

HSE 'Height Aware' campaign evaluation

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HSE 'Height Aware' campaign evaluation

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In 2006, the Health and Safety Executive (HSE) ran a nationally co-ordinated publicity, education and inspection campaign about the risks of working at height. The campaign objectives were to increase awareness of targeted workers and employers of the risks even when working at low height, and to influence attitudes and behaviour to working at height. The HSE 2006 'Height Aware' campaign had three key components: a media campaign, educational/promotional events and targeted inspections.

The evaluation of the campaign comprised three main elements of research:

- three quantitative surveys of those who ever work at height (pre media campaign, post media campaign and follow up);
- three surveys of employers of anyone who ever works at height (pre media campaign, post media campaign and follow up); and
- exploratory qualitative research among key stakeholders and observational research at key events.

This report details the findings from the evaluation of the 'Height Aware' campaign.

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EXECUTIVE SUMMARY

INTRODUCTION

- In 2006, the Health and Safety Executive (HSE) ran a nationally co-ordinated publicity, education and inspection campaign about the risks of working at height. The campaign objectives were to increase awareness of targeted workers and employers of the risks even when working at low height, and to influence attitudes and behaviour to working at height. The HSE 2006 Height Aware campaign had three key components: a media campaign, educational/ promotional events and targeted inspections.
- Evaluation of the campaign comprised three main elements of research:
 - Three quantitative surveys of those who ever work at height (pre media campaign, post media campaign and follow up);
 - Three surveys of employers of anyone who ever works at height (pre media campaign, post media campaign and follow up);
 - Exploratory qualitative research among key stakeholders and observational research at key events.

OVERALL FINDINGS AND CONCLUSIONS

The methods used in this research project were both quantitative and qualitative in nature. The quantitative surveys were carried out among representative samples of the employer and worker populations in Great Britain. However, the qualitative approach was adopted to allow for individual experiences and views to be explored in detail. The purposive nature of the sample design means that the qualitative research is conducted amongst a much smaller sample group, which is not necessarily representative of the overall population, and cannot provide any statistical data relating to the prevalence of these views, experiences or reflections in the general population. The aim of qualitative methods is to define and describe the range of emergent issues, rather than to measure their extent.

- There were reasonable levels of awareness of the media campaign, with an obvious take-up of the key messages of the risks of injury from a fall even at low height and the need to take (or advise workers to take) precautions and use appropriate safety equipment.
- Among Safety and Health Awareness Day (SHAD) attendees there was less recognition of the media campaign, but this was absorbed into a greater awareness of the whole Height Aware campaign, and with the same overall message taken – the risks at low height and to communicate the need to take care when working at height.
- Little action was reported by the survey respondents, but among qualitative respondents there was greater discussion of actions taken and planned. However, the actions discussed across both elements of the campaign evaluation were broadly similar, particularly among employers and SHAD attendees who mentioned planning regular internal inspections and

risk assessments, and communicating the message of a risk at low height to their colleagues, peers and workforce.

- The SHAD events were well received and regarded as a useful tool in raising awareness about the risks associated with working at height. Similarly, inspections were viewed by employers in a positive light, as they provided valuable information and advice from inspectors.
- The overall picture is positive: if considered in the perspective that no other Height Aware advertising is planned, these results do show a 'complete run' for the campaign – where those working at height are recognising the risks and taking precautions, and their employers are communicating the campaign message to their workforce and ensuring risk assessments are undertaken. On the other hand, if the media campaign was to be run again, the results suggest a good starting point from which to develop the next burst of advertising and/or promotion.

ATTITUDES TO WORKING AT HEIGHT

- Across all three waves of survey research, there was a common view among workers and employers that the greater the height, the higher the risk associated with a fall from that height. In terms of risks associated with a fall from less than 1 metre, there has been a gradual decrease in the proportions who consider the risk of injury as 'no risk at all'; this is more evident among employers – 7% of employers at the follow-up stage compared with 13% of workers. Given that one of the key objectives of the Height Aware campaign was to increase awareness of this risk, these are very encouraging results suggesting movement of attitudes in the right direction, which is also reflected in the qualitative research.
- There is a sense of shared responsibility for the safety of workers, though workers tended to claim greater responsibility for their own safety (eight in ten workers said it was their responsibility, compared with seven in ten employers who felt it was their workers' responsibility to ensure they were safe when working at height).
- One in five employers thought that their workers sometimes took risks to get a job done, but the proportion rises to one in three workers who admit that they sometimes take risks. However, more than half of workers disagreed that they took risks.
- The majority of employers and workers took some measures to reduce the risk of falling from height. For employers (at the follow-up stage), these measures were more likely to be ensuring risk assessments were in place (24%) or providing training (20%). Measures taken by workers included using safety equipment, such as harnesses/fall restraints (15%) and protective clothing (15%), and ensuring that the ladder they were using was safe or secured (21%). However, 11% of employers and 7% of workers said that they didn't take precautions.
- Around two thirds of all employers and workers agreed that the responsibility of supplying safety equipment lay in the hands of the employer. Encouragingly, a large majority of workers said they always or usually used the safety equipment provided (90% at the follow-up stage).
- However, in terms of ladder safety, there was a significant minority of employers (around a quarter) who agreed they rarely check that their workers are using ladders safely and, similarly, around a third of workers who said they didn't always follow ladder safety guidelines.

- Around eight in ten employers ensured their workers are supplied with the correct equipment for their work and, encouragingly, six in ten workers said they wouldn't use the available equipment if they knew it wasn't the right kit for the job.
- More than nine in ten employers agreed that they wouldn't let their workers use equipment that wasn't in good condition, with most of these responses in the 'strongly agree' box (92% at follow-up stage). The equivalent proportion among workers is slightly lower at eight in ten (with around six in ten strongly agreeing). However, there were fewer employers who checked that the equipment remained in good condition; one in five said they didn't always check the equipment, and a third of workers said they didn't always check before use.

AWARENESS OF THE MEDIA CAMPAIGN

Spontaneous awareness

- Around half of all survey respondents were spontaneously aware of advertising, information or publicity about the dangers of falling when working at height. However, the decline in awareness at the follow-up stage of research was more evident among workers (from 54% post stage to 46%) than employers, which remained fairly stable. It should be noted though, that this applies to any advertising, publicity or information seen rather than material specifically produced by HSE.
- Among those workers who recalled seeing any advertising, the most frequently mentioned source of information was TV, but this is not uncommon in campaign evaluation since TV is a popular media channel. Of the media used in the Height Aware campaign, spontaneous mentions of radio adverts peaked at one in five of those who recalled advertising at the post stage, but dropped to one in ten at follow-up (as would be expected when a campaign is no longer shown). Recall of advertising in newspapers remained stable across all three waves of research, at around one in ten employers and 6% of workers.
- Of those who had seen any advertising, employers were more likely than workers to remember HSE as the source of this information (40% of employers at follow-up stage compared with 27% of workers). Workers tended to view the source of their information equally from HSE and their employer, though this shifted towards HSE at the follow-up stage (27% of workers mentioned HSE compared with 19% who mentioned their employer).
- One in ten workers and employers who had seen any advertising about the dangers of falling from height gave a probable description of the campaign material at the post stage, but this dropped back to less than one in twenty at follow up.
- However, the message of a risk of injury falling from a low height was top of mind for those who recalled advertising, particularly post campaign though less so at follow-up (from 21% of employers to 16%, and 8% of workers to 6%); yet the follow-up results still remained above the levels seen prior to the campaign. Moreover, this message was reflected in responses from qualitative interviews among SHAD attendees and employers.

Prompted recall

- Two in five workers and employers recognised at least one part of the campaign when prompted with images of the press adverts or recordings of the radio adverts. There was some decay in recognition from post campaign to the follow-up stage, and this is more

evident among workers (from 43% at post stage to 38%, compared with employer recall which remained stable at around four in ten).

- The press adverts demonstrated better recognition than the radio adverts amongst employers (29% of employers recognised a press advert compared with 23% recognising a radio advert). Workers were as likely to recognise a press advert as a radio advert.
- Of the four press adverts, 'railings' was the most widely recognised with one in five employers and workers who recalled seeing this advert (though 'stepladders had similar levels of recognition among employers at around one in six).
- As might be expected, employers were more likely to recognise the 'awareness' radio adverts (20%) than the 'occupation' adverts (11% of employers) given that the latter creatives focused on three of the target occupations (plumber, painter and electrician). Among workers, there were similar levels of recall for both types of radio advert at around one in seven.
- Visits to the HSE 'Fallington' website were fairly low among all respondents, but twice as many employers (10%) visited the site at the follow-up stage compared to post campaign levels. HSE figures show high levels of web traffic to the website (almost 250,000 unique hits throughout the year) with a peak following the launch of the media campaign in May 2006.

ATTITUDES OF SURVEY RESPONDENTS TO THE MEDIA CAMPAIGN

- Employers were more likely to think about the risks of working at height as a result of the campaign (85%) than workers (77%). Similarly, there was a larger proportion of employers who said they would advise their workers to take precautions (88%) compared with the proportion of workers who said they would take extra care (75%).
- There were similar results among employers and workers in terms of views about the memorability of the adverts, where around two thirds of both respondent types agreed that "the ads really stick in my mind".
- The majority of employers and workers thought the message of the adverts was clear: there were high levels of disagreement that the adverts were *unclear*, and this was to a greater degree among employers (seven in ten employers strongly disagreed with this statement, compared with six in ten workers).
- Perhaps surprisingly, there was a greater proportion of employers who thought that the adverts were relevant and "meant for people like me" compared to workers, despite the creative focus of most adverts on workers within the target industries – here, half of employers strongly agreed with this statement, compared with four in ten workers.

TAKING ACTION

- Around a fifth of employers and one in ten workers who recognised the media campaign had sought further information about the dangers of working at height. Amongst all respondents, this represents 8% of employers and 4% of workers (at follow-up stage).
- Very few survey respondents reported taking action – only one in ten employers and 6% of workers had taken action as a result of the campaign, but more than a third of both respondent types said they planned to take action in the future. However, a further half of

employers and six in ten workers said they hadn't taken action and didn't intend to do so (the quantitative survey didn't probe further into why people didn't take action).

- Employers who had seen or heard more than one advert (radio, press or website) were no more likely to take action than those who had seen or heard only one advert. However, among workers there was a significant difference in likelihood to take action by the number of media seen or heard: where 28% of workers who had seen or heard only one advert said they had taken action, this increases to 72% of those who had seen or heard more than one advert.
- Given that very few took action, the data is too small in number to analyse in any great detail. However, of those actions that were taken and planned (combined), the most frequently mentioned among employers were to inform others of the campaign (37%) and to carry out regular risk assessments (28%), although these actions were not the required objective of the media campaign; among workers the most frequently mentioned action was to take care or be aware of the dangers even at low height (52%). Again, these findings reflect the actions discussed by employers and SHAD attendees in the qualitative interviews.

QUALITATIVE RESPONDENTS' VIEWS OF THE MEDIA CAMPAIGN

There was limited awareness of the HSE 2006 Height Aware media campaign amongst qualitative employer and SHAD attendee respondents. However, as would be expected, stakeholders, SHAD presenters and HSE inspectors had higher levels of awareness of the campaign since they had been informed about the campaign by HSE directly.

- Where respondents were aware of the media campaign their awareness tended to have been as a result of seeing information on the HSE website, articles in health and safety bulletins, Height Aware campaign leaflets provided by HSE inspectors and articles in trade publications.
- Views about the media campaign were diverse. The campaign was thought to be well delivered and done so through appropriate media, consequently regarded as effectively reaching out to a wide audience. Furthermore, there was a feeling that, overall, the 2006 campaign had been better organised than previous campaigns with advance information being provided that was both an improvement in terms of quality and more widely distributed. However, there were concerns that the press adverts were not thought to be very realistic and not hard hitting enough, and that those regularly working at height had not been reached by the media campaign.

SHAD EVENTS

- The SHAD events were generally very well received. They were regarded as credible, consisting of quality presentations and enhanced by useful practical demonstrations of equipment. They also addressed rumours that HSE was intending to abolish the use of ladders and provided the opportunity to build relationships with HSE staff and other attendees.
- There were some aspects that caused concern amongst some of the attendees, which were based on poorly executed demonstrations, a lack of time to ask questions and SHAD content which was not new to attendees or was perceived to be aimed only at large

businesses. However, these concerns were few and did not impact significantly on the otherwise positive views of the SHAD events.

- Three key messages were taken from the SHAD events:
 - The importance of working safely when working at height and the risk of falls from low heights being as important as the risks associated with falls from high heights.
 - That employers should take responsibility for the safety of their employees and/or contractors when working at height.
 - The need to utilise the appropriate equipment for each task involving working at height and that the use of ladders had not been abolished, but other equipment may be more appropriate for a task.

CAMPAIGN INSPECTIONS

- Overall, it was not always apparent to employers that the inspection was targeted and part of the HSE 2006 Height Aware campaign. In these cases employers generally saw the inspections as general health and safety checks or having been prompted by an employee complaint.
- Views about the 2006 Height Aware campaign inspections mirrored those of previous HSE inspections with inspections generally regarded positively, because employers enjoyed good relationships with HSE inspectors and were appreciative of the valuable information and recommendations inspectors had to offer.

QUALITATIVE VIEWS OF RAISING AWARENESS AND CHANGING BEHAVIOUR

- It is clear from the qualitative findings that the HSE 2006 Height Aware campaign achieved its goal of increasing awareness of the risks of working at height amongst targeted employers and beginning the process of cascading new working practices down to workers and contractors.
- The campaign represents positive progress in improving safety when working at height amongst key audiences. Key to this progression is the value placed by attendees on the SHAD events, particularly the nature of the presentations, the practical aspects of the demonstrations and the literature and HSE compact disc (CD) that were provided.
- Targeted Height Aware inspections were regarded as a very important aspect of the HSE 2006 Height Aware campaign by employers and inspectors alike. The targeted inspections served to reinforce the campaign messages transmitted through the media and at SHADs, and offered the benefit of advice from HSE inspectors regarding risk assessment and measures that could be put in place to reduce the risks of working at height. There were employers – both those with enforcements and without – who felt that HSE inspections were the most effective way of helping them to identify risks, consider the various options available and generally keep up-to-date with HSE regulations.
- However, there was some concern amongst SHAD attendees, stakeholders, inspectors and employers that, despite the cascading of the campaign's messages, not all workers who work at height would be reached because of a lack of awareness of the media campaign. Furthermore, they also expressed fears that those running small businesses might not heed

the messages because of time, cost and the deeply engrained culture associated with working at height.

OVERALL IMPACT OF THE HEIGHT AWARE 2006 CAMPAIGN

Quantitative conclusions of the success of the media campaign

Media campaign recognition

- There was reasonable recall of the media campaign, where around two in five workers and employers recognised at least one part of the campaign when prompted with images of the press adverts or recordings of the radio adverts. These figures can be extrapolated to the overall population of all employers and workers in Great Britain (though should be interpreted as indicative figures only) and suggests that around 256,000 employers and 10 million workers saw or heard at least one aspect of the Height Aware media campaign.
 - The press adverts demonstrated better recognition than the radio adverts amongst employers (29% compared with 23%), but workers were as likely to recognise a press advert (24%) as a radio advert (22%). Of the four press adverts, 'railings' was the most widely recognised.
 - Of the radio adverts, employers were more likely to recognise the 'awareness' type (20%) than the 'occupation' type (11%); among workers, there were similar levels of recall for both types of radio advert at around one in seven.
 - Extrapolated figures of specific media show recognition of any press advert at around 165,000 employers and 6.6 million workers, and recognition of any radio advert at around 131,000 employers and 6 million workers.

Taking action as a result of the campaign

- Around a fifth of employers and one in ten workers who recognised the media campaign had sought further information about the dangers of working at height (this represents 8% of all employers and 4% of all workers using follow-up stage data).
- One in ten employers and 6% of workers said they had taken action as a result of the campaign, and more than a third of both respondent types said they planned to take action in the future.
- The campaign seemed to influence employers and workers in different ways. Among employers, the actions that were taken or planned (combined) were most likely to be to inform others of the campaign (37%) and to carry out regular risk assessments (28%), although these actions were not the required objective of the media campaign. However, the key message had a greater impact upon workers, where the most frequently mentioned action was to take care or be aware of the dangers even at low height (52%).

Quantitative conclusions

- These results do indicate a positive reaction to the campaign, where there is some improvement in the attitudes towards the risk of injury when falling from height. The key messages of raising awareness and promoting safe working practices when working at height show some 'cut-through' among workers, where 'taking care' was most frequently mentioned as an action taken. However, employers were more inclined to disseminate

information down to their workforce and to encourage more risk assessments, even though this was not an objective of the media campaign.

Qualitative views on enhancing the height aware campaign

The overall views of the media campaign, SHADs and targeted inspections were very positive. With this in mind, respondents went on to make a number of suggestions that would further enhance the value and impact of each of the components of the Height Aware campaign¹.

Suggestions for enhancing the media campaign

- Keeping media campaigns local was seen as a much more effective way of reaching audiences than a national campaign. Respondents recommended utilising local newspapers, not only for adverts, but also for small articles and editorials about working at height.
- Respondents recommended adopting the shock tactics of recent drink drive and stop smoking campaigns². It was thought that hard hitting, real life stories about the consequences of falls from low height could make a significant impact on behaviour.
- Reaching the target audience could be better achieved, it was thought, through the use of advertising in public houses. For example, printing campaign adverts and messages on beer mats was suggested as one way of doing this because respondents felt certain that those who work at height would regularly spend some time in public houses.
- As many of those working at height, particularly in the construction industry, are non-English speaking there was felt to be a need for campaign literature in other languages. Russian and Polish were seen as priority languages in this respect.

Suggestions for enhancing SHADs

- A key suggestion was to reach out to smaller firms and to target those who work at height on a day to day basis.
- Where SHADs were affected by unprofessional demonstrations, attendees emphasised the need for consistently competent demonstrators.
- Where the aims of the campaign were not clear or messages about ladders were inconsistent, respondents felt that this should be corrected.
- Attendees were keen to add value to SHADs by providing more opportunity to ask questions about equipment and regulations.
- In cases where attendees felt that the SHADs were not particularly relevant to them, there was the suggestion of having more trade-specific SHADs that could target particular industrial groups more effectively than the general events.

¹ It should be noted that while some of the qualitative respondents were aware of the SHAD or inspection elements of the overall campaign, some of the suggestions for enhancing the media campaign were made by those who possessed a low level of awareness of the media element prior to interview.

² It is recognised that the use of 'shock tactic' advertising is not the HSE's current policy.

Suggestions for enhancing inspections

- Where employers were particularly keen to forge relationships with HSE inspectors and ensure they were complying with HSE regulations, they suggested that more opportunities to meet with HSE inspectors face to face would be useful.
- Employers who had called HSE in the past about inspections and current campaigns, and had been redirected to leaflets or the HSE website, wanted to be able to get more information and advice about health and safety issues and inspections via the telephone.
- Employers who had neglected to implement changes wanted reminders either by letter or by telephone reminding them about the deadlines for acting on inspector comments or enforcement notices.

1 INTRODUCTION

1.1 BACKGROUND TO THE RESEARCH

Working at height is estimated to be at least a part of working life for around three million people in the UK. Falls from height are the most common cause of fatal injuries at work and the fourth most common cause of major injuries to employees. In 2004/05, 53 people died and 4235 people (3783 employees and 452³ self-employed) suffered a major injury⁴ as the result of a fall from height. Of these major injuries to employees, fifty-nine per cent were the result of a fall from a height of less than two metres.

With the exception of certain construction activities, work at height is often an occasional aspect of work, incidental to the worker's main activity. As such, the risks it entails are often not given serious consideration by either the workers or those managing them. Many tasks that involve working at height such as cleaning, maintenance and repair work are often contracted out or undertaken by facilities management companies. Consequently, these tasks are often carried out by lone workers or by organisations with low levels of unionisation. This means that effectively targeting those at risk is a challenge for the Health and Safety Executive (HSE).

1.2 THE HSE 2006 HEIGHT AWARE CAMPAIGN

In 2006, the Health and Safety Executive (HSE) ran a nationally co-ordinated publicity, education and inspection campaign about the risks of working at height. This marked a relatively new approach to the subject, and consisted of a single burst of advertising, backed up by events across the country and inspection visits. It has been important to evaluate this approach as its level of success will feed into decisions on how to run future campaigns.

