIOSH SLM app demonstrates the value of collaboration between NIOSH scientific and communication staff and the importance of continuous engagement between NIOSH researchers and its stakeholders.