

THE IMPACT OF VISUALS ON SHAPING HEALTH AND SAFETY CULTURE



SAFETY COMMUNICATIONS:

WHY WHEN & HOW



Why do we Communicate?



TO GET AND GIVE
INFORMATION



TO ENSURE
UNDERSTANDING



TO PERSUADE



TO CHANGE
BEHAVIOUR



TO GET ACTION



TO MEET LEGAL AND
OTHER
REQUIREMENTS E.G.
ISO 45001

When Should we Communicate?



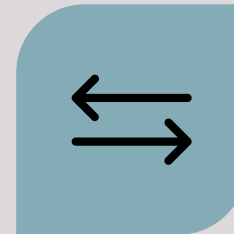
ONBOARDING OF
NEW STAFF



REFRESHER
TRAINING



CHANGES TO
PROCEDURES



START OF SHIFT /
SHIFT HANDOVER



AFTER AN
INCIDENT

The Safety Communication Gap: Why Words Fail



Information Overload

Text-heavy manuals are rarely read.



Language & Literacy Barriers

Text isn't universal.



Low Retention

Auditory warnings are quickly forgotten.

The right information, to the right people, at the right time... but is it?

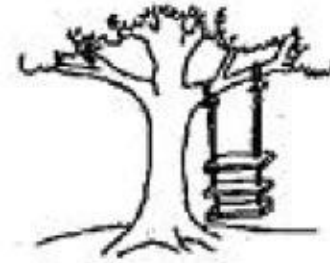
- Language barriers
- Time barriers
- Skills barriers
- Learning styles

 The Selfie Lab Photobooth					Health & Safety Risk Assessment This report is used to capture identified hazards and the initial controls that have been implemented to identify the residual risk rating. The resultant risk treatment strategy leads to a more detailed action plan.					RISK RATING		
LiamD@SelfieLab.co.uk or 07790477920					Reviewed: 26-04-2019 - Liam Doherty					Severity		
										Likelihood		
										Risk		
										Control Effectiveness		
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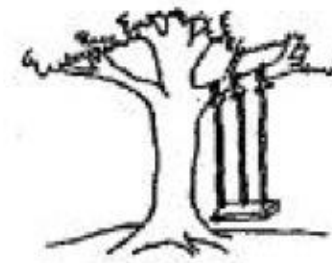


WHEN COMMUNICATION GOES WRONG

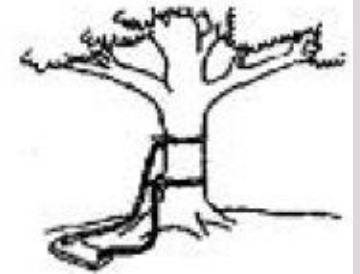
Ineffective communication causes errors



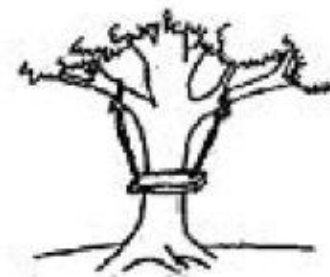
**As proposed
by the project
sponsor.**



**As specified
in the project
request.**



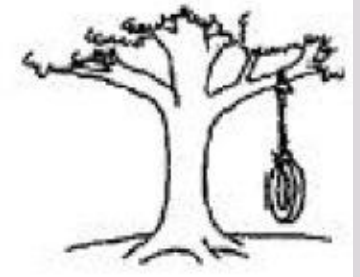
**As designed
by the senior
architect.**



**As produced
by the
engineers.**



**As installed at
the user's
site.**



**What the
customer
really wanted.**



The Science of Seeing: Why Our Brains Love Visuals

Speed: Visuals are processed 60,000 times faster than text.

A light blue downward-pointing arrow connects the 'Speed' box to the 'Universality' box.

Universality: Images transcend language barriers.

A light blue downward-pointing arrow connects the 'Universality' box to the 'Retention' box.

Retention: We remember **80%** of what we see, compared to 20% of what we read.

The Visual Toolkit: 3 Pillars of Modern H&S

Pillar 1: Visual Alerts & Signage

- *Purpose:* The Quick Fix
- *Example:* Standardised symbols, updated LOTO tags, floor markings.

Pillar 2: Procedural Graphics

- *Purpose:* The Step-by-Step
- *Example:* Infographics, flowcharts, short 'How-To' guides for complex tasks.

Pillar 3: Culture & Engagement Media

- *Purpose:* The Buy-In
- *Example:* Safety videos, digital screens, visual storytelling of near-misses.



SHOREHAM PORT COMMUNICATION CASE STUDY WORKING AT HEIGHT

**I can do
that... I
have a
smart
phone...**



Yes, but is it the right tool for the job?