The campaign objectives were to:

- Increase awareness of targeted workers and employers so they identify when they, or their employees, are working at height and therefore the precautions they need to take. Particular focus was placed on work at 'low' heights and the use of ladders;
- Influence attitudes to working at height by encouraging those in control of the work to change their behaviour and select the most appropriate equipment for the job and ensure its proper use;

³ There is a significant level of under reporting of accidents amongst the self-employed so these statistics under estimate the extent of the problem for this group.

⁴ Deaths of all employed people and members of the public arising from work activity are reportable to either HSE or the local authority. There are three categories of reportable injury to workers defined under the regulations: fatal, major and over-3-day injury. Examples of major injuries include: fractures (except to fingers, thumbs or toes), amputations, dislocations (of shoulder, hip, knee or spine) and other injuries leading to resuscitation or 24 hour admittance to hospital.

- Influence the attitudes of clients and others procuring work to be done at height to bring about changes in their selection of competent service providers;
- Work in partnership with Local Authorities (as regulators) and other stakeholders, to maximise outcomes;
- Evaluate the effectiveness of the campaign so that lessons learned can be incorporated into future initiatives;
- Contribute to the Falls from Height programme plan for 2005 – 2008 and its aim to reduce the number of fatal and major injuries resulting from falls at work by 5 per cent against the 2003/04 baseline of 2092 injuries.

The primary target audiences for the campaign were employers, clients and procurers of work, employees and the self-employed in the building and plant maintenance sector. The secondary audiences for the campaign were those in the agricultural sector and those involved in workplace transport.

The Height Aware campaign had three key components:

- Paid publicity / media campaign;
- Educational / promotional events; and
- Inspections.

1.3 CAMPAIGN EVALUATION

The evaluation of the campaign had three main objectives:

- To assess the impact of the campaign on targeted employers' and workers' awareness of and attitudes towards the risks of working at height, and actions that have been or will be taken to address the risks;
- To explore the extent to which changing attitudes and awareness lead to the adoption of safer working practices for employers and workers; and
- To assess the campaign process through the use of management information and the views of stakeholders.

In order to address these objectives, the following elements of research were carried out:

1. Three surveys of those who ever work at height (pre-campaign, post-campaign and follow up);
2. Three surveys of employers of anyone who ever works at height (pre-campaign, post-campaign and follow up);
3. Exploratory qualitative research among key stakeholders and observational research at key events.

The first aspect of the work was evaluation of the media campaign and its level of success amongst the target audience of those who ever work at height⁵ in Great Britain. In addition, a core target group of those who work at height in particular occupations was identified. For the second aspect of the project, the target audience for employers was all employers (at the workplace level) who have any employees working at height (self defined based on a similar question to that used for workers).

The qualitative research was designed both as a stand-alone study and to compliment the quantitative surveys by exploring the perceived impact of the campaign on stakeholders and employers, and perceptions of the value of the campaign amongst HSE inspectors, in addition to the value of the Safety and Health Awareness Days (SHADs) from the perspective of employer and industry representatives.

The qualitative element of the evaluation was designed specifically to provide an understanding of:

- The role of the paid publicity element of the campaign in changing behaviour; and
- The contribution of the educational and promotional events and campaign-led inspections.

A qualitative approach was adopted in order to achieve these objectives as it provided the most appropriate means for exploring a wide range of issues in considerable depth.

1.4 REPORT STRUCTURE

The media campaign, events and inspections that made up the Height Aware Campaign are described in Section 2 and an explanation of the research methods is given in Section 3. The results of the quantitative surveys are presented in Sections 4-7 and, unless there are notable differences wave on wave, the results shown are from the final stage of research only (follow-up stage). Section 4 reviews workers' and employers' attitudes to working at height, whilst Section 5 focuses on spontaneous and prompted recall of advertising, information and publicity. The impact of the media campaign is evaluated with discussion of the attitudes to the campaign in Section 6 and taking action as a result of the campaign in Section 7.

These sections are followed by a discussion of the findings from the qualitative interviews, groups and observations in Sections 8-12. These provide an overview of the different aspects of the HSE 2006 Height Aware campaign, focusing on the paid publicity/media campaign (Section 8), the SHAD events (Section 9) and the targeted campaign inspections (Section 10). Section 11 focuses on changes to working practice made as a result of the HSE 2006 Height Aware campaign. This chapter also considers how effective each of the campaign elements were in raising awareness about the risks associated with working at height and changing behaviour. Section 12 reflects upon the key messages raised throughout the qualitative research and draws some brief conclusions.

Although the quantitative and qualitative findings are presented separately within this report, an overview of the whole campaign evaluation can be found in the Executive Summary, drawing together key issues and conclusions raised from both research elements. The appendices

⁵ 'Working at height' was defined as any work carried out at height, from standing on a desk or chair to working on platforms or roofs (see Section 3.1.1 for full list of pre-coded activities in the questionnaire).

contain details of the overall worker and employer quantitative results for each wave, together with copies of the employer and worker questionnaires; the qualitative topic guides and notes on analysis can also be found in this section.

1.4.1 Key to symbols used in graphical charts

Whilst it is not appropriate to carry out significance testing on the survey data, as the survey was not conducted using a random probability sampling method, testing can be used to identify ‘notable’ differences in the data. These have been indicated in the charts with an asterisk for differences between one stage of research and the previous stage, and with a dollar sign for differences between employers and workers.

2 THE HEIGHT AWARE CAMPAIGN

The HSE Height Aware Campaign comprised a mass media campaign which was evaluated through two national quantitative surveys, and events and inspections which were examined qualitatively.

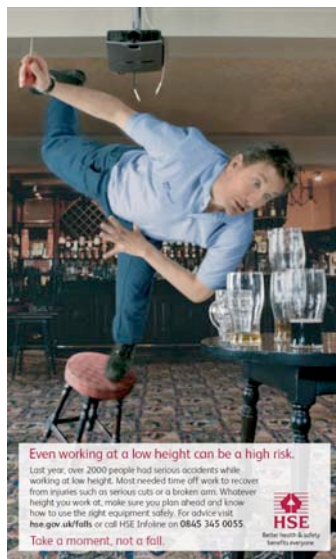
2.1 MEDIA CAMPAIGN

The 'Falls' media campaign comprised two main elements:

- Press adverts which were placed in industry/trade magazines and within the sports pages of 'red top' newspapers;
- Radio adverts which were aired on commercial radio across the country.

There were four visuals for the press adverts, which are shown below. The same visual was used for adverts aimed at both employers and workers, but the employer adverts bore a different strapline – “protect your business from falls” – to the overall strapline.

Glass:



Radiator:



Steppladder:



Railings:



A total of six radio adverts were aired, and these can be categorised into two groups:

- Awareness ads – ('call', 'card' and 'stepladder') which portrayed a scenario of a phone call to someone who had injured themselves falling from a low height; this was made into a joke by the caller, whilst the injured party was made to feel embarrassed.
- Occupation ads – these adverts focused on three professions within the target industries (plumber, painter and electrician); the creative was based on a familiar situation and, after asking listeners to think about "what's the worst that could happen?", demonstrated what could go wrong if safe practices were not employed when working at height.

The whole media campaign was delivered under a memorable strapline – "Take a moment, not a fall".

2.2 SHADS

HSE ran 28 Safety and Health Awareness Days (SHADs) aimed at building and plant maintenance contractors. These covered the campaign messages, principles of the Work at Height Regulations, practical alternatives to ladders, ladder and stepladder safety and other relevant issues, for example the management of asbestos, manual handling and slips and trips. Thirty-eight smaller Breakfast events aimed at clients and facilities managers were also run. These covered campaign messages, case studies and management of asbestos in buildings⁶.

Major national equipment hire and supply companies provided equipment for demonstrations at events alongside local providers.

⁶ There were also a further seven Construction Working Well SHADs.

The key messages of the campaign were also promoted through a number of 'point of sale' initiatives. These involved HSE's Health and Safety Awareness Officers (HSAOs) providing information and advice directly to customers.

2.3 INSPECTIONS

These inspections targeted clients, facilities managers, commercial landlords, estates management companies and building and plant maintenance contractors, for example electrical fitters, painters and ventilation engineers.

Inspections were arranged as head office visits and designed to cover work at height issues and the management of contractors, where appropriate. Follow up visits to inspect examples of work in practice were arranged where standards of health and safety management raised concerns.

3 METHODS

3.1 QUANTITATIVE SURVEYS

3.1.1 Workers survey

The broader target group sample for the workers survey was identified as those working at a range of heights (from a stool up to a crane or roof) and these people were identified through two screening questions – the first to establish their working status, and a second to identify those working at height:

Which of the following, if any, do you ever do during the course of your job?

READ OUT. MULTICODE

- Use moveable ladders or stepladders
- Climb fixed ladders
- Use podiums or other low level platforms with guardrails
- Use kick stools, hop ups or other low level platforms without guardrails
- Use cherry pickers, scissor lifts or MEWPs
- Use high level platforms or tower scaffolds
- Use rope access equipment
- Work on mezzanine floors or loading bays
- Load or unload vehicles or trailers
- Climb or work on scaffolding
- Work on flat or pitched roofs
- Climb on tables, desks or chairs
- Any other activities that involve working at height or on elevated surfaces (other specify)
- DK
- NONE OF THESE

The core target group were then identified through an occupation question and the following occupations/industries were classified as this target group:

- Maintenance/service/inspection engineer/fitter
- Building maintenance/repair contractor
- Caretaker
- Electrician/electrical engineer
- Telecommunications engineer
- Aerial/alarm systems/CCTV installer
- Plumber/heating and ventilation engineer
- Joiner/carpenter
- Glazier/window fitter
- Painter/decorator
- Window cleaner

Any other occupation fell into the non-target classification.

The pre-stage questionnaire was 10 minutes in length and focused on knowledge, attitudes and behaviour when working at height. The post and follow-up stages were 15 minutes in length

and included the pre-stage questions together with further questions around recall, recognition and reactions to the Height Aware media campaign. The latter questions were asked of all respondents, since they would all be exposed to the adverts during the interview, and this would allow comparison of the results of those who recognised the adverts with those who did not. The worker questionnaire can be found in Appendix 1.

All three waves of the workers' survey were carried out using BMRB's face-to-face omnibus survey, which interviews a nationally representative sample of 2,000 adults aged 15 years or over across Great Britain each week. BMRB Omnibus uses a random location sampling technique – this is a single-stage sample design, taking as its universe Sample Units, a bespoke amalgamation of Output Areas in Great Britain (OAs are the basic building block used for output from the 2001 Census). Sample Units have an average size of 300 households and OAs are grouped into Sample Units by CACI within ward and taking account of their ACORN characteristics.

Within each sampling point, quota controls are set in terms of gender, working status and age. The use of ACORN strata ensures that all area types are correctly represented, making social class quotas unnecessary. The quota controls used are designed to correct for the variation in 'likelihood of being at home' between the different groups. Men and full-time workers are normally interviewed in the evenings, while non-working women can be interviewed during the afternoons. After completing an interview, the interviewer leaves two houses before attempting the next interview.

For each wave a new cross-sectional sample was achieved rather than any re-contact of previous respondents. Whilst this approach may have had the weakness at the follow up stage of relying on respondents' memory of their intentions and any action taken following the campaign, it did allow comparisons with responses from the post-campaign stage to give a broad idea of whether activity had been sustained or increased. It would also prevent any bias in the data from an observation effect – that is, an increased 'height awareness' among the re-contacted post-stage respondents (above the levels that would naturally have resulted from seeing the press adverts or hearing the radio adverts) who may have been more likely to take action or who may have felt under pressure to say they had acted, even if they hadn't.

The proportion of the core target group amongst the broader target group cannot be controlled in an omnibus survey, as it would in a quota-based ad hoc survey, since the number of eligible respondents is not pre-determined. However, it was estimated that an overall sample of 800 interviews would provide at least 200 interviews within the core target group and that this could be achieved over three weeks' omnibus surveys⁷. A detailed profile of the worker and employer sample is shown in Section 3.1.3.

The data was weighted to a representative profile of the general population as is standard for all BMRB Omnibus surveys.

3.1.2 Employers survey

The employers surveys were carried out amongst a representative sample of all employers (at the workplace level) who have any employees working at height, which was self-defined based

⁷ Estimates were based on ideal sample sizes, which would provide a robust sample to identify any notable differences wave on wave, and between sub-groups of respondents, and the penetration of the broader target group amongst the general population, determined from a question previously placed on BMRB Omnibus for 1 week.

on a similar question to that used for workers. Initial screening by the interviewer ensured that respondents were those people who were responsible for the day to day management of health and safety at that workplace.

As in the workers survey, the pre-stage employers questionnaire was 10 minutes in length, and the post and follow-up stage questionnaires were 15 minutes; all questionnaires were very similar to the workers versions to allow full comparisons between the two groups. For employers, it was important to focus respondents not only on the behaviour of their employees but also on the behaviour of anyone working at their site not directly employed by them (e.g. subcontractors). Therefore, respondents were asked to think about all workers at their site (with a full 'worker' definition provided) and questions were included to determine the level of subcontractor use. A copy of the workers questionnaire can be found in Appendix 1.

The pre-stage employer survey was piloted one week prior to main fieldwork to identify any problems with the questionnaire; however, there were very few changes made to the survey following this pilot.

All three waves of employers surveys were conducted using CATI (computer assisted telephone interviewing) as this was the most cost-effective method of reaching employers. Quotas were set to control response bias, and these were based on the size of the organisation, derived from employer populations taken from the Labour Workforce Survey.

At the pre-stage, a telephone interview was suitable to ask all questions. However, at the post and follow-up stages respondents were prompted with campaign materials. The radio adverts were played over the phone (two adverts played, one of each category) whilst respondents were invited to view the press adverts on a dedicated website set up by BMRB. For those employers who were unable to view the press adverts online, descriptions were read out and an additional self-completion postal questionnaire showing all four press adverts was also sent. The data collected from these questionnaires was merged into the telephone interview data and, where postal and verbal description data was collected for a respondent, the postal data was used to ensure greater accuracy of recall.

Again, sample size was based on the minimum ideal size to identify any notable differences wave on wave and between sub-groups of respondents, and 600 interviews were conducted among employers in each wave. As in the workers surveys, a new sample was obtained for each wave rather than any re-contact of previous respondents. The sample was selected disproportionately to allow sufficient analysis within the larger sized organisations, and then weighted back to target proportions, based on population data from the Labour Workforce Survey. A profile of the employer sample is shown in the next section.

3.1.3 Sample profile

The table below shows the number of interviews conducted in each group per wave:

	EMPLOYERS (CATI survey)	WORKERS (BMRB Omnibus)
Pre-stage	600 interviews	836 interviews (256 in target group)
Post-stage	600 interviews	781 interviews (244 in target group)
Follow-up stage	600 interviews	725 interviews (235 in target group)

Given the nature of sampling for the omnibus survey, the workers profile was uniform across all three waves in terms of gender, age and social grade. Around seven in ten workers were male, and workers were evenly distributed across the age and social class bands. There were also similar profiles for all waves in the proportions of workers in the core target group (around a third) and who were direct employees (around eight in ten) rather than self employed or a contractor.

In terms of the height worked at, the results were similar for workers and employers. Around three in 10 workers said they worked at heights of less than 1 metre and a quarter at a height of 1-2 metres, as did employers of their workers. A quarter of workers said they worked at heights greater than 2 metres, though this was lower than the proportion of employers (around a fifth). Across the board, there were two in 10 workers who worked at a range of heights.

Among employers, between 15-20% were in the wholesale and retail trade, hotel and restaurant or manufacturing industries; less than one in ten worked in the construction industry. Around one in ten employers worked in the health and social work sector. The majority of organisations were small – in each wave, around three quarters of organisations had 1-24 workers based at that site, with 1 in 6 being medium sized organisations (25-99 workers) and 1 in 20 large sized (100+ workers).

The use of subcontractors varied wave by wave – almost six in ten employers (58%) used subcontractors at the post stage, compared with less than a half at the pre and follow-up stages. However, in all three waves, the majority of subcontractors were based off-site or visited the workplace on occasion (around nine in ten).

A full breakdown of results for workers and employers at each wave can be found in the tables in Appendix 2.

3.1.4 Schedule

Quantitative fieldwork was scheduled to fit around the launch of the media campaign in May, with the follow-up stage completed in early October, prior to the launch of the HSE Backs Campaign, to minimise any ‘noise’ from other advertising or publicity impacting on these results. Chart 3.1.1 below shows the full schedule:

Chart 3.1.1 Quantitative research and advertising schedule

		April	May	June	July	August	September
Pre stage field work	Employers	27 th April – 19 th May					
	Workers	27 th April – 17 th May					
Campaign dates (Radio and Press ads)				22 nd May – 30 th June			
Post stage field work	Employers				10 th July – 7 th August		
	Workers				6 th – 27 th July		
Follow up stage field work	Employers						11 th September – 5 th October
	Workers						14 th September – 5 th October

3.2 QUALITATIVE RESEARCH DESIGN AND RECRUITMENT

The qualitative study comprised four parts:

- **Attendance at SHADs and interviews with SHAD attendees and presenters.** Three SHAD events in Walsall, Manchester and Taunton were attended by the qualitative research team during June 2006. Observation of these SHADs allowed the team to gain an understanding of the nature and range of the presentations and provided a context for subsequent interviews. SHAD attendees were recruited on the day, with a total of forty-eight attendees being interviewed. In terms of their background the interviewees can be categorised into three broad types:
 - Self-employed people who worked alone or with one or two colleagues.
 - Owners, Managing Directors of, or other senior representatives from local companies employing around 3-50 employees.
 - Representatives from large regional scale and national scale companies, such as Health and Safety Managers that employed 50 employees or more.

These interviews were designed to explore:

- Perceptions of falls from height versus falls from a low height
- Key messages that attendees took away from SHADs.
- How the issue of working at height would be addressed in respondents' firms, in the light of the information that they had received at SHADs.
- Awareness of, and views about, the overall HSE 2006 Height Aware campaign.

- Overall perceptions of the quality and impact of the various features of the SHADs.
- The most positive aspects of SHADs; any changes that would further enhance the quality and impact of the SHADs.
- The perceived value of SHADS in informing views and potentially changing health and safety behaviour.

Four interviews were also conducted with presenters. These tended to be either representatives of equipment manufacturers or safety equipment providers. These respondents were also recruited and interviewed on the day by the research team. These interviews allowed further insight into the SHADs by exploring:

- Key messages that presenters perceived the campaign projected.
 - Overall perceptions of the quality and impact of the various features of the campaign.
 - The most positive aspects of the campaign; any changes that would further enhance the quality and impact of the campaign.
 - The perceived value of the campaign in informing views and potentially changing health and safety behaviour.
- **Group discussions with inspectors.** Three group discussions were conducted with a total of 15 inspectors as a means of gaining information on their reactions to the campaign and the impact they thought it would have. These groups were undertaken in Walsall, Manchester and Luton⁸. With the exception of the Luton discussion, the group discussions were carried out on the same day as the SHAD events. They were conducted at the local HSE offices.

These groups sought to explore:

- HSE inspector perceptions of the overall value of health and safety media campaigns in general, and views about which aspects of campaigns are the most effective.
 - Views about the HSE 2006 Height Aware campaign; those aspects that they felt worked well and those they felt needed amendment.
 - Views about the perceived importance of different types of falls (from height / from low height).
 - Views about particular aspects of the HSE 2006 Height Aware campaign
 - Perceptions of the effectiveness of the Height Aware 2006 campaign in informing the target audience and (potentially) changing health and safety related behaviour.
 - Views about being involved in the overall media campaign.
- **Interviews with stakeholders.** Seven interviews were undertaken with national representatives from trade bodies, associations and plant hire firms during August 2006. These respondents were recruited by HSE.

⁸ An inspector group was conducted in Luton instead of in Taunton in early July 2006 as it was not possible for a researcher to travel from the Taunton SHAD to the local HSE office and back, and still achieve the necessary SHAD attendee interviews.

