

INCREASE SAFETY WITH EFFECTIVE POSTER USE

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Safety posters can be important tools to provide key messages to your crew. If you want to effectively use these visual tools, it's important to determine the message you want to send, as well as when and where it might be best communicated. Frequency and location of messaging are critical to the message's success.

These factors should also be considered:

- What safety issue do I want to highlight to my crew?
- What will make the message most impactful?
- What type of poster will be most effective with my audience?
- Will my poster properly compliment a safety program, instead of serving as a replacement for it?
- Is the poster eye catching?
- Is the poster in a location where it will be noticed?

Determine if there is a way to hang your poster in an area that is consistent with the topic it discusses. For example, eye protection posters should be located where eye injury exposures exist. Use this tactic for any type of personal protective equipment. You will also find that manufacturers (particularly for apparatus that represents significant hazards – such as power saws,) use “posters” of a small – placard type on the device or vehicle itself. Over the years, they have come to understand the value of quick, visual safety messaging.

Where do safety posters get the most exposure? In a fire and EMS facility, good hanging areas include bulletin boards, day rooms, lockers, and training areas. Areas of high or routine movement allow people to see safety messaging repeatedly – another key to successful use.

Pre-designed posters are readily available from various credible sources (including equipment manufacturers) and VFIS.

Choose posters that are simple, clean and pertinent, so that even with a quick glance, a crew member will understand and remember their message.

Most importantly, safety poster concepts and objectives should be organization-specific, and should clearly outline how goals can be best achieved. These tools are a great way to provide critical messages to your personnel about issues that impact them directly. When used effectively, they can increase the safety of each member of your organization.

Safety posters are excellent sources of key messaging to personnel on critical safety issues.



Sources:

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