Examples of outreach work

Diversity strand – Age

- Gas Safety/ Carbon Monoxide Awareness campaign developed in collaboration with Plymouth University focused at raising students’ awareness. This was regionally led through staff in the Plymouth office. HSE approached Plymouth University with a proposal to work with students to produce a gas safety/ CO Awareness campaign aimed at students. The university agreed and the students helped in producing the posters/ flyers (the ‘actors’ in the poster/ flyers are Plymouth University students). HSE staff have promoted the campaign at university open days, including giving away Carbon Monoxide alarms, which were donated by British Gas, to students in rented accommodation. University accommodation offices and student union advice centres across Devon and Cornwall are also including the flyer in information packs for students searching for rented accommodation for next year.

Outcome
This project helped HSE raise awareness of gas safety with what is often considered to be a ‘hard to reach’ group.

- HSE Midlands sponsorship and Diversity Officer was involved with a pilot being run by Birmingham City Council. Small 1-hour workshops to deliver key health and safety messages to pupils aged 15 prior to their work experience weeks.

Outcome
To raise the understanding of health and safety issues and increase awareness of hazard perception for those who may be considered ‘vulnerable workers’.

Diversity strands – Age, religion and belief

- A project run by HSE’s Midlands Division Diversity Officer within Washwood Heath Technology College, which serves a 95% majority of pupils from the Muslim community. Full HSE ‘Enterprise Days’ (supported by a workbook) delivered over two days to 90 students taken from years 9 and 10 prior to their work experience placements. The workshops and presentations consisted of key health and safety messages, worker’s responsibilities and hazard perception in the workplace.

Outcome
To raise the understanding of health and safety issues and increase awareness of hazard perception for those who may be considered ‘vulnerable workers’.

Diversity strands – Age, disability, race and gender

- The Midlands Division delivered a series of workshops to care home owners and managers, providing duty holders (managers) with information and guidance to enable them to reduce the key causes of accidents to their staff and service users. Topics covered included MSDs, slips, trips and falls, accidents to service users from bedrails, hot surfaces and scalding from hot water.

Outcome
A reduction of accidents in the workplace to workers and service users.
Diversity strands – Age and race

- HSE North East Division delivered a Risk Assessment workshop with North Yorks Fire Brigade to 22 local businesses. M&N Rotary club did all the work on a largely voluntary basis for the local community - HSE funded accommodation and refreshments. North East Division organised two events in Harrogate and Bradford giving talks on reputation management, myth dispelling and other key health and safety messages. 78 people attended.

Outcome
Key HSE messages delivered to the communities.

- The Gas Safe Register team have had numerous consumer focused campaigns throughout the year focused on raising awareness of gas safety. The 'Cowboys and Gas don't mix' TV advert used footage from the film Blazing Saddles and was launched through a viral internet campaign as well as traditional TV advertising with the aim of reaching a younger audience. The stakeholder engagement team have given over 150 presentations throughout the country including through the Council of Voluntary Services where presentations have been made to community groups (e.g. Somali & Polish communities in Coventry). A series of events in shopping centres around the country enabled Gas Safe Register to provide information and advice face to face with a diverse range of consumers.

Outcome
This project helped HSE raise awareness of gas safety with a diverse range of consumers.

Diversity strand – Race

- A stand and leaflet materials were provided for the North East, Border Green Festival, Berwick upon Tweed. The festival celebrates all the various things that go together to make a sustainable community, to include waste and recycling plus energy generation. Over 2000 visitors attend the event each year. Approx 50 Polish information packs were distributed during the 2009 festival to employers, employees and people in the community who had Polish neighbours.

Outcome
Reaching out to the community.

- HSE Midlands Diversity Officer attended the Polish Millennium Centre in Birmingham. A multi-agency event organised by GMB Union to bring together various agencies that the Polish Community would need to come into contact with.

Outcome
Providing help and advice to 'vulnerable workers' and raising the profile of HSE within the Polish community.

- At press conferences at the Polish and Romanian Cultural Institutes in London, Philip White, Chief Inspector of Construction, FOD Construction Division, launched the following campaigns:
  - Wallet card in Polish and Romanian - 30,000 copies each
  - Wallet card in Gujarati, Hindi and Punjabi - 10,000 copies each
  - Laminated A2 poster in Polish and Romanian - 10 copies each
  - Laminated A4 poster in Polish, Romanian, Gujarati, Hindi and Punjabi - 200 copies each
  - Pop-up exhibition poster in English, Polish, Romanian, Gujarati, Hindi and Punjabi - 2 each
10,000 wallet cards in Gujarati have already been distributed so we are about to reprint another 10,000. 5,000 wallet cards have been sent for distribution inside Romania.