This part of the research sought to gain an insight into:

- The key messages that stakeholders perceived the campaign projected.
- Overall perceptions of the quality and impact of the various features of the campaign.
- The most positive aspects of the campaign; any changes that would further enhance the quality and impact of the campaign.
- The perceived value of the campaign in informing views and potentially changing health and safety behaviour.
- Stakeholder views on any campaign Events they attended.
- **Interviews with employers.** Thirty interviews were conducted during October 2006 with employers in London / South East, the Midlands and Yorkshire. These respondents were involved in various types of industries such as manufacturing, construction and real estate. They had all experienced a recent HSE targeted Height Aware inspection and 14 of these employers had received an enforcement notice as a result of these inspections. In each case, the enforcement notice had been completed at the time of the interview.

The achieved sample for this stage of the research is shown in Chart 3.2.1.

Chart 3.2.1 Achieved employer sample for qualitative interviews

Total number of Employers	30
Enforcement Notice after HSE 2006 Height Aware Campaign inspection	
Received enforcement notice	14
Did not receive enforcement notice	16
Size of company	
Micro	8
Small	7
Medium	8
Large	7
Industry	
Construction all	6
Manufacturing	14
Real estate	3
Other	7
Experienced HSE inspection in past	
Yes	15
No	15

These interviews sought to explore:

- The effect of undertaking inspection visits as part of a major media campaign.
- Whether and how a media campaign reinforces the issues discussed during inspection visits and subsequent employer behaviour.
- The impact of a combined inspection and the media campaign with those subject to enforcement and those not subject to an enforcement notice.

- Comparisons between HSE 2006 Height Aware campaign inspections and past inspections.

These respondents were recruited by BMRB's specialist Social Research Field Team from HSE supplied databases containing details of employers that had been inspected as part of the campaign.

3.2.1 Conduct of the qualitative fieldwork

The interviews and group discussions were facilitated by members of the BMRB Social Research qualitative team using a topic guide to structure the discussions. Separate topic guides were used for the SHAD attendees, SHAD presenters, inspectors, stakeholders and employers. Copies of the topic guides may be found in Appendix 3.

Details of how the qualitative work fitted within the overall campaign schedule are shown in Chart 3.2.2.

Chart 3.2.2 Qualitative research schedule

May	June	July	Aug	Sept	Oct
	Campaign (radio and press adverts) 22nd May – 30th June				
	SHADs & inspector groups				
			Stake - holder interviews		
					Employer interviews

3.2.2 Analysis and presentation of the findings

All of the discussions were recorded and transcribed verbatim. These were then subject to a rigorous content analysis using Matrix Mapping, BMRB's proprietary method of analysing qualitative material. This involves systematically sifting, summarising and sorting the verbatim material according to the key issues and themes arising, within a thematic framework. Further classificatory and interpretative analyses were then derived from the analytic charts and these formed the basis of the evidence reported in subsequent chapters.

Further details of the analytical process used may be found in Appendix 4.

The qualitative findings have been illustrated and illuminated with the use of verbatim quotations and examples. The quotations have been edited for clarity but care has been taken not to change the respondents' meaning in any way.

3.2.3 Acknowledgements

We would like to thank the Health and Safety Executive for their help and support throughout this project, in particular Maria O'Beirne and Tony Almond.

We would also like to express our gratitude to all the individuals who participated in the research for the time they gave and for sharing their views.

Furthermore, we would also like to acknowledge and thank the BMRB field management team and the network of recruiters who worked on this study, for their hard work and effort throughout.

Finally, our thanks go to the other members of the research team: Sharon Godfrey, Sharon Neal, Ruth Rajkumar, Andrew Garner and Rebecca Fox.

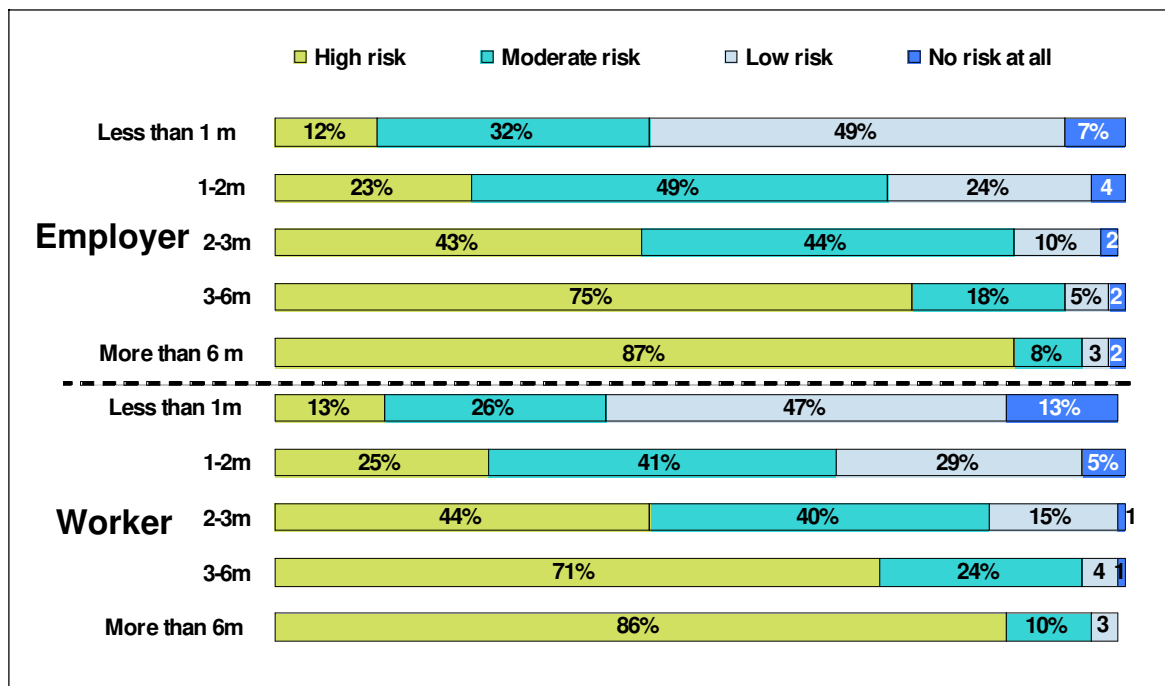
4 ATTITUDES TO WORKING FROM HEIGHT

The results from the quantitative surveys are discussed in the next sections, but before assessing workers and employers' views of the media campaign, it is important to understand their attitudes towards working from height as this may well impact upon their reactions.

4.1 PERCEIVED RISK OF INJURY

Perhaps the most important attitude to measure is that of the perceived risk of injury from a range of heights and, in particular, from a height of less than 1 metre. Chart 4.1.1 below shows employers' and workers' attitudes to the risk of injury from a fall from a range of heights, from less than 1 metre to more than 6 metres, at the follow-up stage of research.

Chart 4.1.1 Risk of injury from a fall from a range of heights

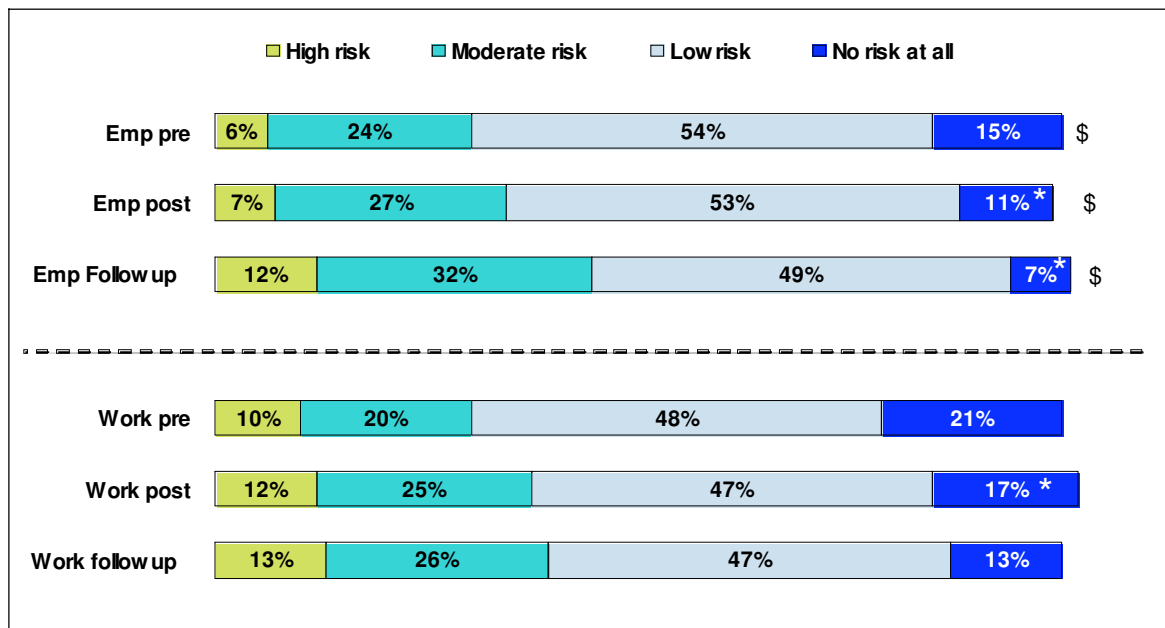


Base: All workers follow up (725) All employers follow up (600)

Unsurprisingly, views among both employers and workers are that the greater the height, the higher the risk is associated with a fall from that height, and this was a view carried through all sub-groups and across all waves of research. At the follow-up stage, only 12% of employers and 13% of workers saw a fall from a height of less than 1 metre as a high risk.

Given that one of the key aims of the campaign was to increase awareness of the risks associated with falling from a low height, it is interesting to see whether the way employers and workers view the risk of injury from a fall from less than 1 metre has changed over the course of the campaign.

Chart 4.1.2 Risk of injury from a fall from less than 1 metre



Base: All employers pre (600) All employers post (600) All employers follow up (600) All workers pre (836) All workers post (781) All workers follow up (725)

Encouragingly, there has been a sustained increase over time in the proportion of employers who recognise the risk of injury from falling from a low height. A similar pattern is seen among workers but to a lesser degree. The proportion of employers and workers who consider a fall from less than 1 metre to be no risk of injury shows a pattern of decline, more notably among employers – at the follow-up stage just 7% of employers and 13% of workers considered this height ‘no risk at all’.

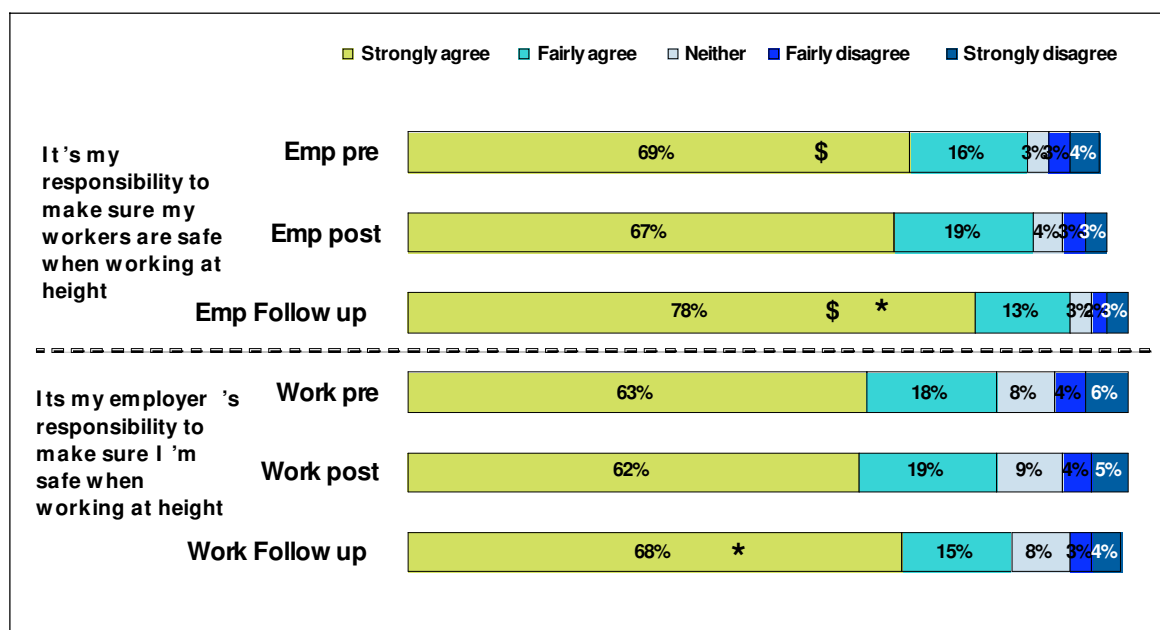
Amongst workers, those who worked at heights of more than 6 metres were twice as likely to consider a fall from less than 1 metre as ‘no risk at all’ than workers at less than a metre (22% compared with 10% at the follow-up stage).

For employers, the larger organisations (25+ workers at site) were more likely to consider this a high or moderate risk than employers with less than 10 workers (almost six in ten larger organisations at the follow-up stage compared with less than four in ten smaller companies).

4.2 RESPONSIBILITY FOR SAFETY OF WORKERS

The results show that the majority of employers and workers recognise some risk when working at height and, similarly, the majority recognise a shared responsibility to keep workers safe when working at height.

Chart 4.2.1 Employers' responsibility for the safety of workers when working at height



Base: All employers pre (600) All employers post (600) All employers follow up (600) All workers pre (836) All workers post (781) All workers follow up (725)

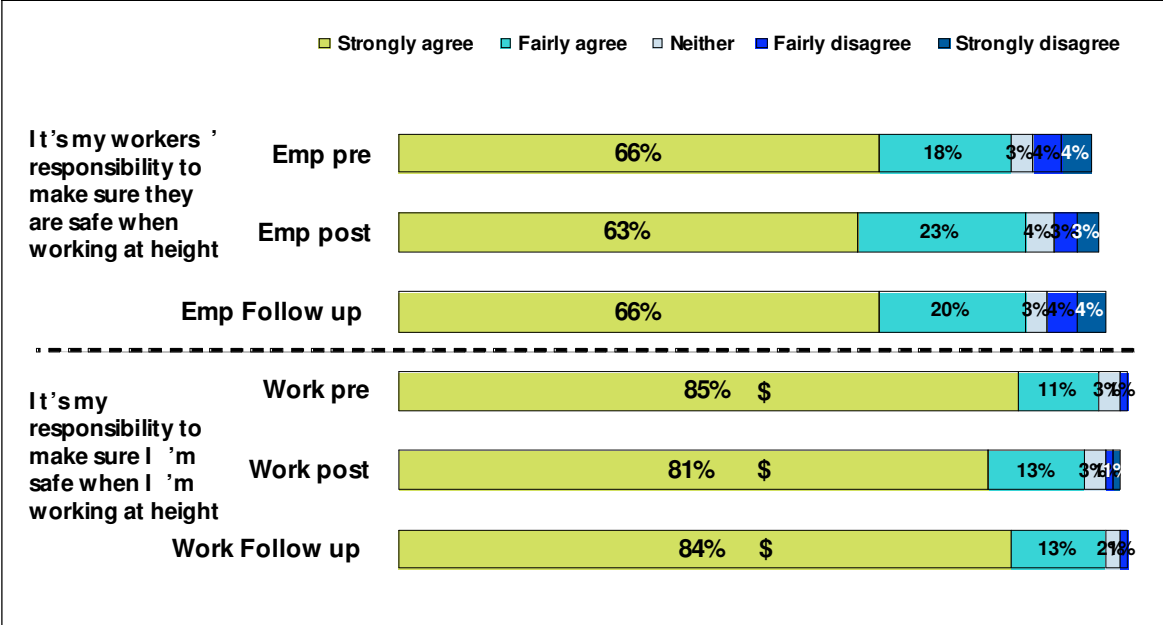
Chart 4.2.1 demonstrates a strong sense of employer responsibility, with high levels of agreement shown among both employers and workers that it is the employers' responsibility to keep workers safe when working at height; this has increased since the post campaign stage.

Across the first two waves, responses were similar among both groups but at the follow-up stage there are notably more employers who strongly agree that it is their responsibility (78% of employers compared with 68% of workers).

Perhaps unsurprisingly, those workers directly employed by their organisation were more likely to see their employer as having responsibility for their safety – here 71% strongly agreed compared with 58% of self employed workers or subcontractors. Views by company size also varied: workers in the larger organisations saw a greater employer responsibility than their counterparts in smaller businesses (76% of workers in organisations with 50-249 compared with 55% of workers in the 1-4 employees band). Similarly, workers in multi-site organisations were more likely to agree (73% of those whose site was part of a larger organisation compared with 60% of those not based within a larger organisation).

In terms of workers' responsibility, the chart below shows quite clearly that workers are more likely to see their safety as their own responsibility. Indeed, there have consistently been more than eight in ten workers who strongly agreed with this, compared with two thirds of employers.

Chart 4.2.2 Workers' responsibility for own safety when working at height



Base: All employers pre (600) All employers post (600) All employers follow up (600) All workers pre (836) All workers post (781) All workers follow up (725)

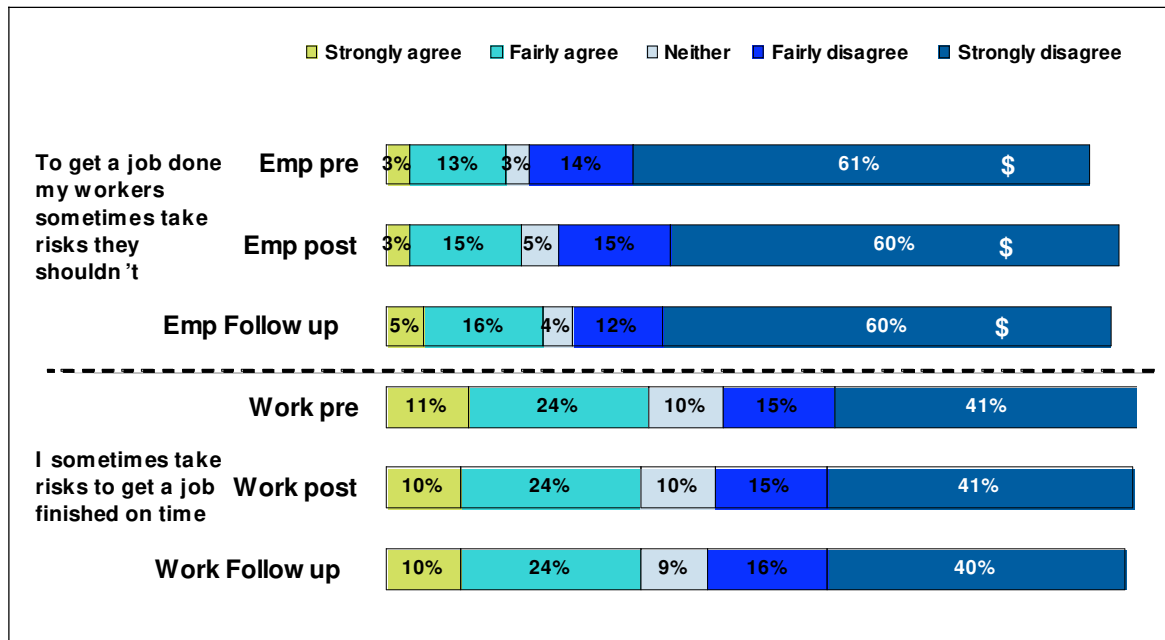
This level of agreement is even higher among the target group, where almost universal agreement of responsibility is seen (92% strongly agree compared with 80% among the non-target group). Similarly, the self employed and subcontractors view a greater sense of responsibility – 92% strongly agree compared with 82% of those directly employed.

Amongst employers, the larger organisations were more likely to view safety as the worker's responsibility – almost universal agreement (97%) among employers with 100+ workers at site compared with 83% of those with 1-4 workers.

4.3 TAKING RISKS

The views about taking risks to get a job done vary between employers and workers, though there has been very little change in opinion over time.