Do you have the skills? (planning, filming, editing, postproduction add-ons?)



Do you have the time? What is the cost of your time?



Getting buy-in... do it right once and get the results you need.

The Joy of DIY!



**Time to call in
the
professionals**



Getting Started

- The business case
 - *Purpose*
 - *Benefit*
 - *Cost*
 - *Deliverables*
 - *Timescales*
- Getting buy-in
- Getting the right people in the room



Getting the Order Right

- Always start at the end
 - *Identify what you want to achieve*
 - *Define your scope*
 - *Know what you need to deliver*



The End

Planning



Decide on the 'must captures'

What do you have to include?



Write the script

Set out your thoughts to a structure



Define the resources

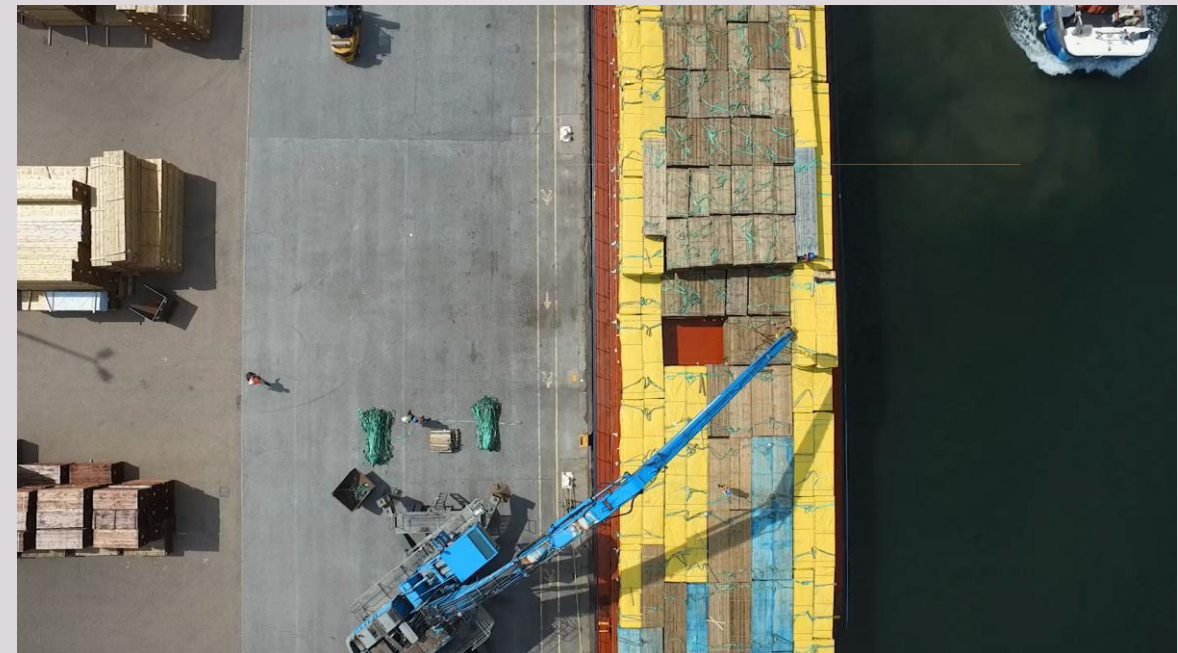
People
Machinery
Locations
Permits

Reviewing the Options

- Traditional filming
- Drone footage
- Graphics
- Art
- Animation
- Stills
- Vox pops



Examples of What Was Delivered



Your Action Plan: 5 Steps to Visual Communication



1. Audit Your Top 5 Hazards: Focus on procedures with the highest risk/incident rates.



2. Simplify to the Core: Strip away all unnecessary text; aim to teach the procedure in 4-6 images.



3. Go Digital & Mobile: Use screens, QR codes, and internal apps to deliver content.



4. Involve Your Workers: Use employee input/participation to create relatable content.



5. Measure the Engagement: Track resource usage and correlate it with incident data.

Remember



It's all about people – we all learn differently



Don't forget barriers to communication e.g. language, culture, learning styles, learning locations etc.



Be clear on what you need to communicate and why



Make it relevant



Keep it fresh, current and up to date

Key Takeaways



Clarity is the Currency of Safety: Eliminate ambiguity through simple, standardized visuals.



Engagement is the New Compliance: Safety must be interesting to be effective.



Visual Culture is a Safer Culture: Your communication reflects your commitment to your people.

A photograph of a marina filled with numerous sailboats, their masts creating a dense forest of vertical lines against a sunset sky. In the background, a large industrial building with a prominent smokestack is visible. The water reflects the boats and the sky. The image is framed by a dark grey border with white L-shaped corner brackets.

THANK YOU