All the publicity provides basic information about construction workers’ rights on health and safety issues and advertises: a dedicated email address in each language; a dedicated help line in each language and dedicated web pages in each language on HSE’s Construction site.

Outcome
Providing key health and safety messages to vulnerable groups.

• FOD Construction Division worked with communities and organised a number of publicity campaigns to promote key health and safety information to vulnerable workers, such as migrant workers. These campaigns have included:
  
  o **Polish newspapers in London**
    
    **Polish Express**
    Articles - free of charge (about 20 different articles)
    Press releases, leaflet and wallets printed into the newspaper
    **Dziennik Polski**
    Articles - free of charge (about 20 different articles)
    Press releases, leaflet printed into the newspaper
  
    HSE press information has been sent to Romania and Poland, and the campaign has been picked up by the Polish and Romanian media.
    
    Polish websites have included articles, adverts and links to the HSE website.

  o **Romanian newspapers in Britain**
    
    **Ziarul Romanesc**
    Weekly newspaper, circulation 7,000 copies
    **Diaspora Romaneasca**
    Weekly newspaper, circulation 3,000
  
    Romanian Website ([Romani Online](#)) has 2,500 visitors per day and over 10,000 newsletter email subscribers. HSE has worked with the website to promote key health and safety messages to groups who are hard to reach.

  o **Indian newspapers**
    
    Weekly HSE articles are published in: Pardes Weekly, Garvi Gujarat, Gujarat Samachar, Eastern Eye and Asian Voice.
    **Punjab Radio**
    Programmes in Hindi and Punjabi. (6 x 30 second adverts broadcast on daily basis with key health and safety messages. Also, 15-20 minute pre-planned talk show broadcast fortnightly.)
    **MATV**
    A ‘free to air’ Indian channel aimed at Gujarati community - one half-hour radio talk show per week.
  
    Outcome
    Key HSE messages delivered to the community and reaching out to those ‘hard to reach’.

  o **HSE Midlands Diversity Officer attended an event organised by Birmingham Fire Service to reach out to the Polish Community within the Handsworth area of Birmingham.**
  
    Although this was a ‘fire safety’ event, other service agencies and community groups were invited to raise their profile, provide help and advice.

    Outcome
    Reaching out to communities considered ‘hard to reach’, providing help and advice to ‘vulnerable workers’ and raising the profile of HSE within the Polish community.
• The Midlands Division gave support for a Migrant Workers Safety and Health Awareness Day (SHAD), run by Northampton Borough Council. The SHAD was aimed at Employment Agencies, Employers of migrant workers, topics covered included Working Time Regs, Manual Handling, and Gangmaster's Licensing.

Outcome
Contributes to HSE's aim to ensure the health and safety of migrant workers and to the reduction of accidents in the workplace.

• North East Division: Pegaz Polish Community Organisation has launched its new venue, Trinity Centre, Gateshead, by holding monthly meetings for families to promote Polish and English culture, history and traditions. In their proposed plan of activities for 2010 they intend to hold workshops for minority organisations in the north east. At the first meeting stakeholders gave an account of what advice they could provide in relation to future events. This was followed up by HSE YNE attending a Polish Family Day with stand and leaflet materials. HSE's translated leaflet material has been placed on to their own website.

Outcome
Reaching out to communities who are 'hard to reach'.

• FOD Construction Division have:
  o distributed 110,000 information cards, targeted at construction workers in London - in Polish, Romanian, Gujarati, Punjabi and Hindi;
  o distributed 5,000 information cards inside Romania, placed at EU-funded one-stop shops in every county providing info for workers planning to work abroad;
  o published articles about H&S in construction in Polish, Romanian, Gujarati and Punjabi newspapers every week for the past 16-20 weeks, plus weekly paid adverts.

FOD have a very strong web presence on the Polish and Romanian portals - all very popular with migrant communities. In addition, fortnightly chat show interviews have been carried out on a local radio station - Punjabi Radio, and adverts have been run on Punjabi Radio and a small Romanian radio station. Anca Babes was interviewed live for one hour on a national Romanian TV show about Romanians working abroad.

Outcome
Key HSE messages delivered to the communities.

• HSE's London Construction Division employed an outreach worker to work particularly with the Asian community. With a personal role for driving the messages through to the community, resulting in a prestigious award from Britain's main Asian newspaper, Asian Voice. The Political and Public Life Awards Ceremony took place at the House of Commons, where the outreach worker was awarded Female Professional of the Year, 2010 for her work with the Construction Division's London outreach project.