Chart 4.3.1 Taking risks to get a job done

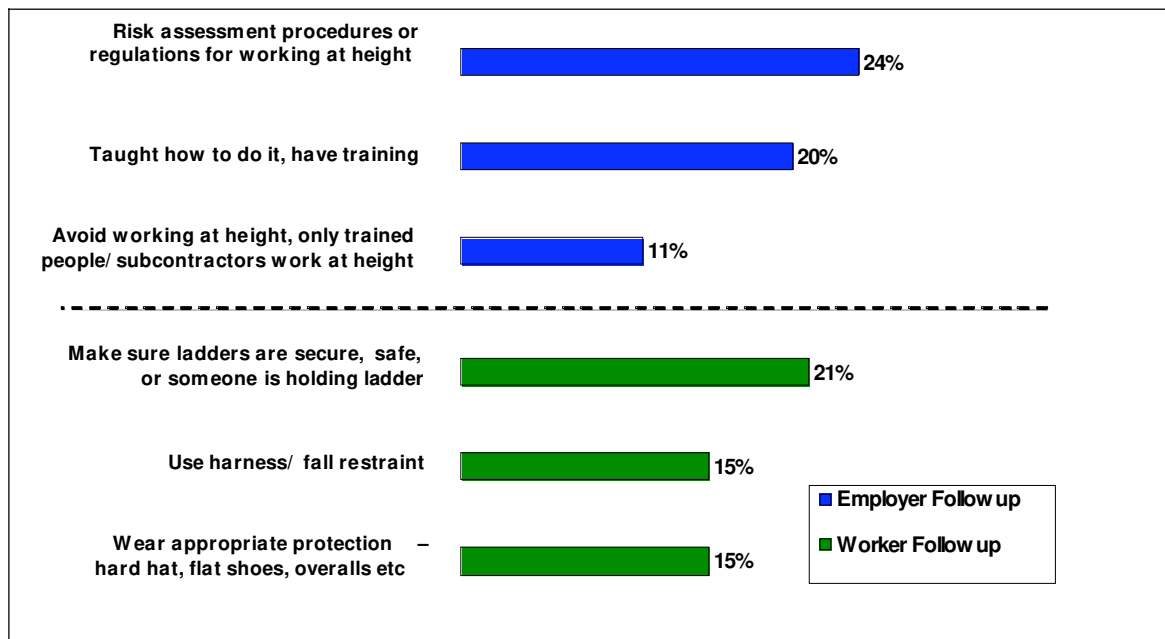


Base: All employers pre (528) All employers post (556) All employers follow up (589) All workers pre (836) All workers post (781) All workers follow up (725) who felt this applied to their workplace

Although one in five employers thought their workers sometimes took risks to get a job done, the proportion of workers who agreed they took risks is actually one in three and Chart 4.3.1 above shows that this has been the same picture wave on wave. However, those workers in the target group were less likely to take risks than their non-target counterparts (46% strongly disagreed with this statement compared with 37% in the non-target group).

These results show that around half of workers disagreed that they took risks in their jobs, so it is interesting to see what measures are taken to reduce the risks of falling from height. The chart below shows the top three measures mentioned by employers and workers and, as this question was unprompted, it should be noted that the responses given were 'top of mind' measures.

Chart 4.3.2 Measures taken to reduce the risk of falling from height



Base: All employers follow up (600) All workers follow up (725)

For employers, the key themes are about following procedures or regulations (mentioned by a quarter of respondents), and training where ‘giving training’ was mentioned by one in five and ‘only letting trained people work at height’ was mentioned by one in ten employers.

Amongst workers the theme of using safety equipment is clearly shown – the most frequently mentioned safety measure was using ladders safely (cited by one in five workers), and using harnesses and the appropriate clothing protection (both mentioned by one in seven workers).

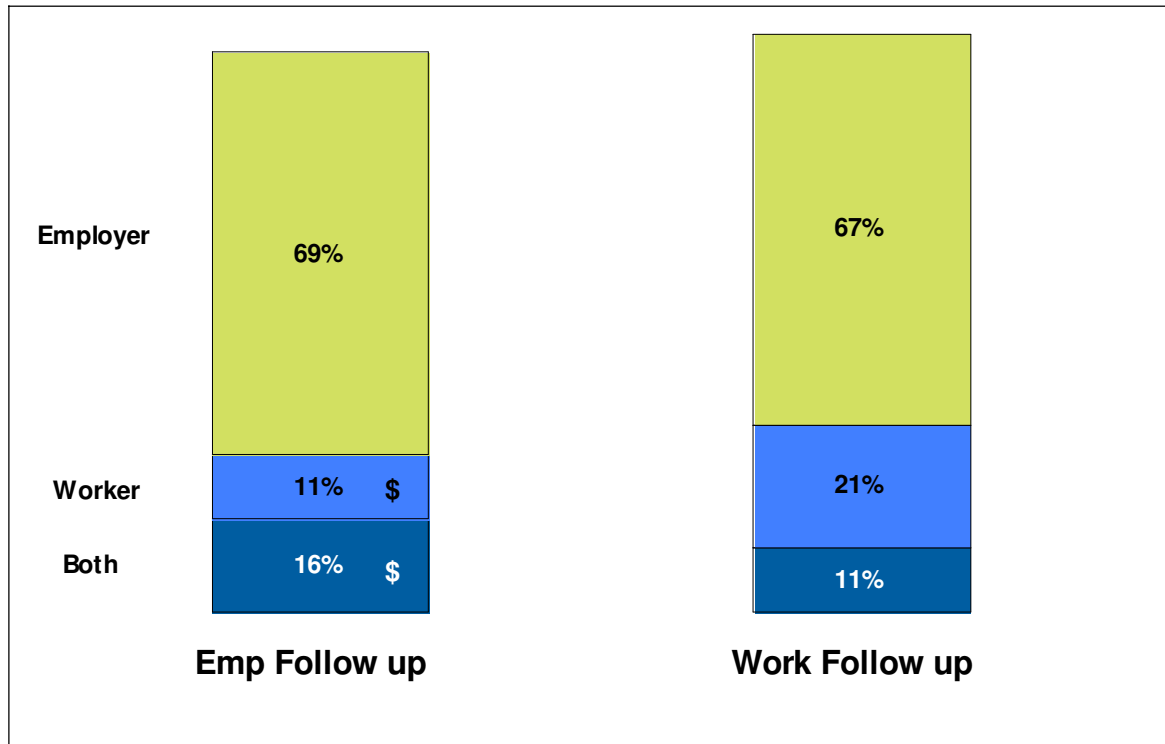
Other measures cited by employers included making sure ladders were secure or that someone was holding them (10%) and ensuring that the correct safety equipment was available (8%). However, 16% of employers said they don’t consider their employees to work at height and 11% said that they don’t take precautions.

Among workers, other mentions included checking that the surface was secure (9%), concentrating or taking extra care (8%) and using guardrails (7%); 7% said they didn’t take precautions.

4.4 ATTITUDES TO AND ACTUAL USE OF SAFETY EQUIPMENT

The results have shown that there is a general awareness among employers and workers of a risk of injury when falling from height, though less so from lower heights, and a clear theme of using safety equipment among workers when discussing the safety measures taken to reduce such a risk. In terms of supplying safety equipment, we can clearly see in the chart below that overall, around two thirds of both respondent types believe this is the employers’ responsibility.

Chart 4.4.1 Responsibility for supplying safety equipment

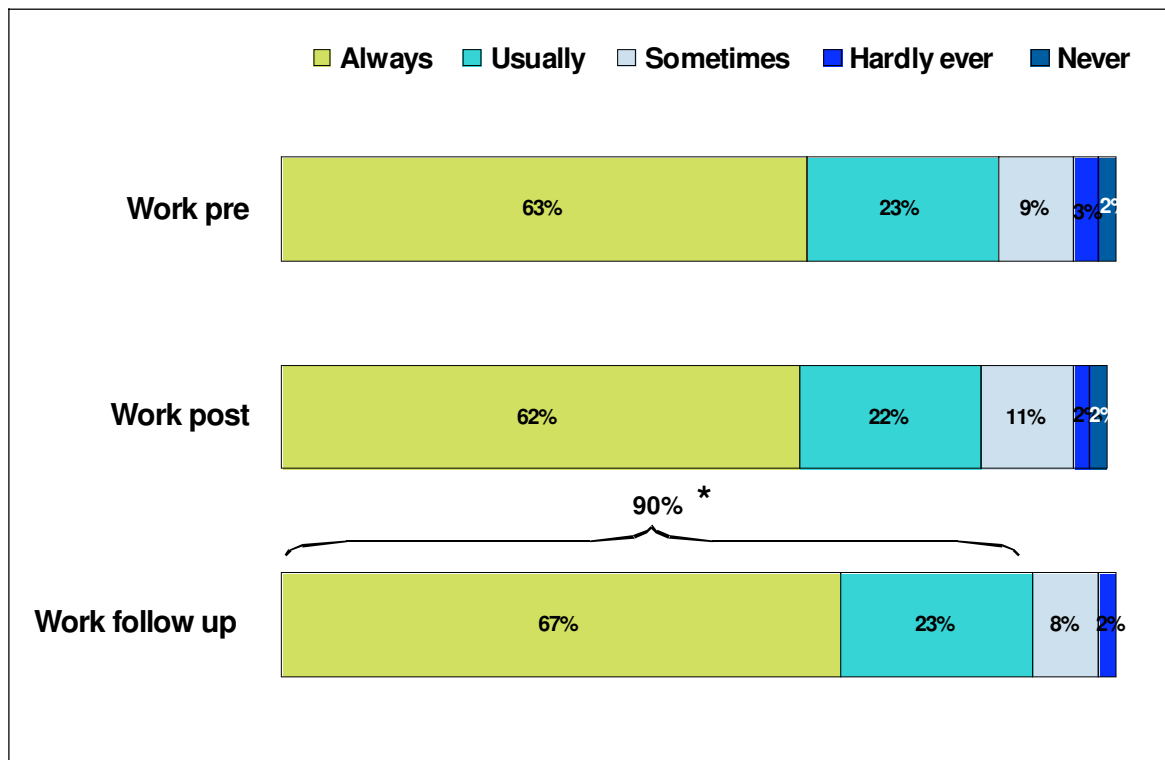


Base: All employers follow up (600) All workers follow up (725)

However, workers were twice as likely as employers to say that supplying safe equipment was their own responsibility (21% of workers compared with 11% of employers) and this is reflective of their views of general responsibility for safety – workers see themselves as having more responsibility for their safety than employers consider them to have.

It is encouraging to see that whilst the majority of respondents agree that it is the employers' responsibility to supply safety equipment, the majority of workers do also use that equipment. At the pre and post stages, around eight in ten workers said they always or usually used safety equipment, and this marginally increased at the follow-up stage to 90%, as shown in Chart 4.4.2.

Chart 4.4.2 Whether use safety equipment when working at height



Base: All workers pre (627) All workers post (560) All workers follow up (516) who have safety equipment available to them

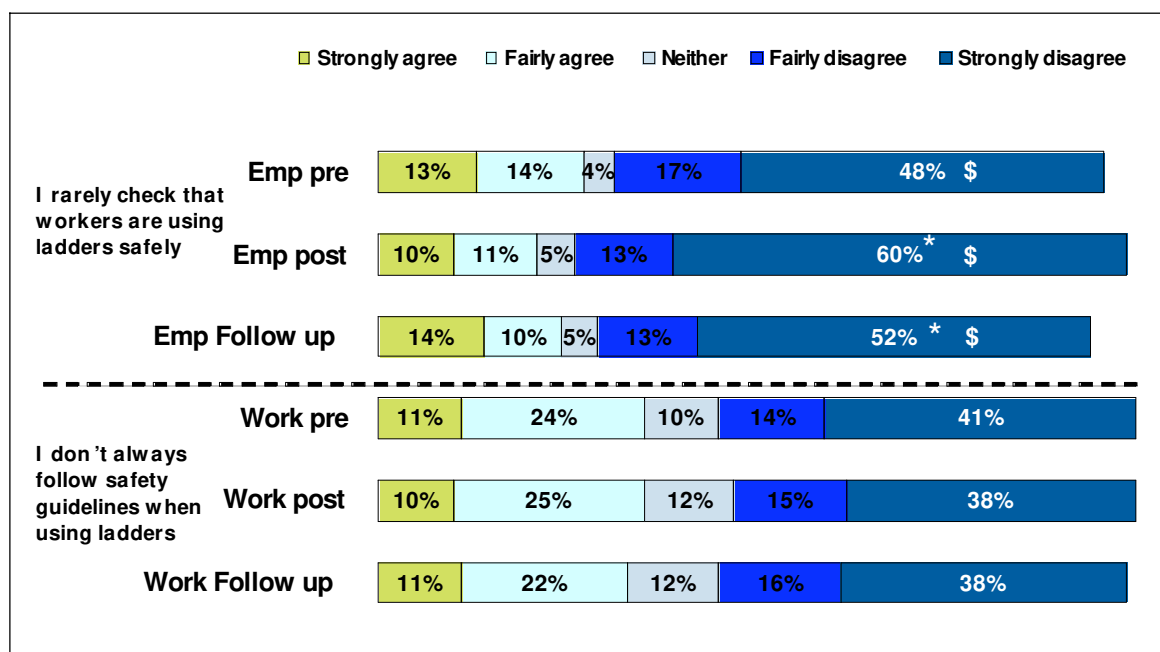
Of those who didn't always use the equipment provided, the main reasons why not included:

- ☐ It makes the job slower (51%)
- ☐ It makes job more difficult (19%)
- ☐ The equipment was not always available (14%)

Similar responses were given across all three stages of research.

Looking specifically into the issue of using ladders safely, attitudes to safety guidelines have been fairly consistent over time, as shown in Chart 4.4.3.

Chart 4.4.3 Following guidelines to use ladders safely



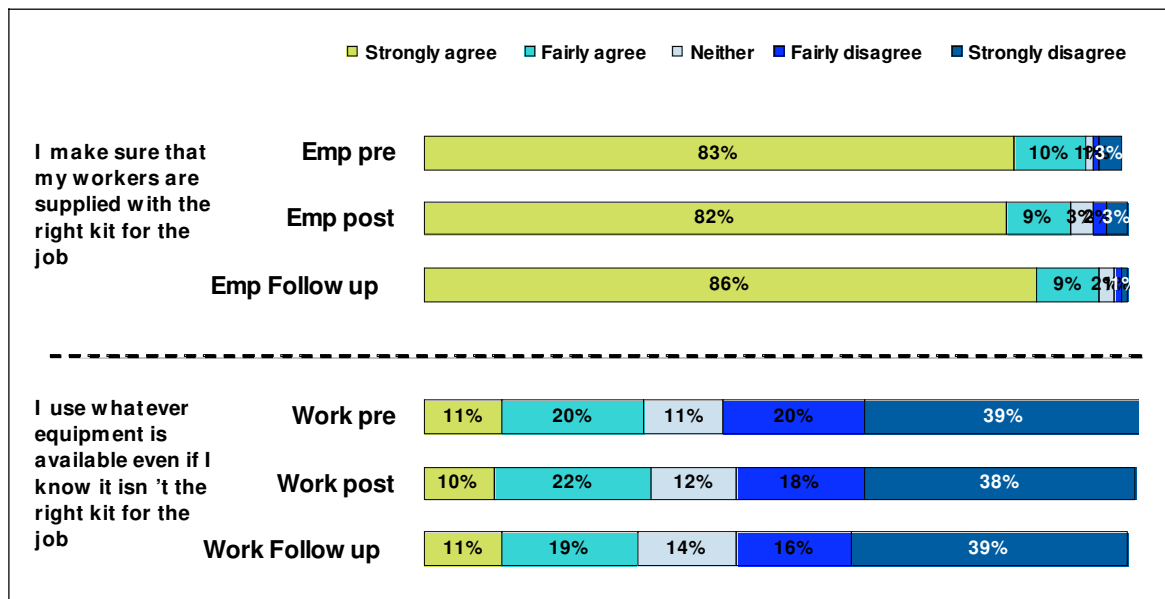
Base: All employers pre (482) All employers post (525) All employers follow up (560) All workers pre (836) All workers post (781) All workers follow up (725) who felt this statement applied to their workplace

Around a quarter of employers agreed that they rarely checked that their workers were using ladders safely, and a third of workers agreed they didn't always follow safety guidelines; this has been fairly stable over time. Although at face value these results may seem negative, it should be noted that these statements may be interpreted subjectively by respondents, and "rarely" and "don't always" may be considered at differing frequencies by different people; indeed, the statements themselves provide no indication of the actual frequency that respondents follow (or don't follow) these practices. Instead, it is useful to view these results by the sizeable proportion of respondents who strongly disagreed to these statements: 52% of employers at the follow-up stage (which can be interpreted as around half who check more often than on a rare occasion) and 38% of workers (implying that two in five workers always follow the safety guidelines when using ladders).

Typically, workers in the target group were more likely to follow ladder safety guidelines (46% disagreed that they don't always follow the guidelines compared with 34% in the non-target group).

Attitudes were also measured on the broader topic of provision of the 'right kit for the job' and these results are presented in Chart 4.4.4. Unsurprisingly, there is almost universal agreement among employers that they provide their workers with the right equipment, though these results may be biased slightly by respondents giving professionally desirable responses.

Chart 4.4.4 Using the right kit for the job



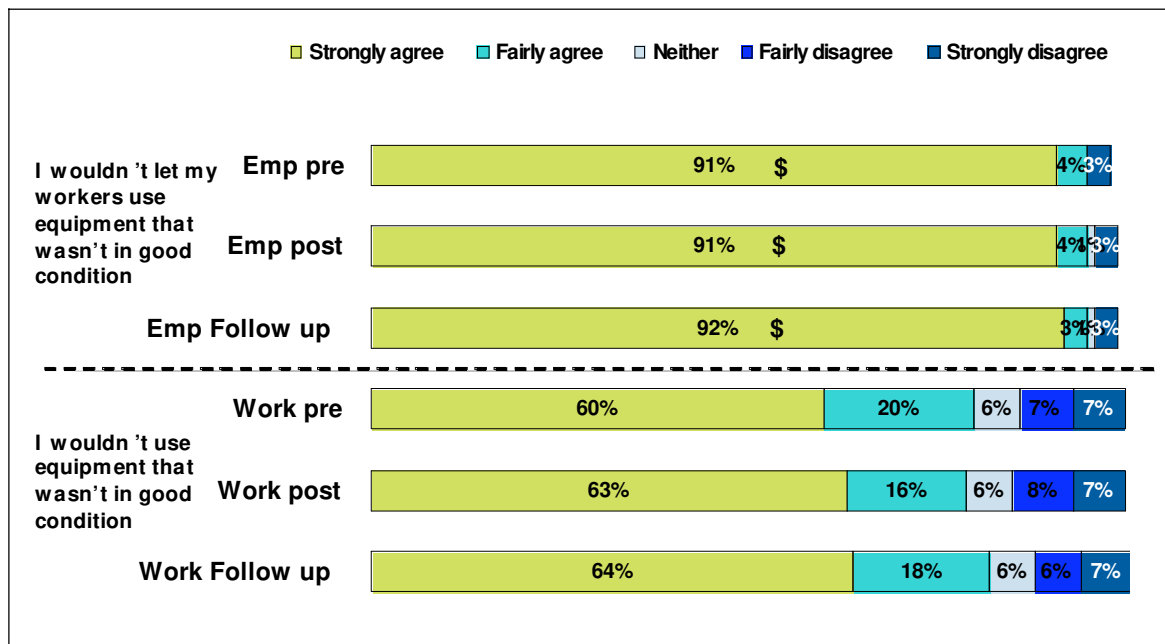
Base: All employers pre (528) All employers post (556) All employers follow up (589) All workers pre (836) All workers post (781) All workers follow up (725) who felt this applied to their workplace

In terms of safe working practices, these results are encouraging: 95% of employers agreed that they make sure their workers are supplied with the right kit, and only 30% of workers admitted that they used whatever equipment was available, even if it wasn't the right kit for the job. Instead, six in ten workers disagreed with this statement, indicating that a greater proportion of workers wouldn't use equipment they knew wasn't right for the job and which shows similar levels of safe practices that are seen with the use of ladders (Chart 4.4.3).

Again, target group workers were more positive in their attitudes – 47% strongly disagreed compared with 35% in the non-target group. There were also notable differences between those workers with management responsibility and those without, which reflected the difference between employers and workers: half of those with management responsibility (50%) disagreed with this statement compared with a third of their more junior counterparts (34%).

In terms of using equipment that was in good condition, again the results show very high levels of agreement among employers (95% strongly agree). Perhaps more importantly, it is encouraging to see that, wave on wave, eight in ten workers agreed they wouldn't use equipment that wasn't in good condition. However, there has consistently been a minority of workers (7%) who strongly disagree with this statement, shown in Chart 4.4.5.

