The Era of Post COVID-19: Future Strategy to Strengthen Publicity

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Who Are We?

Occupational Safety & Health Council, Hong Kong

- Established in 1988 by Law
- Hub for Employers + Employees + Government + Professionals

Work Together to:
- Promote safety and health at work
- Cultivate a strong safety culture

Funding source:
- Mainly from Employee Compensation Insurance Levy
Information Overload

> 20 mil words of new technical information each day.

Targets – miss / ignore valuable and important data

No patience to read information

It takes 6 weeks to read the info created each day.

How messages could reach targets effectively?

Spoon Fed = Always Good?

Still “feed” your audience? Time to change!

Paradigm Shift
**How OSHC Sees People-Centred-Prevention Approach?**

- **Putting people** and communities, not the guidelines nor know-how, at the centre of our work.

- **Empowering them to take charge of their work**, rather than being passive recipients of instructions / guidelines, etc.

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**“Put Yourself in Someone's Shoes” – Caring Approach**

**Put Yourself in Someone's Shoes**

![Image](https://example.com/image.png)

**Courage to lead transition**

Seeing things from workers’ perspective, empowering them to be safety and health (OSH) leaders – take charge of their own OSH.

Source: [Link](https://www.example.com)
Creating Publicity material - basics

1. Single minded message
2. Emotional appeal
3. Experiential or involving the audience
4. Impact (actionable)

Publicity Means and Channels

- TV / radio Commercials
- Posters
- Leaflets/ brochure
- Events (e.g. exhibitions, award presentation)
- Training (Physical Classes, Seminars)
- Online publicity (social media, youtube, webinar)
Example 1: Ongoing Catering Safety Promotions

Catering Safety Promotions
Example 2: RMAA Works Safety

Repair, Maintenance, Alteration and Addition (RMAA) Works Safety

- RMAA works are usually
  - Carried out by small or medium enterprises
  - involve general households (without construction safety / insurance knowledge)
- BUT – the works involve high risks process
- Hence – High insurance premium
- Some RMAA enterprises may try to “cut-the-corner” and skip “proper” insurance
- Observations – those who buy proper insurance are usually with better safety practices

RMAA Works Safety

Main Targets
- RMAA enterprises
- Clients that commission RMAA works

Key Messages
- Safety - Preserve valuable human resources
- There are practicable safety measures that OSHC could provide free support
- RMAA enterprises that meet the standard - Discount on insurance premium
- Risks and Liabilities involved
- Importance of buying proper insurance
RMAA Works Safety – RMAA Enterprises

- Training
- Free Consultancy Services
- Sponsoring Protective Equipment
- Promotion (e.g. explainer video)
- Charter - Preferential Appointment of OSH Star Enterprise
- Insurance premium discount

RMAA Works Safety – Households

- Seminars for households
- Publications (e.g. explainer video, leaflets)

☑ Safeguard workers’ live and household peace of mind in RMAA works

☑ Before conducting RMAA works, Household and Property Management know how to check insurance
Results

- 52 Enterprises accredited – empower the enterprises to
- Over $1.37M insurance rebated in 2020
- List of reliable, safe contractors created for public
- 65 seminars organized for household groups in past 5 years
- 875 organizations signed Charter to give preferential appointment to OSH Star Enterprise

Educated workers and public for RMAA safety

Further tips - Picture speaks 1000 words

OSH Promotion

Learn from marketing guru - Content and Presentation – equally important

More illustrations, fewer words
Short and Sweet

✓ 1 Key message
✓ (20-20-20 – protect your eyes)
✓ More illustrations, fewer words
✓ Keep it short
Essential Elements for an Effective Video

1. Original
2. Creative
3. Ah-ha
4. Humorous
5. Relevant
6. Memorable

Dare to be Different

✓ Simple illustration
✓ Rare on market (dare to be different)
✓ Draw attention with Sound effects
Smartphone Penetration

Smartphone penetration rate as share of the population in South Korea from 2015 to 2025

- 97.13% Individuals in Korea of any age who own at least one smartphone and use the smartphone(s) at least once per month, data as of Jul 2021.

Promotion via smartphone

Messages overload

Single Message
Social Media - Talk Their Language

Sticker

Social Media - Catch the Trend!

Creating AI figures using the highly popular voila app
Some Tips for Webinar

1. Keep time
   - A typical learner attention span wanes after about 15 to 20 minutes.

Some Tips for Webinar

2. Use different media
   - Draw audience attention, e.g. videos, graphic, sounds, etc.
Reap the benefits of high online usage

- 5.2 Billions Global Internet Population grew in 2021 (as of Jul)
- 92.3% accessed the internet via mobile devices

Sources: domo.com

Promotion through Smart Means

--- Search Engine Marketing (SEM)
--- Search Engine Optimization (SEO)

Let your information/messages be visible
Portable Waist Fan Sponsorship Scheme for SME

- 10 panels at stations in lower-income areas with heavy passenger flow
- Scan QR code to apply
- 90% off for 1 Portable Waist Fan

Result:
- >1500 SMEs applied within 4 weeks

Thank You
Stay Healthy!

To know us more: