Abstracts

**Result** Metrics on these efforts are publicly available thru Wikipedia, the Wiki Education Foundation and Altmetric so reach can be evaluated continuously by the number of views and quality of entries.

**Discussion** Several mechanisms exists to motivate researchers to get involved and to evaluate the impact of the efforts in Wikipedia. Throughout these initiatives, new scientific content related to acoustics was successfully added to Wikipedia, and the quality of the entries were improved.

**1682g** VISION ZERO. WHAT IS IT? WHY SHOULD WE CARE? WHAT SHOULD WE DO?

5 Timm. German Social Accident Insurance DGUV, Sankt Augustin, Germany

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**Introduction** ‘Vision Zero’ is a prevention strategy with the vision of a world without occupational accidents and work-related diseases. Its highest priority is to prevent fatal and serious work accidents and occupational diseases. Vision Zero is the goal of a comprehensive culture of prevention.

**Methods** The concept of Vision Zero has gone hand in hand with the work done by the German Social Accident Insurance DGUV and its member institutions for many years. Vision zero in context with safety and health at work is not an illusion or a target of its own; it is a basic strategy and a mindset at the same time. Vision Zero is the fundamental strategy for developing a comprehensive and holistic culture of prevention that takes into consideration the safety, health and well-being of employees. The International Social Security Association ISSA just recently launched a global 'Vision Zero' campaign during the World Congress on Safety and Health at Work in Singapore.

**Results** In order for Vision Zero to become a reality in practice, prevention work must always be realigned to this goal. This broad global and networked approach requires everyone in society to get involved. Vision Zero is a strategic, comprehensive and qualitative approach: where objectives are formulated and agreed upon; which is geared towards risks and hazards; and which takes into consideration all the circumstances behind accidents at work and on the road, occupational diseases and work-related health hazards.

**Conclusions** The goal of zero accidents might seem difficult, but it is the only ethically correct goal that we must work on in the future. Vision Zero provides a strategy to achieve this. Under Vision Zero, safety and health at work are values that companies, organisations and society appreciate and strive for.

**1682i** FRAMEWORK FOR A SOCIAL MEDIA STRATEGY TO CREATE COMMUNITIES OF INTEREST AND REACH NON-TRADITIONAL AUDIENCES

5 Horvath. Radiation Safety Institute of Canada Toronto, Canada

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**Introduction** An organisation must have a communications strategy that is actionable and understands their stakeholders, helps you converse with them, about the things they care about, in the places or platforms where they are already ‘hanging out’. Budget, content and vision will not determine your success, instead, organisations must transform their fundamental communication concepts and modify them for this new two-way, end-user empowered medium of Social Media. The organisation’s OSH content now must not only drive engagement, but also define whom you want to listen to and communicate with.

This presentation will provide a framework for establishing a social media strategy for OSH and nongovernmental organisations (NGO) to effectively integrate traditional and digital communication strategies and platforms to increase global outreach and access non-traditional and multi-cultural audiences.

It will present innovative approaches to accessing and leveraging new social media channels to create ‘communities of interest’ in OSH, expand professional networks and increase both research translation and knowledge translation. This discussion will use case studies of organisations increasing impact