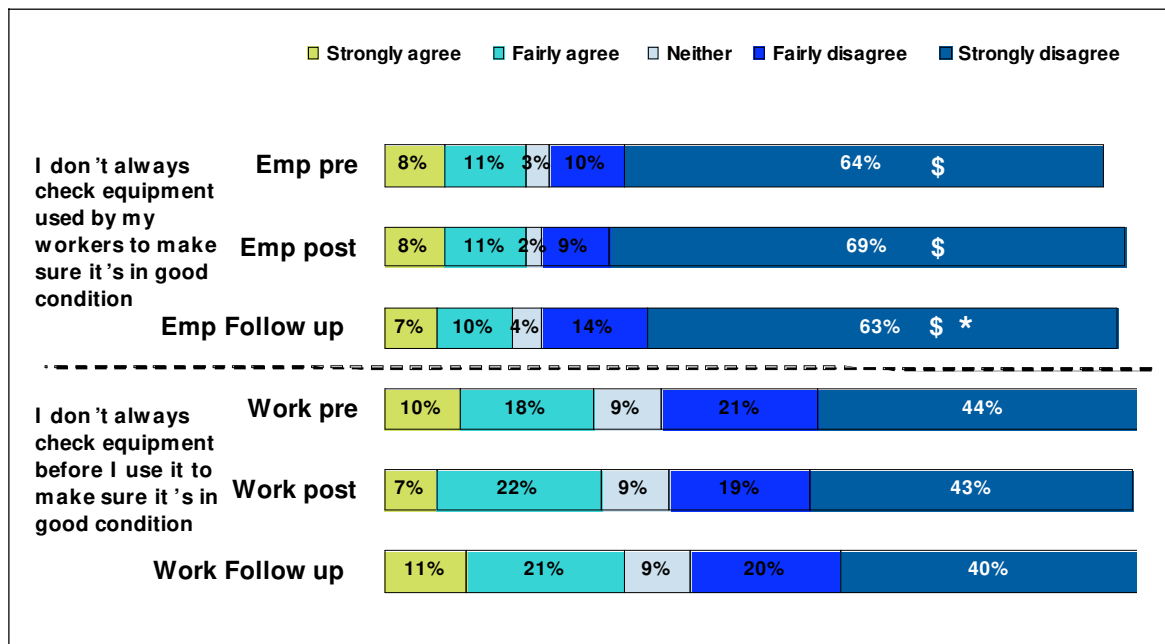
Chart 4.4.5 Using equipment in good condition



Base: All employers pre (528) All employers post (556) All employers follow up (589) All workers pre (836) All workers post (781) All workers follow up (725) who felt this applied to their workplace

Although providing equipment in good condition appears to be regarded as a high priority among employers, there were fewer who regularly checked that the equipment remained in good condition. Chart 4.4.6 shows that almost one in five employers said they didn't always check equipment, and this rises to a third among workers. Indeed, the proportion of employers at the follow-up stage who strongly disagree with this statement returned to less than two thirds (63%), following the slight peak seen post media campaign.

Chart 4.4.6 Checking equipment is in good condition



Base: All employers pre (528) All employers post (556) All employers follow up (589) All workers pre (836) All workers post (781) All workers follow up (725) who felt this applied to their workplace

The common trend of more positive views among target group workers is also seen here – they were more likely to check the condition of equipment (46% disagreed with this statement compared with 37% of the non-target group).

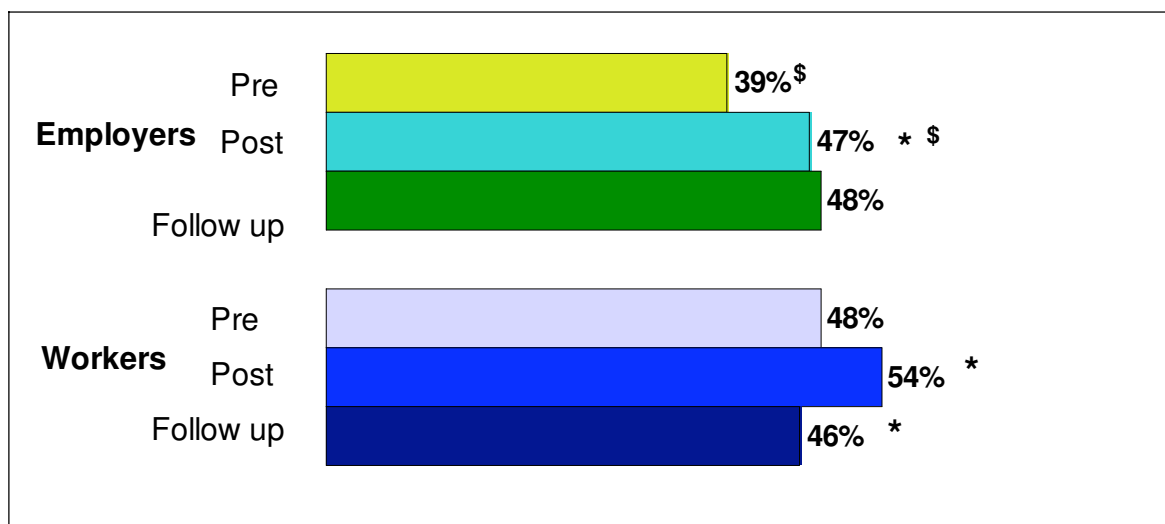
5 AWARENESS OF ADVERTISING

At all three stages of research all respondents were asked if they could spontaneously recall any advertising, information or publicity about the dangers of falling from height when working, and whether they recognised any element of the media campaign when prompted with press and radio adverts.

5.1 SPONTANEOUS AWARENESS

Initially, spontaneous awareness was measured to provide an indication of the top of mind recall of advertising, information or publicity about the dangers of falling when working at height.

Chart 5.1.1 Awareness of advertising about dangers of falling when working at height



Base: All employers pre (600) All employer post (600) All employers follow up (600) All workers pre (836) All workers post (781) All workers follow up (725)

Four in ten employers and half of workers were aware of some advertising prior to the Height Aware campaign launch suggesting there was some background coverage preceding the campaign. However, both employers (47%) and workers (54%) demonstrated a notable increase in awareness at the post stage of research. This level of awareness was maintained at the follow-up stage for employers indicating they were still open to publicity about the dangers of falling from height while two months after the end of the Height Aware campaign, although awareness among workers had fallen back to a level similar to that before the campaign.

Amongst workers, those in the target group were more likely to recall seeing some form of advertising (55%) compared with the non-target group (42%). Workers in positions of responsibility were also more likely to be aware of publicity (54%) than those without responsibility for other workers. There also appeared to be a trend among both workers and employers relating to the height worked at – those working at higher heights seemed more likely to recall advertising than those working at lower heights.

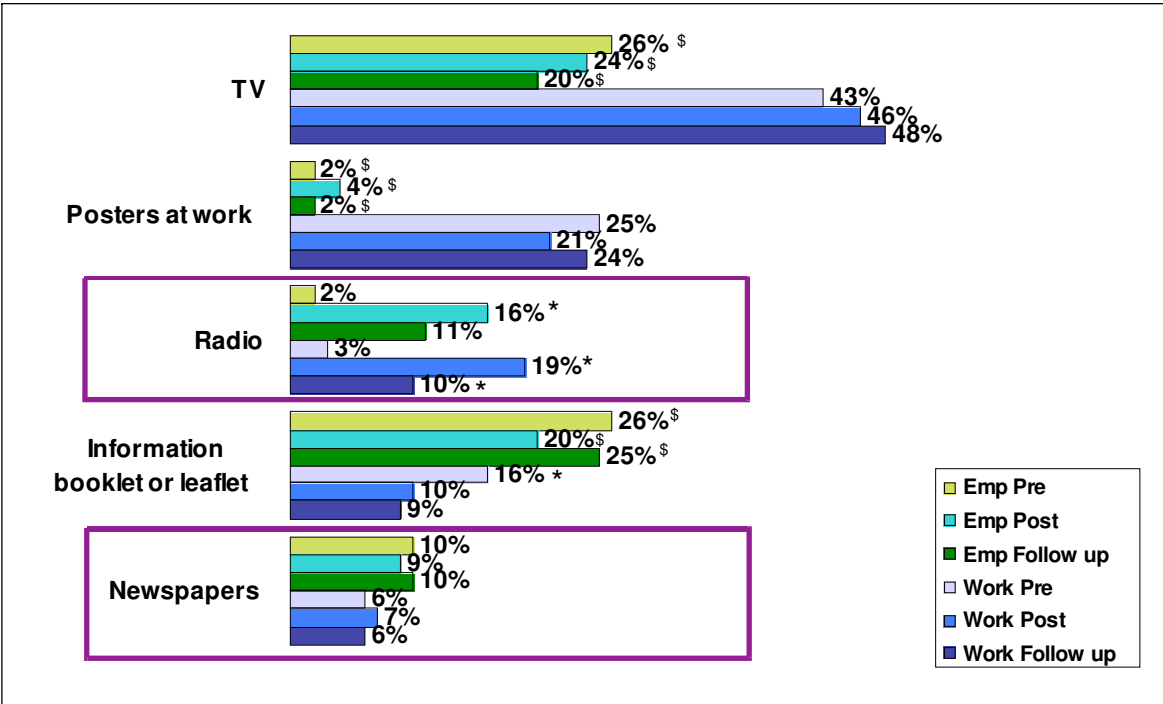
Employers who had employed subcontractors in the last 12 months were more likely to recall publicity (55%) than those who had not (42%). Results also varied by size of organisation with

employers working in larger companies (more than six in ten companies with 25+ workers) and companies that are part of larger organisations (59%) more likely to recall seeing any advertising than those with fewer workers at site/organisation (less than half) or those who were not part of a larger organisation (45%).

5.1.1 Source of information

For any campaign evaluation, it is important to determine whether the advertising recalled is, indeed, related to the campaign. All respondents who said that they remembered seeing or hearing any advertising were asked a series of additional questions to determine whether they were remembering the Height Aware campaign.

Chart 5.1.2 Unprompted source of advertising



Base: All employers pre (264) All employers post (328) All employers follow up (309) All workers pre (396) All workers post (418) All workers follow up (329) who have seen information advertising or publicity in the last three months

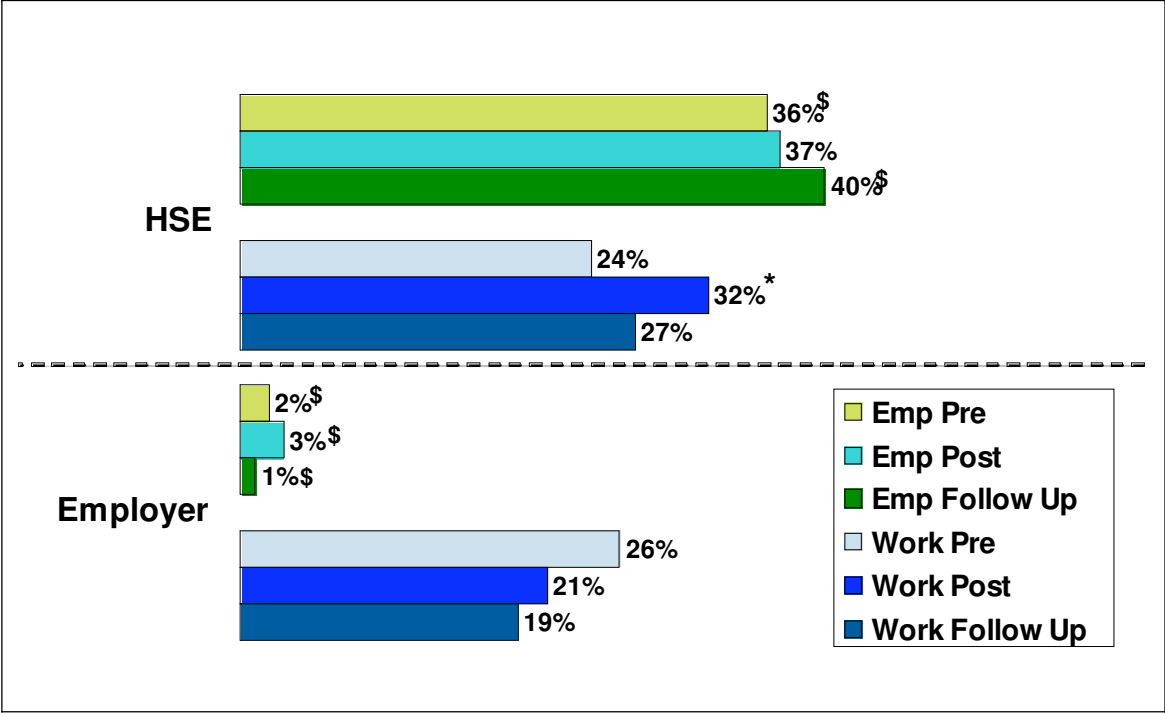
As with most campaign evaluation research, television was mentioned as the source by a large proportion of respondents, with a quarter of employers and half of workers, who had seen or heard some advertising, recalling seeing advertising on the TV at the post stage. Despite there being no TV advert within the Height Aware campaign, these findings are not uncommon in campaign evaluation research – since TV is a popular media channel, it is often cited in such unprompted questions. Encouragingly, workers in the target group were less likely to mention TV as the source of advertising (three in 10 compared with six in ten in the non-target group).

With regard to the media used in the Height Aware campaign, one in ten employers and around 6% of workers who recalled something consistently mentioned newspapers as the source of information at all three stages. As expected, awareness of radio as the source of advertising increased notably at the post stage for both workers (from 2% to 16%) and employers (from 3% to 19%); although this dropped back (notably among workers) after the end of the campaign, it remained higher than the levels seen at the pre stage.

Other sources cited included posters at work, mentioned by a quarter of workers who recalled something, and information booklets mentioned by a quarter of employers who recalled something.

When those who recalled seeing any advertising were asked who was promoting it, two in five employers named HSE. Chart 5.1.3 below shows that this was clearly the top of mind response among employers but workers gave more mixed responses.

Chart 5.1.3 Who was promoting advertising?



Base: All employers pre (264) All employers post (328) All employers follow up (309) All workers pre (396) All workers post (418) All workers follow up (329) who have seen information advertising or publicity in the last three months

At the pre-stage workers were as likely to name their employer as the source, as they were HSE. However, at the post stage this changed to a third (32%) citing HSE compared with a fifth (21%) mentioning their employer, and at the follow-up stage mentions of HSE dropped back to pre-stage levels (27%), while mentions of employer remained at a fifth (19%).

Whilst there were no notable differences in mentions by type of employer, among those in the worker target group (37%) were more likely to name HSE than those in the non-target group (20%) and, unsurprisingly, self-employed workers and contractors (44%) were more likely to name HSE than employed workers (23%).

5.1.2 Content of information

All respondents who said that they had seen or heard any information, advertising or publicity about falling while working at height were asked to describe what this was. Responses at this question were recorded verbatim and were later coded into themes for analysis. Probable recall of a campaign is always difficult for respondents as it relies on the respondent's ability to describe the advert in a very distinctive way and, unless mentioned specifically, cannot be attributed directly to the campaign. However, these results do provide an indication of the messages that workers and employers are taking from the media.

Chart 5.1.4 Content of advertising seen/heard – including probable recall of campaign

	Employers			Workers		
	Pre stage	Post stage	Follow up stage	Pre stage	Post stage	Follow up stage
Risk even at low height	7%	21%	16%	1%	8%	6%
About working at height	7%	6%	8%	1%	2%	1%
About new regulations for working at height	14%	10%	7%	4%	2%	2%
Claim compensation	12%	6%	3%	15%	13%	15%
Someone falling off a ladder	3%	3%	3%	12%	9%	15%
Health and safety general	11%	2%	3%	11%	8%	5%
Probable description of current campaign	n/a	8%	2%	n/a	2%	0%
Recall of campaign slogan	n/a	10%	4%	n/a	6%	1%

Base: All employers pre (264) All employers post (328) All employers follow up (309) All workers pre (396) All workers post (418) All workers follow up (329) who have seen information advertising or publicity in the last three months

The most frequently mentioned responses at the post and follow-up stages are highlighted in Chart 5.1.4 above, and show that employers were more likely to recall that the advertising they had seen referred to a “risk even at low height”; workers tended to recall themes of “claiming compensation” and “someone falling off a ladder.”

One of the key messages of the campaign was to raise awareness of the risk of falling from a low height, and it is encouraging to see that the increase in specific mentions at the post stage was sustained to some degree at the follow up stage, although employers were more likely to remember this spontaneously than workers (one in five employers who recalled something at the peak in the post stage and one in ten workers who recalled seeing something).

Around one in ten employers who recalled seeing advertising gave a probable description of the Height Aware campaign or recalled a campaign slogan at the post stage, although this was lower among workers and, as expected at the follow-up stage, the number of probable descriptions of the campaign material and slogans had dropped away for both groups over time.

5.2 PROMPTED AWARENESS

In addition to ‘top of mind’ awareness of advertising, the evaluation also measures prompted recognition of the campaign to indicate the full impact of the campaign materials.

5.2.1 Overall campaign recognition

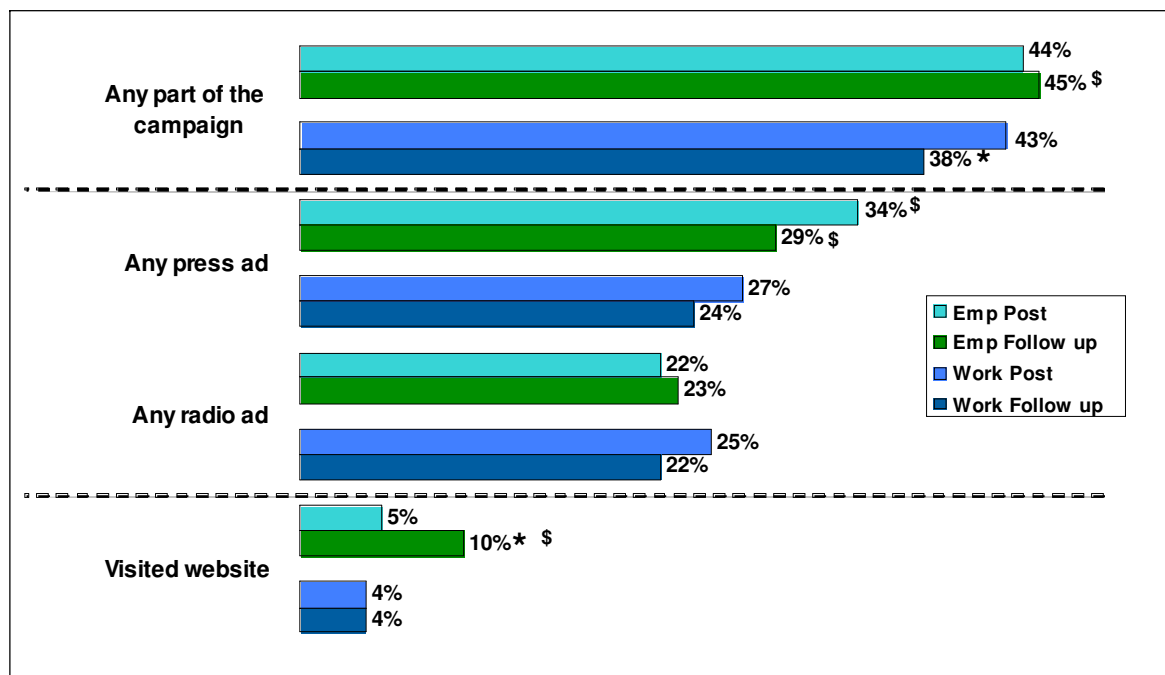
From 22nd May to 30th June 2006 adverts were played on commercial radio featuring stories of workers who had injured themselves falling from height while working, and adverts appeared in national newspapers and trade magazines showing workers falling from height. There were two types of radio adverts: “Occupation” ads focusing on three professions within the target industries, and “Awareness” ads highlighting the risks of falling from a low height; the press adverts featured four different creatives (see Section 2.1 for full description of media campaign).

Respondents were played two radio adverts during the interview, one of each type, and were asked if they thought that they had heard this advert before. Workers were shown screen shots of all four press ads during the interview. Employers who had access to the internet during the interview were also invited to look at the press adverts online. For those without internet access, the images of the adverts were described over the telephone and (with permission) were sent a postal questionnaire featuring the press adverts. The postal data was merged with the telephone interview data and for those employers who returned the postal questionnaire, their postal responses were used instead of their responses given from the verbal descriptions to ensure greater accuracy of recall.