Outcome
Key HSE messages delivered to the communities.

• The Midlands Division Diversity Officer organised an evening event for the Afro-Caribbean businesses in the West Bromwich area of Birmingham. The event seeks to deliver key health and safety messages for businesses new to health and safety, also working in partnership with LA.

Outcome
To increase engagement with BME businesses, delivering key health and safety messages.
• North East Division: Cultural Diversity Awareness Workshop, London

Organised by COI for HSE staff involved in delivering the HSE Migration Impacts Fund (MIF). Workshop Objectives included: Increase awareness and knowledge of migrant communities in the UK; to share good practice and effective ways of engaging migrant communities including things to avoid; to share top tips of how effective communications can be achieved with small budgets and to share good practice on evaluation techniques.

Outcome
Reaching out to vulnerable groups in the community.

• HSE Yorkshire and North East are represented on the North Northumberland Migrant Workers Task Group. The Task Group is looking into various topics including: English for Speakers of Other Languages (ESOL) and English Language Development Programme; Cultural Diversity in Schools Programme; Enterprise and Employment Project (which will include an employer engagement event); ESOL Action Research Project; Healthy Migrants Initiative; International Migrants Advisory Service; Peer Mentoring Project and Migrant Workers Welcome Pack Volunteering Project.

For the South East Northumberland All Communities Together Group, HSE have organised an outreach worker on a short term basis to gather intelligence, and will take part in events aimed at delivering key messages to the community.

Outcome
Key HSE messages delivered

• Work in conjunction with the Engineering Employers Federation and Local Authorities in the SE Region to develop and promote/distribute benchmarked free training guidance materials for employers of migrant workers on industrial estates with high numbers of migrant workers, as identified by NINO data.

• Pilot project with Merseyside and Lancashire Fire and Rescue Services and Merseyside/Lancashire Local Authorities to help actively monitor conditions in migrant worker (HMO and caravan) accommodation, with particular reference to gas safety; and to develop and disseminate publicity material for landlords and tenants (regionally, and potentially nationally).

Outcome
Reaching out to the community by making HSE accessible to those considered 'hard to reach'.

Diversity strand - Religion and belief

• The Midlands Division sponsored a 1-hour slot on Radio Vaisakhi, which included an interview with a Midlands Principal Inspector on key health and safety messages. The station boasts 70,000 listeners throughout the Midlands during Vaisakhi.

Outcome
Key HSE messages delivered to the community.

• Midlands Diversity Officer held a stand at the Eid Mela event held in Kings Heath Park, Birmingham. The Eid Mela is a large 'party in the park' to celebrate the diversity of the Muslim community in the Midlands, showcasing Islamic culture, food, sport, art and entertainment. The festival is free and open to all regardless of faith or culture. HSE Midlands paid for a 'market stall' presence where free information was given out covering basic essentials of Health and Safety at work, particularly focusing on matters appropriate to migrant workers/vulnerable workers i.e. slips and trips, PPE, workplace welfare, working time etc
Outcome
Reaching out to the community by making HSE accessible to those considered 'hard to reach'

- FOD Construction Division: Wallet cards are being distributed and publicised at events at:
  - Polish charities and Non Governmental Organisations (NGOs) - up to 10 different NGOs
  - Polish catholic churches - up to 20 different churches
  - Romanian Orthodox churches - up to 8 different churches
  - Hindu temples - up to 9 different Hindu temples - and we have just persuaded the National Hindu Council of Temples to endorse our campaign so perhaps there will be many more
  - Sikh Gudwaras - 10 Gudwara's (Sikh temples)

In addition publicity events and interventions have been held at a key Hindu Mela (community fair) attended by construction workers and their families and three major Diwali celebrations in London (two at the House of Commons), attended mainly by leading figures in the Hindu community.

Outcome
Providing key health and safety messages to vulnerable groups and reaching out to communities hard to reach.

- FOD Construction Division have made regular visits to Polish and Romanian churches in London, and also many shops, wholesalers, restaurants etc., raising awareness of key health and safety messages.

Outcome
Reaching out to communities hard to reach.

- HSE Midlands Division organised an event in partnership with a 'faith-based' centre in Handsworth, Birmingham. The aim of this event is to get to the 'hard to reach' communities, their relevant members and its associated contacts to take on board key health and safety messages. The event will be followed up with small health and safety 'clinics' run by HSE and Local Authority (LA) inspectors.

Outcome
Reduction of accidents in the workplace within communities that are 'hard to reach'.