Employers were also asked if they had visited the HSE Falls campaign website while workers were shown a screen shot of “Fallington” and asked if they had visited this website to look for advice or information about falling from height.

Overall recognition of any part of the Height Aware media campaign at both post and follow-up stages is shown in Chart 5.2.1 below.

Chart 5.2.1 Overall recognition of any part of the campaign



Base: All employer post (600) All employers follow up (600) All workers post (781) All workers follow up (725)

Around four in 10 employers and workers recognised at least one of the Height Aware campaign adverts at the post stage. This was maintained at the follow up stage among employers but dropped back slightly in the workers group, mirroring the drop in spontaneous awareness also seen among workers.

Since both employer and workers surveys were representative of all GB employers or workers, the follow-up stage data can be extrapolated to provide indicative figures of recognition of the

media campaign across the whole of the working population, as opposed to the target occupations⁹:

Chart 5.2.2 Employer and worker recognition extrapolations using follow-up data

	Employers	Workers
<i>Base: All employers/ workers in GB¹⁰</i>	570,324	27,407,728
Any part of the campaign	256,646	10,414,936
Any press ad	165,394	6,577,855
Any radio ad	131,175	6,029,700
Visited website	57,032	1,096,309

Among workers, men were more likely to recognise a press ad (29%) than women (12%); those in the target group (35%) were more likely to recognise a press ad than those in the non-target occupations (19%).

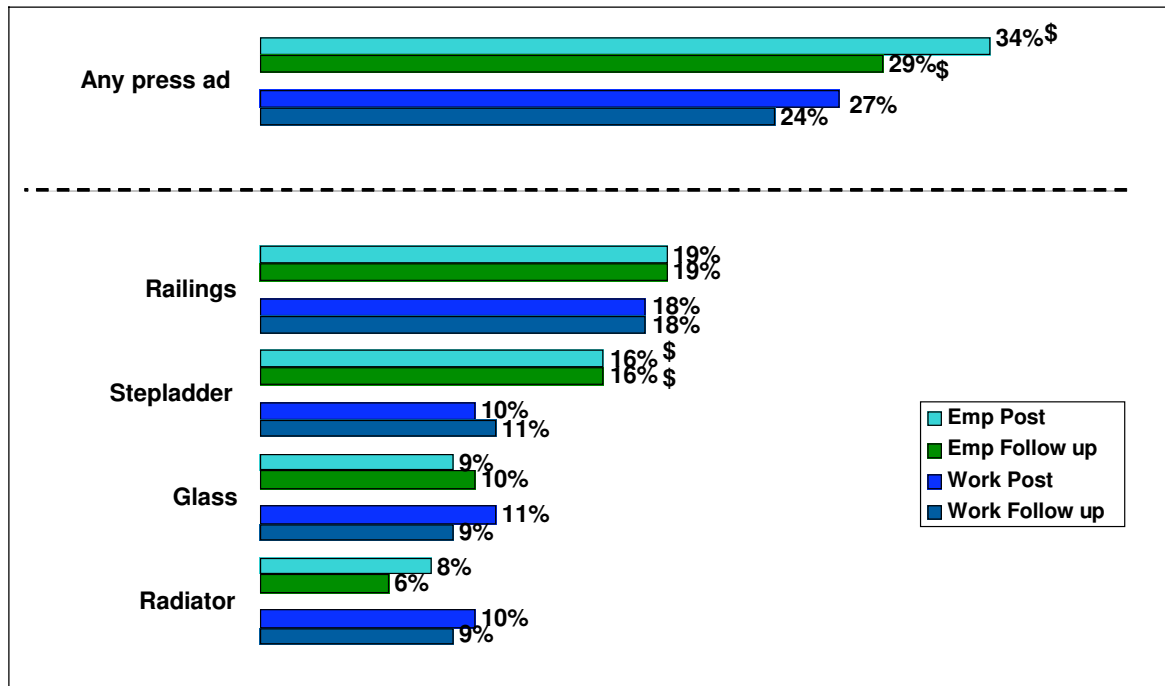
Generally the press ads were slightly more recognised than the radio ads but this will be looked at in more detail in 5.2.2 and 5.2.3. Visits to the website were much lower and this will be discussed in 5.2.4.

⁹ Extrapolated figures are indicative only, as a random location sampling technique was used rather than a pure random probability method, and therefore whilst samples were largely representative of the employers and workers populations, they cannot be considered statistically representative.

¹⁰ Figures are calculated from overall populations of employers and workers taken from the Labour Workforce survey. It should be noted that these populations are based on all workers and all employers, and NOT those who work at height/have employees who work at height.

5.2.2 Press adverts

Chart 5.2.3 Press advert recognition



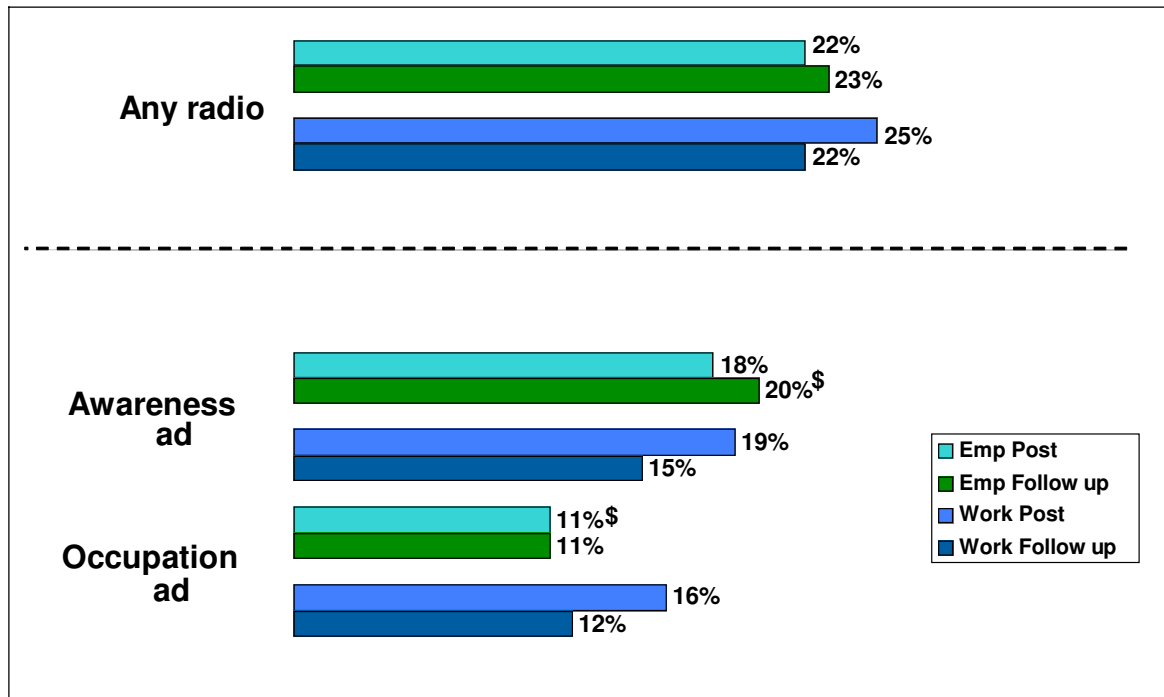
Base: All employer post (600) All employers follow up (600) All workers post (781) All workers follow up (725)

Employers were more likely than workers to recognise at least one of the press ads at both the post and follow up stages. The “railings” image was the most recognised of the four press ads, with nearly one in five workers and employers recognising this ad. This may have been because the visual provoked the biggest reaction, possibly looking the most painful of the four accidents portrayed in the ads.

One in six employers also recognised the stepladder advert, compared with one in ten workers, suggesting something about these first two executions appealed more to employers than the “glass” or “radiator” images. Amongst those employers who had taken action as a result of the campaign, there was higher recognition of the “stepladder” (45%) and “railings” (41%) adverts than the other two adverts and, among workers who had taken action, the “railings” advert (49%) was most widely recognised.

5.2.3 Radio adverts

Chart 5.2.4 Radio advert recognition



Base: All employer post (600) All employers follow up (600) All workers post (781) All workers follow up (725)

There were similar levels of recognition of any radio ad at both stages of research and for both respondent types, with around one in five saying that they had heard the advert or a similar one before.

The “awareness” radio ads had similar levels of recognition amongst employers and workers (around two in 10), but the “occupation” ads were recognised notably more by workers at the post stage. This is probably unsurprising as the “occupation” ads were targeted more towards workers and therefore workers were intended to feel that the ads were aimed at them and more relevant, thus making them more memorable.

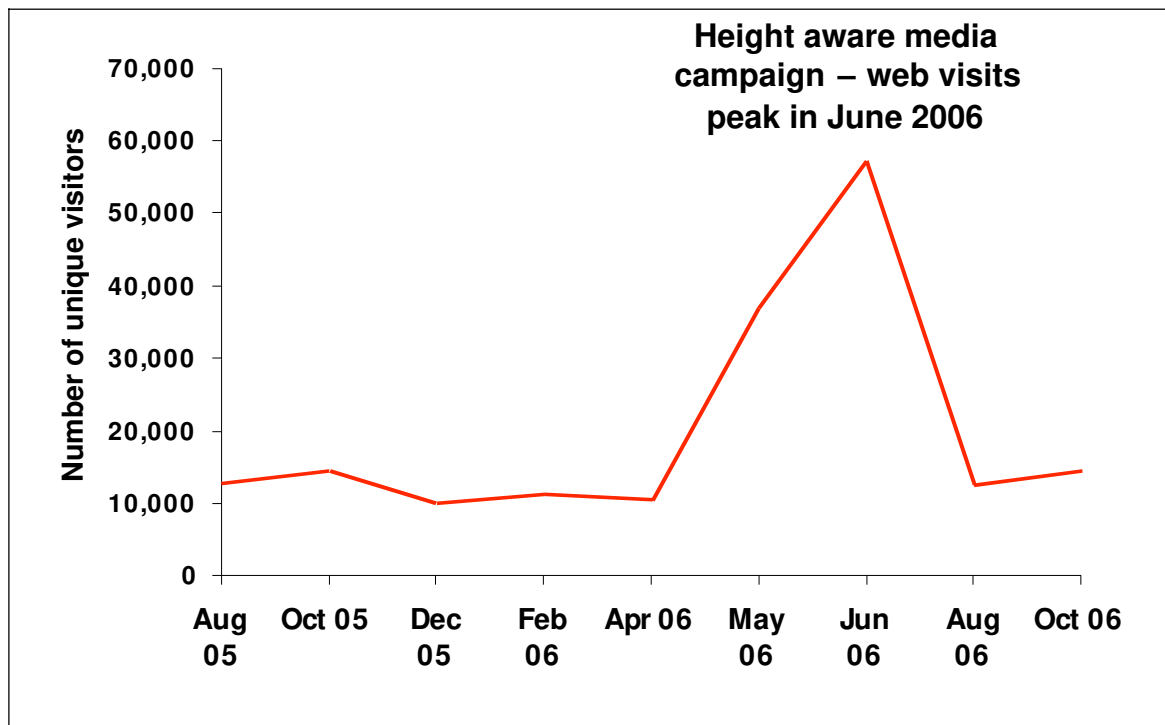
At the follow up stage the recognition of both radio ads dropped away among workers but remained at levels similar to the post stage amongst employers.

5.2.4 ‘Fallington’ website

Around 1 in 20 employers and workers had visited the Fallington website (www.hse.gov.uk/falls) at the pre-stage and this increased to one in ten employers at the follow-up stage but with no increase for workers (see chart 5.2.1).

Official web figures provided by HSE (see Chart 5.2.4 below) showed around 238,379 unique visitors to the website throughout the year, with an obvious peak of 57,303 visitors following the launch of the Height Aware media campaign in May 2006.

Chart 5.2.5 Web traffic to the Falls website



6 ATTITUDES TO THE MEDIA CAMPAIGN

After the campaign material had been presented to respondents, they were asked to consider their reactions to the material both in terms of whether it encouraged them to think about risks and taking precautions, and whether they felt the campaign was clear, relevant and memorable.

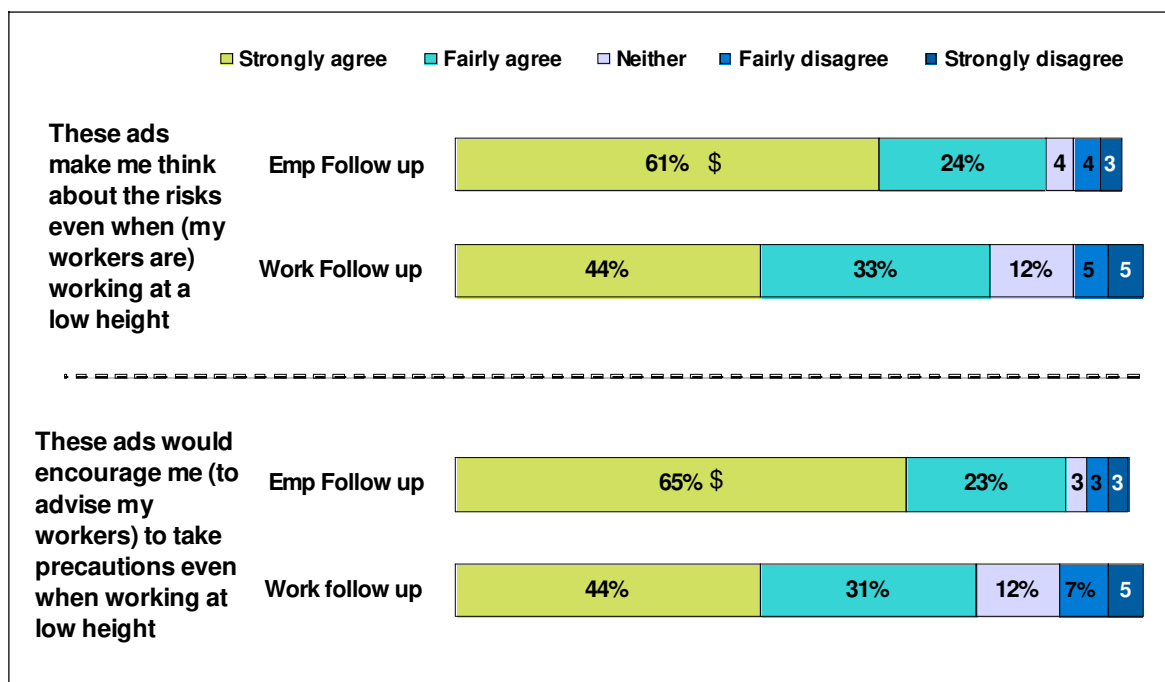
There was little change from post to follow-up stage in attitudes to the campaign and so the results presented in this section will focus on data from the most recent stage (follow-up).

6.1 THINKING ABOUT RISKS AND PRECAUTIONS

As discussed earlier, the key objectives of the media campaign was to raise awareness about the risk of falling from height, and to encourage more thought about taking care when working at height.

Chart 6.1.1 below shows that employers were more likely to agree that the campaign made them think about the risks involved with working at height, with six in ten employers (61%) agreeing strongly compared with just over four in 10 workers (44%).

Chart 6.1.1 Reactions to the campaign - thinking about risks and precautions



Base: All employers follow up (600) All workers follow up (725)

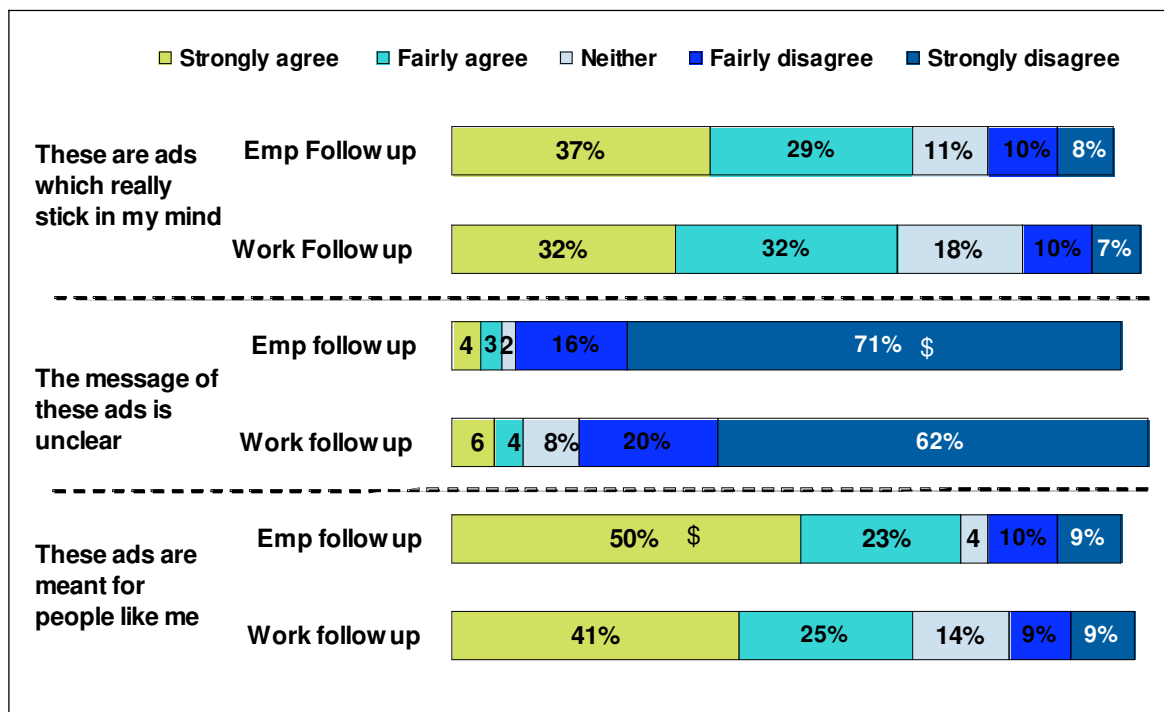
Perhaps unsurprisingly, workers who recalled seeing or hearing some advertising, awareness or publicity, were more likely to strongly agree with this statement – half of those spontaneously aware of advertising (51%) agreed strongly compared with 38% of those who did not recall seeing any advertising.

Similarly, employers were also more likely to agree that the ads would encourage them to advise their workers to take precautions when working at a low height with two thirds (65%) strongly agreeing, compared with four in 10 workers who strongly agreed that the ads would encourage them to take precautions. Again, workers who were spontaneously aware of advertising about falling from height were more likely to strongly agree with this statement (53%) than those who had not (37%). Half of those in the target group industries (51%) agreed that these ads would encourage them to take precautions even when working at low height, compared with four in 10 in the non-target group.

6.2 REACTIONS TO THE CAMPAIGN

On the whole, the campaign was received very positively, with two thirds agreeing that the campaign was memorable, more than eight in ten finding the message clear, and three quarters of employers and two thirds of workers finding the material relevant to them.

Chart 6.2.1 Reactions to the campaign – memorable, clear and relevant



Base: All employers follow up (600) All workers follow up (725)

There was no real difference in agreement that “these are ads which really stick in my mind” between employers and workers, although workers in the target group (40%) were more likely to agree than those in the non-target group (29%).

Employers were more likely to agree that the message was clear and relevant to them than workers. Seven in ten strongly disagreed that “the message of these ads is unclear” compared with six in ten workers, and half of employers agreed strongly that “these ads are made for people like me” compared with four in ten workers, despite the focus of press adverts and one group of radio adverts on workers. However, it is encouraging to note that workers in the target group (55%) were more likely to strongly agree that the campaign was “meant for people like me” than those in the non-target group (34%).

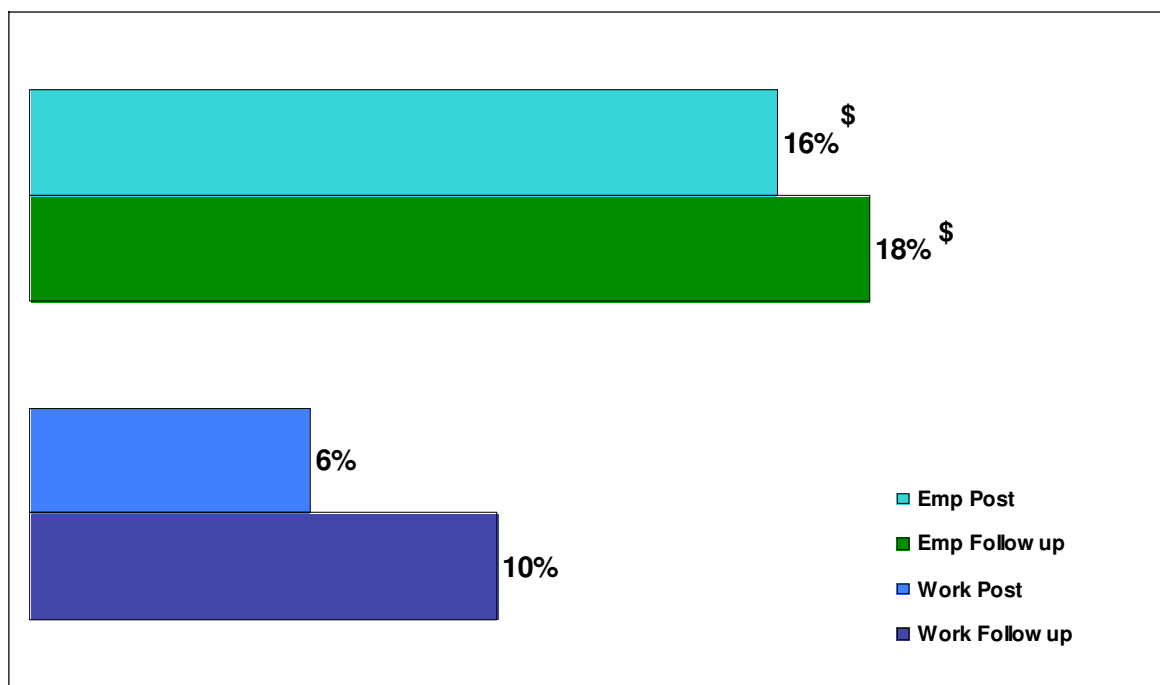
7 TAKING ACTION

Attitudes towards the media campaign have been positive, and the key messages have been taken by the majority of respondents, more so among employers. Another important measure of the impact of the campaign is whether it prompted any further action.

7.1 SEEKING FURTHER INFORMATION

All those who recognised at least one element of the campaign were asked whether they had sought any further information or advice about the risk of falling from height as a result of the Height Aware campaign.

Chart 7.1.1 Whether sought further information as a result of the campaign



Base: All employers post (288) All employers follow up (276) All workers post (327) All workers follow up (264) who recognise at least one element of the media campaign

There was no notable change over time in those seeking further information as a result of the campaign. However, employers were more likely to seek information than workers, with one in five employers who recognised an element of the campaign at the follow up stage seeking further information compared with one in ten workers. This may be because employers feel more duty bound to take action and follow up on campaigns that have an impact on their workforce. Overall, this represents 8% of all employers at the follow-up stage and 4% of all workers; while these are relatively small proportions this is not wholly a negative result, as the key aim of the media campaign was to increase awareness about falling from height rather than necessarily as a call to action.

While the number of respondents seeking information is not sufficient to evaluate this further in any detail, employers were using HSE information sources such as the main website, the

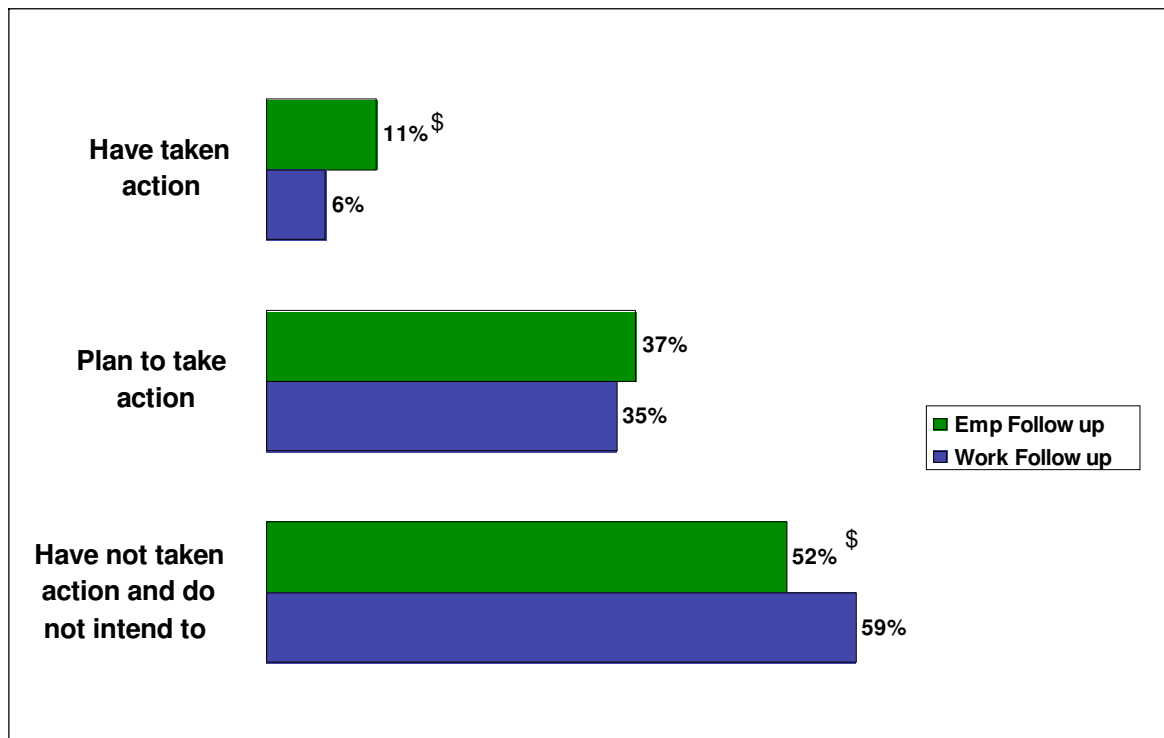
Fallington website and Infoline, and workers additionally sought further information from their employers. Interestingly, at the follow-up stage, reports of visits to the Fallington website increased, particularly among workers, and use of Infoline also increased among employers. Fewer workers sought information from their employers at the follow-up stage compared with post stage, and instead were more likely to seek information from the HSE websites.

7.2 TAKING ACTION AS A RESULT OF THE CAMPAIGN

This section presents the findings in relation to action taken and planned as a result of the campaign. Those respondents who recognised any element of the campaign were asked if they had taken action as a result. For those who had not seen any of the campaign material prior to the interview, the question was asked if they now planned to take action having seen and heard some of the adverts during the interview. These results have been combined into Chart 7.2.1 to show the level of action taken or planned among all respondents at the follow-up stage.

7.2.1 Whether taken action as a result of the campaign

Chart 7.2.1 Whether taken action



Base: All employers follow up (600) All workers follow up (600)

Of all respondents, only a few had already taken action by the follow up stage. As was seen for seeking further information, employers were slightly more likely to have taken action than workers but this was fairly low at one in ten employers (11%). More encouragingly, around a third said they planned to take action as a result of seeing the media campaign. However, half of employers (52%) and six in ten workers (59%) said they had not taken action and did not intend to do so. Possible reasons for this may be because they feel they are already doing enough, or, as mentioned in Section 7.1.1, the nature of the media campaign, which was intended to raise awareness of the risks of falling when working at height rather than to suggest any particular action.

Workers and employers who had previously seen the campaign material were more likely to say they had taken action than those who had not: 21% employers who had seen the campaign took action compared with 2% of those who had not, and 9% of workers who had seen the campaign had taken action compared with 3% of those who had not.

Among both employers and workers, there was no particular advert, either radio or press, which prompted more action than any other advert.

Similarly, employers who had seen or heard more than one advert (radio, press or website) were no more likely to take action than those who had seen or heard only one advert. However, among workers there was a significant difference in likelihood to take action by the number of media seen or heard: where 28% of workers who had seen or heard only one advert said they had taken action, this increases to 72% of those who had seen or heard more than one advert.

Workers in the target group were more likely to have taken action – 10% compared with 3% of those in the non-target group. Self-employed workers or contractors (14%) were also more likely to have taken action than employed workers (4%). Conversely, employed workers were more likely to be planning to take action (37%) compared with self-employed workers (24%), as were those who had not seen the campaign prior to the interview (43% recognisers compared with 29% who had not recognised any element of the campaign).

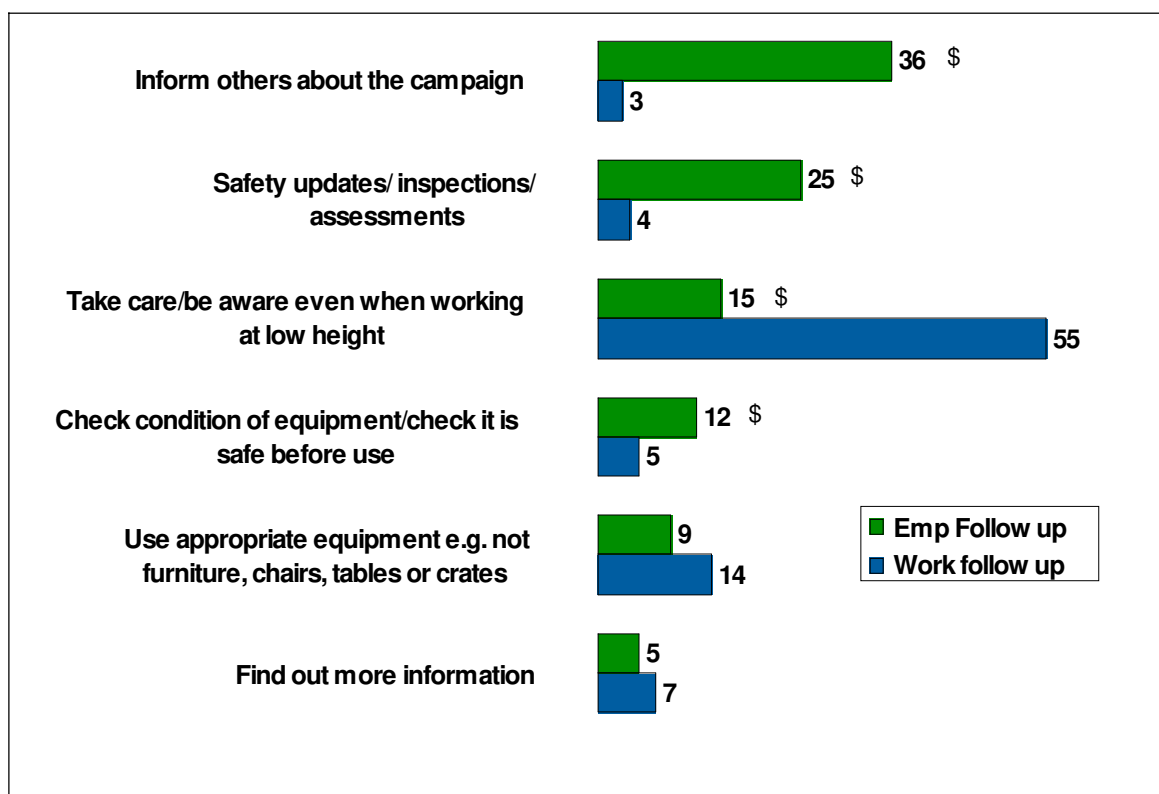
7.2.2 Actions taken as a result of the campaign

The campaign seemed to influence employers and workers in slightly different ways. Of those employers who took action, the most frequently mentioned actions taken at the follow up stage were pro-active in communicating the key messages: having safety updates, internal inspections and risk assessments within their work place, and informing others about the campaign for example through training, although this was not the creative remit of the media campaign. For workers the most common response was to take care even when working at low height, which fits much more closely with the campaign's aims. However, it must be noted that these responses are based on small numbers within the overall sample and so can only provide an indication of the types of action taken.

7.2.3 Actions plan to take as a result of the campaign

Any respondent who recognised any part of the campaign, either prior to or during the interview, were asked what actions they planned to take as a result of seeing/ hearing the campaign; these actions are shown in Chart 7.2.2.

Chart 7.2.2 Actions plan to take



Base: All employers follow up (258) All workers follow up (224) who plan to take action

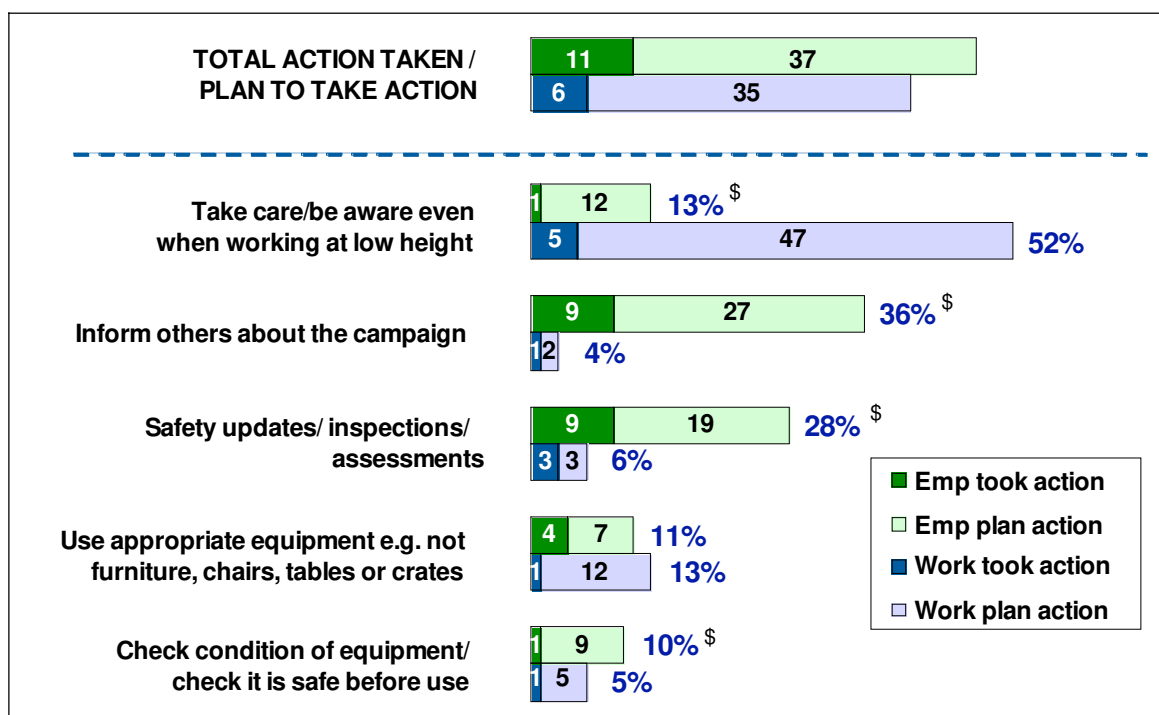
A similar pattern is shown to that seen for actions already taken, where employers and workers took slightly different messages from the campaign for planned action. Again, employers planned to inform others about the campaign and have safety updates and internal inspections, whereas by far the most frequently mentioned response for over half of workers at the follow up stage was to take care even when working at low height. Encouragingly, checking equipment before use and using appropriate equipment, both important messages from the ads, were included in the actions respondents planned to take.

7.2.4 Actions taken and actions plan to take as a result of the campaign combined

It is useful to evaluate the success of the media campaign in terms of all action, planned or taken, particularly given that the number of people who have taken action is too small to provide any robust or meaningful analysis. This section brings together all those who said they had taken action or were planning to take action as a result of the campaign, regardless of whether they had seen the campaign before or were seeing it for the first time during the interview.

Chart 7.2.3 shows the most frequently mentioned actions taken or planned to take as a result of the campaign. Although the number of people who have taken action is small (as mentioned above) the responses are shown as split bars for actions taken and actions planned, with the overall figure given at the end of each bar – this latter figure will provide more robust comparisons between employers and workers, and across the different actions mentioned.

Chart 7.2.3 Actions taken and plan to take



Base: All employers follow up (293) All workers follow up (295) who have taken action or plan to take action

Again, the most common response for workers was to take care even when working at low height, mentioned by half of those who had taken or were planning to take action (52%); very few workers mentioned more than one action taken/planned as a result of the campaign. For employers who have taken or planned to take action, their reaction again turns towards raising awareness among their workforce, with four in ten saying they have or will inform others about the campaign (37%) and three in ten carrying out safety checks in the workplace (28%); among those who mentioned more than one action taken/planned, this was the most common combination, even though this was not an aim of the media campaign.

Whilst the initial findings show that few respondents have already taken action, the overall picture demonstrates a promising start to the campaign – where those working at height are recognising the risks and taking precautions, and their employers are communicating the campaign message to their workforce.

8 QUALITATIVE PERSPECTIVE OF MEDIA CAMPAIGN

The paid publicity/media campaign was nationally organised and aimed at employers, clients and procurers of work, employees, the self-employed in the building and plant maintenance sector, the agricultural sector and those involved in workplace transport. This part of the campaign included national, regional and trade press advertising, publication of campaign led articles, radio advertising and online advertising (see Section 2 for a full description of the campaign).

This chapter initially explores respondents' awareness of the HSE 2006 Height Aware paid publicity/media campaign before considering their views about this aspect of the Height Aware programme¹¹. Suggestions for enhancing the media campaign are also outlined.

8.1 AWARENESS OF CAMPAIGN

From the perspective of the participants (SHAD attendees and employers) in the qualitative research there was limited awareness of the HSE 2006 Height Aware media campaign. However, given their job roles, stakeholders, SHAD presenters and HSE inspectors had higher levels of awareness of the campaign. It is interesting to note that awareness of the media campaign did not necessarily mean that respondents had seen or heard any of the campaign adverts or articles. By way of example there were SHAD attendees who, despite their attendance, were not aware that these were part of a wider programme which also involved a media campaign.

These findings are out of line with the quantitative survey results which showed total awareness of the media campaign at around four in ten workers and employers at its peak following the campaign. This difference may be explained by the fact that participants in the qualitative research suggested they tended not to be exposed to the media sources used in the campaign (i.e. commercial radio and 'red-top' newspapers) and as such had less recall of the media campaign material.

Where respondents were aware of the media campaign their awareness tended to have been as a result of seeing information on the HSE website, articles in health and safety bulletins, Height Aware campaign leaflets provided by HSE inspectors and articles in trade publications. Again, this was primarily because the participants in the qualitative research were in more managerial

¹¹ The views of SHAD attendees and employers are primarily reported in this chapter. A total of 48 SHAD attendees were interviewed. These interviewees were based in different industries. These included construction, manufacturing / engineering and real estate. They tended to be self-employed people who worked alone or with one or two colleagues; owners, Managing Directors or other senior representatives from local companies employing around 3-50 employees; and representatives from large regional scale and national scale companies, such as Health and Safety Managers that employed 50 employees or more.

30 employer respondents were also interviewed. These respondents also varied in terms of whether they had received an enforcement notice; size of company; whether they were based in construction, manufacturing / engineering and real estate or other industries; and whether they had experienced an HSE inspection in the past.

Further information about SHAD attendees and employer respondents can be found in Section 3.2.

jobs, rather than being the campaign's target audience. However, they had also heard radio adverts, seen national press adverts and seen posters in their workplace, although these were clearly secondary sources of information. Discussions with colleagues and those in their industries meant that some awareness of the campaign and its messages had occurred even where they had not seen the campaign in the media themselves.

"Somebody mentioned it either this week or last week that there are more accidents caused just falling a metre than falling off the top of a ladder."

(Employer, enforcement notice, micro business, construction - all kinds, Yorkshire).

Although respondents may have been aware of the campaign this did not necessarily mean that they were able to recall very much about the campaign's messages. Indeed, the campaign material that was available was not always recognised as being part of the Height Aware programme. Instead adverts were thought to be about health and safety in general, rather than relating to the specific issue of falls from height.

"I didn't appreciate first of all that it [campaign poster] was anything to do with this thing called a height awareness campaign. I just thought it was a general safety thing."

(Employer, enforcement notice, medium business, manufacturing, London and South East).

8.2 VIEWS OF PREVIOUS HSE MEDIA CAMPAIGNS

Although awareness of the HSE 2006 Height Aware paid publicity/media campaign was limited, respondents tended to suggest that media campaigns were still worthwhile. This was because the HSE was seen to produce high quality campaigns which featured accessible and informative literature from which the campaign messages filtered down. In this respect, the importance of informing people about new regulations and messages was stressed because respondents were keen to keep themselves, their employees and/or contractors safe and because they wanted to work in line with HSE regulations.

Overall, there was the feeling that media campaigns were able to increase awareness about health and safety issues. For example, respondents mentioned media campaigns such as 'Backs', 'Slips and Trips' and 'Fire Safety', all of which had prompted them to think about health and safety issues and how these applied to their business.

"I think it [media campaign] makes you aware ... when you get bombarded you tend to think, 'hang on a minute I should be doing something about this.'"

(Employer, enforcement notice, medium business, manufacturing, Midlands).

Inspectors were of the opinion that the value of media campaigns was their ability to reach a potentially very wide audience, raise health and safety awareness and start the process of drip-feeding information into the consciousness of employers and workers alike.

However, there were concerns raised by employers about the value of short-lived media campaigns, with the view that audiences do not pick up much information from momentary

media campaigns and that information was gained much more readily from colleagues, contractors and suppliers. Additionally, there was the view that the HSE had run too many campaigns in quick succession and that target audiences were being overloaded by simultaneous campaigns.

“The thing is that the amount of information that we are asked to look at in terms of advertising is just so much.”

(Employer, enforcement notice, micro business, other, Yorkshire).

8.3 VIEWS ABOUT THE HSE 2006 HEIGHT AWARE MEDIA CAMPAIGN

Views about the HSE 2006 Height Aware paid publicity/media campaign were diverse. From the positive perspective:

- The campaign was thought to be well delivered and through appropriate media. The campaign was as such regarded as effectively reaching out to a wide audience.

“I think they’re [HSE] going about it in the right way. They’re attacking the right media just to try and capture as many people as possible.”

(Stakeholder).

- The press adverts were described as colourful and well designed. The radio adverts were considered different, innovative and thought provoking. For example, it was highlighted that the radio adverts could lead employers to think about the lost revenue that falls from height cause each year.

“So you hear a lot of ads, again on the local radio ... and they are quite hard hitting ... they get the point across very well ... telling you, you know, if you fall off a stool, I think it’s what ... £60 million, lost in revenue from people being off work you know.”

(Employer, enforcement notice, large business, other, London and South East).

- That the campaign made use of the internet was praised as respondents felt this was an increasingly important way of reaching senior target audience members. Downloadable campaign information was particularly valued as this could be distributed in hardcopy, by email or displayed via company intranets.
- The information provided for this campaign, including the DVD were described as both useful and better than previous campaign material. This was because the materials were thought to offer much more detailed information about how to go about making changes to working practices.
- Although awareness of the media campaign amongst employers was limited, those that received information about the campaign directly from HSE valued this as it ensured that they were aware of the campaign and enabled them to distribute information amongst employees and/or contractors. For example, where employers had downloaded HSE 2006 Height Aware campaign posters from the HSE website they described how displaying them in common areas was an effective way of getting the messages of the campaign across to staff.

- Overall, there was a feeling that the HSE 2006 Height Aware paid publicity/ media campaign had been better organised than previous campaigns with advance information being provided that was both an improvement in terms of quality and more widely distributed.

However, views of the limitations of the campaign included:

- Concerns raised about the value of the media campaign, particularly because the visualisations in press adverts were not thought to be very realistic, not hard hitting enough and rather surreal.
- There was also some concern SHAD attendees and employers that the right audience was not being reached and that not enough of those regularly working at height had been reached by the media campaign. This view was based on the belief that national campaigns are hard for people to relate to, whereas a more local campaign would make it easier for audiences to identify with the messages being transmitted. In addition, respondents suggested that those who regularly work at height would be unlikely to access the internet frequently and would therefore be unlikely to come across campaign internet adverts.

However, the quantitative surveys suggest that those who work at height were more aware of the campaign than the qualitative respondents suggest (indeed, four in ten workers who worked at height recognised at least one element of the media campaign following its launch in May). The reason for this apparent difference may again be due to the fact that the survey was focussed on the target audience whereas the qualitative work was with more managerial personnel who may not be aware of the effect of the media campaign on their workers and staff.

- There was some perception from stakeholders¹² and inspectors, but not the SHAD attendees and employers, that the campaign gave confusing and contradictory messages about ladder use. This was because the campaign was thought to suggest that alternatives to ladders should be sought, but then also highlighted how to use ladders safely. This effectively confirmed that ladders could be retained. For these respondents there was a lack of clarity about what the key message from the campaign was regarding the use of ladders and their alternatives.

8.4 ENHANCING THE HSE 2006 HEIGHT AWARE MEDIA CAMPAIGN

As discussed in Section 8.2 the overall view of the media campaign was very positive. With this in mind, respondents went on to make a number of suggestions that would further enhance the value and impact of the Height Aware media campaign¹³.

- Keeping media campaigns local was seen as a much more effective way of reaching audiences than a national campaign. Respondents recommended utilising local

¹² Seven interviews were undertaken with stakeholders who were national representatives from trade bodies, associations and plant hire firms.

¹³ It should be noted that these suggestions were made by qualitative respondents and while some were aware of the SHAD or inspection elements of the overall campaign, some of the suggestions for enhancing the media campaign were made by those who possessed a low level of awareness of the media element prior to interview.

newspapers, not only for adverts, but also for small articles and editorials about working at height. It was thought people would pay more attention to a locally targeted campaign as they would be able to relate to it more readily, partly because they might recognise the individuals or businesses concerned. Indeed, inspectors mentioned that local editorials and articles on accidents had been shared and passed on by those working at height via word of mouth and thought that this could have a considerable impact on employer behaviour.

- Respondents recommended adopting the shock tactics of recent drink drive and stop smoking campaigns¹⁴. It was thought that hard hitting, real life stories about the consequences of falls from low height could make a significant impact on behaviour. In line with this, SHAD attendees described how the relating of real cases of injury and fatalities during the SHAD events had made working at height seem increasingly relevant to their businesses.
- Inspectors felt that highlighting prominent local prosecutions would serve to illustrate the consequences for businesses if working at height regulations were not adhered to and, furthermore, the considerable cost implications of a prosecution under the Health and Safety legislation.
- Reaching the target audience could be better achieved, it was thought, through the use of advertising in public houses. For example, printing campaign adverts and messages on beer mats was suggested as one way of doing this because respondents felt certain that those who work at height would regularly spend some time in public houses.
- As many of those working at height, particularly in the construction industry, are non-English speaking there was felt to be a need for campaign literature in other languages. Russian and Polish were seen as priority languages in this respect.
- The campaign was described as too momentary and as such easily forgotten. Extending the campaign so that the issue of working at height had more time to become firmly lodged in the minds of the audience was recommended.
- There was some concern that the image of health and safety issues was seen as unimportant and, as such, celebrity endorsement was suggested as a way of combating this by raising the profile of health and safety issues.

¹⁴ It is recognised that the use of 'shock tactic' advertising is not the HSE's current policy.

9 PROMOTIONAL/EDUCATIONAL EVENTS: SHADS

Twenty-eight Safety and Health Awareness Days (SHADs)¹⁵ were organised and run by HSE as part of the HSE 2006 Height Aware campaign.

SHAD events were aimed at building and plant maintenance contractors, and the events covered:

- The campaign messages.
- Principles of the Work at Height Regulations.
- Practical alternatives to ladders.
- Ladder and stepladder safety and other relevant issues, for example the management of asbestos, manual handling and slips and trips.

They consisted of an introductory talk, a talk about working at height and four demonstrations/talks by national equipment manufacturers and hire and supply companies.

Thirty-eight smaller Breakfast events¹⁶ aimed at clients and facilities managers were also run. These Breakfast events covered:

- Campaign messages.
- Case studies.
- Management of asbestos in buildings.

This chapter explores the views of attendees at the SHAD events and considers the types of people who attended SHADs, the key messages they took from these events and the ways attendees suggested SHADs could be enhanced. Contextual information is provided by data collected from HSE designed and administered SHAD feedback forms.

While the material for this chapter is drawn primarily from SHAD attendees at the Walsall, Manchester and Taunton SHADs, the views of SHAD presenters, inspectors and stakeholders are also considered where they had attended these SHADs.

¹⁵ There were also a further seven Construction Working Well SHADs.

¹⁶ This research did not involve attendance by the research team at Breakfast events.

9.1 SHAD EVENT ATTENDEES

There were a range of attendees at SHAD events, who were involved in industries such as construction, manufacturing and plant hire. The attendees can be considered in terms of three broad types:

- Self-employed people who worked alone or with one or two colleagues;
- Owners, Managing Directors or other senior representatives from local companies employing around 3-50 employees; and
- Representatives such as Health and Safety Managers from large local, or national, companies that employed 50 employees or more.

Typically, SHAD attendees did not work at height regularly. However, they did tend to be responsible for employees and/or contractors who worked at height on a regular basis. For example, a respondent at the Manchester SHAD was responsible for employees who worked at high heights and low heights on a daily basis fitting sprinkler systems.

Attendees used a range of equipment when working at height including ladders, step ladders, cherry pickers, minute boards, scaffolding and trestles.

9.1.1 Reasons for attending SHAD events

Respondents came along to SHAD events for a variety of reasons. Primarily they came to make certain that they, their employees and/or their contractors were working at height in accordance with HSE regulations. There were those that were concerned to ensure that they were fully conversant with their responsibilities under new laws and regulations regarding working at height, with attendees hoping that the HSE-run SHADs would provide definitive information on these. Some had attended in order to gain clarification on whether the HSE was going to continue to allow the use of ladders. This was particularly the case where people had received conflicting information on this matter. Others simply wanted to top up their knowledge and investigate new equipment.

SHADs were also seen as a useful opportunity to network with HSE representatives and fellow attendees from other local businesses and organisations.

Respondents had usually attended the SHADs because they had been asked to attend by their managers, particularly where businesses or organisations were running an initiative to work safely at height. Attendance was also prompted by invitations from HSE inspectors, health and safety advisors and from contractors. HSE weekly email bulletins, flyers and radio adverts had also made attendees aware that an event was taking place in their area. Data from the SHAD feedback forms¹⁷ indicates that while 71% of those replying were aware of advertising about the dangers of working at height, only 33% felt that this influenced their reason for attending the SHAD event, suggesting that directives from managers were more likely to be the reason for attending. The fact that the SHADs were local, easy to reach and free had also encouraged respondents to attend.

¹⁷ HSE circulated a feedback form at each of the SHAD events. A total of 2,166 forms were returned. The tables may be found in Appendix 5, with the data quoted throughout this section.

9.2 VIEWS OF SHAD EVENTS

The SHAD events were generally very well received. Organisationally, they were thought to be very good indeed with 88% rating them as ‘Good’ or ‘Very Good’ on the SHAD feedback forms and only 1% rating them as poor. Eighty-seven per cent found the SHAD events to be helpful. Despite being positively received they also had comments about how the events could be enhanced. In the following sections, both the positive and negative aspects are discussed.

9.2.1 Positive views of SHAD events

There were six broad reasons why the SHADs were well received:

- **Credibility.** The events were backed and organised by HSE which gave the events a sense of importance, credibility and official status. This was seen as very important given that some of the attendees were keen to gain official answers to questions they had about the working at height legislation and regulations.

“I think the HSE’s [events] are the best to come to because ... [they are the] people that are directly responsible for you answering to them ... you get it [information] straight from the horse’s mouth.”

(SHAD attendee, Manchester).

- **Quality presentations.** The presentations were described as professional, well executed and informative. They were given by enthusiastic presenters who provided information about changes to the law and clarified HSE regulations about working at height. The presentations were also accessible and interesting and relevant to the audiences. Data from the SHAD feedback forms indicates that 82% considered the quality of the presentations to be ‘Good’ or ‘Very good’, with 81% considering the topics covered to be relevant to their business.

“I think it was all good actually, I came for work at height and I also came for asbestos and I’ve taken away from it what I wanted ... it’s been a very productive morning.”

(SHAD attendee, Taunton).

Attendees also valued being directed to sources of information, such as the HSE website, which could offer further information.

- **SHAD format – access to equipment.** The format of the SHADs allowed audiences to gain information from the presentations and supplement this by watching demonstrations of equipment that could be used when working at height. The demonstrations allowed attendees to examine equipment close up, see how it operated and consider the merits of the equipment on show, briefly talk to providers about the equipment, and find out about new equipment.

“The hands on bit where you can actually see the kit is good ... if you can see it you know it works.”

(SHAD attendee, Walsall).

“Looking in a book you might think ‘well, only this [equipment] will suit us’, but going to something like that [SHAD] it lets you realise there’s a lot more options than just the few options you think about.”

(SHAD attendee, Manchester).

- **Addressed ladder use issue.** One of the issues that arose in this campaign was the perception that the HSE was going to abolish the use of ladders. While alternatives to ladders were encouraged and demonstrated by the SHAD presenters, those attendees that felt that alternatives to ladders might be too expensive or time consuming to use were pleased to see from the SHADs that the HSE was not in fact intending to abolish the use of ladders, but rather to encourage workers to consider the most appropriate equipment for the job.

“There’s been lots of rumours that they [HSE] are wanting to abolish working on ladders ... obviously that’s not the case so that was worthwhile ... because I think we as a company were probably going to look down the path of going away from ladders.”

(SHAD attendee, Manchester).

- **Opportunity to build relationships.** A number of the attendees were keen to establish links with the HSE and found that the SHADs were a useful means of forging relationships with local HSE employees. Some saw the SHADs as a very effective way of deconstructing negative images that may have built up about the HSE.

“I think people now realise that they can go to the HSE for advice ... it doesn’t always have to be a negative thing.”

(Stakeholder).

SHAD events were also a chance to meet with other local players working in similar industries.

- **Accessibility.** Attendees emphasised the importance of, and complimented the organisers on, the SHADs being well organised, free, local and therefore easy and convenient to attend.

9.2.2 Concerns about SHAD events

Although the SHADs were viewed very positively, there were aspects of these events that caused concern amongst some of the attendees. Where this was the case, it was due to one (or more) of five issues:

- **Poorly executed demonstrations.** While demonstrations were valued, it was important that these were consistently carried out in a professional manner. Where equipment was set up incorrectly or used unsafely by those demonstrating it, this had the effect of reflecting poorly on the SHAD event as a whole and made attendees suspicious of the value of the equipment on show. Where this occurred it tended to be because a sales representative or inexperienced “office guy” had been sent to the SHAD to demonstrate rather than someone who was experienced in working at height.

“Yes I think the [name of equipment provider], I wasn't over impressed by the guys who actually gave that presentation. In fact at one stage I thought they were insulting our intelligence ... if I remember the comments, he said that ‘you have to be competent to use this, do you know what competent means?’”

(SHAD attendee, Manchester).

Concerns about demonstrations were exacerbated where they appeared unrehearsed or the demonstrator arrived late.

In addition, demonstrators were sometimes perceived to have provided information about equipment specifically, or working at height more generally, that conflicted with the information given during main SHAD presentation. This was confusing, raised questions about the messages being transmitted by the SHADs and undermined the overall quality of these events. By way of example, attendees mentioned instances where demonstrators suggested that ladders should no longer be used when working at height whereas information provided earlier during SHAD presentation had suggested that ladders could still be used.

“So it's like, ‘well, hang on a minute’, one's telling you one thing and someone else is saying, ‘no, you can't get away with it’.”

(SHAD attendee, Taunton).

- **Lack of time to ask questions.** Attendees valued spending time with demonstrators so they could ask questions about the equipment on show. However, this was not always a possibility as event schedules were very tight. Indeed, the four demonstrations per SHAD were thought to be too much, with attendees recommending that three demonstrations per SHAD would have allowed them more time to investigate equipment and ask questions.

“I found that they [HSE] split [attendees] up into groups to try and cover all the topics. So it might have benefited from a more leisurely system. Because they had four groups, they had to cover everything ... it was done quite well, but I thought some of these people who were demonstrating, they had to rush through it in the end ... it was limited.”

(Employer, no enforcement notice, small business, real estate, Midlands).

Similarly, a lack of time to discuss issues and seek clarification with presenters and other attendees was also lamented, as it meant that some attendees saw the SHADs as not delving into issues in sufficient depth. This was a particular concern for those who saw SHADs as the key to cultivating safe practices when working at height.

“It was just an overview and it scratched the surface of what is and isn't correct.”

(SHAD attendee, Taunton).

“At the end of the day, you're talking about safeguarding peoples' lives, so to start saying ‘well, I haven't got time, we have to skip through this ... a

couple of hours longer and then this guy [demonstrator] would have been able to give us a lot more information”.

(SHAD attendee, Manchester).

- **Uninspiring SHAD content.** There were those that attended SHADs who had considerable experience of working at height and felt their working practices were at the appropriate standard. As a consequence, these attendees found the information presented at SHADs to be basic and “old news”. These attendees particularly highlighted images of bad practice used during presentations which were seen as having been used many times before (for example, a picture of a man propping his ladders on the roof of his van in order to reach a greater height). As such there was a suggestion that the SHADs specifically, and the campaign more widely, lacked relevance for them and their businesses as it was telling them nothing new.

Moreover, there was some perception that the demonstrations provided at SHADs were simply an attempt to sell equipment rather than to inform people about alternative types of equipment and the best practices for working at height. This was particularly the case where demonstrations focussed less on the safety aspects of the equipment and came over more as marketing pitches.

- **Not reaching the target audience.** In considering the SHAD audience, there was some concern amongst the attendees that the events were simply “*preaching to the converted*” because the people they had talked with during the day already seemed to be very aware of the issues of working at height. These respondents felt that the SHADs needed to reach out to those businesses that may not work at height safely or adhere to legislation and regulations.

“The message is not getting across to the people who are actually either on site or doing the work [at height].”

(SHAD attendee, Taunton).

“You get the reputable businesses who are good anyway ... and it’s the ones who’re out of reach that really need to come along, but can’t be bothered.”

(Stakeholder).

- **SHADs aimed at large businesses.** Managers and employees of small businesses felt that the SHAD demonstrations were aimed at those that needed, and could afford, large and expensive alternatives to ladders. For small businesses, the equipment on show could be seen as too big, inappropriate and too expensive to use if they were to continue to offer competitive quotes to customers.

9.3 KEY MESSAGES TAKEN FROM THE SHAD EVENTS

There were three key messages that attendees took away with them from the SHAD events. These are outlined below.

The primary key message that attendees took away from the SHAD events was the importance of working safely when working at height. Attendees also highlighted the “*less obvious*” risk of falls from low heights as being as important as the risks associated with falls from high heights,

and now recognised that fatalities and serious injury could just as easily occur when falling from low heights as when falling from high heights.

“You don’t realise it when you’re working a metre up; you think the worst you can do is sprain a wrist and maybe break a bone, you don’t realise when you’re working on concrete a metre up then you can still do a lot of damage.”

(SHAD attendee, Manchester).

The second of the key messages concerned employers taking responsibility for making certain when they or their employees and/or contractors are working at height. Furthermore, that employers must take responsibility for this being done safely and in accordance with legislation and regulations was also mentioned. The SHAD presentations emphasised that an important part of this responsibility was to plan working at height, carry out risk assessments for each job, check that employees and/or contractors are correctly working at height and to provide necessary training.

Finally, the need to utilise the appropriate equipment for each task involving working at height was a key message delivered by SHADs. That the use of ladders had not been abolished, but that the appropriate equipment for a task might not be ladders was also part of this message.

9.4 SUGGESTIONS FOR ENHANCING SHADS

Although the SHADs were viewed very positively, attendees and presenters made a number of suggestions for enhancing future SHAD events.

- A key suggestion was to reach out to smaller firms and to target those who work at height on a day to day basis.
- Where SHADs were affected by unprofessional demonstrations, attendees emphasised the need for consistently competent demonstrators.
- Where the aims of the campaign were not clear or messages about ladders were inconsistent, respondents felt that this should be corrected.

“[...] more clarity in exactly what they are going to do. Ban the ladder or don’t ban the ladder.”

(SHAD attendee, Taunton).

- Attendees were keen to have more opportunity to ask questions about equipment and regulations. Presenters also emphasised that taking more questions from the floor and having attendees discuss and challenge ideas would add value to the SHADs.
- In cases where attendees felt that the SHADs were not particularly relevant to them, there was the suggestion of having more trade-specific SHADs that could target particular industrial groups more effectively than the general events.

10 HEIGHT AWARE CAMPAIGN INSPECTIONS

Inspections of employers were carried out as part of the HSE 2006 Height Aware campaign across Great Britain. The inspections targeted clients, facilities managers, commercial landlords, estates management companies and building and plant maintenance contractors. The latter included electrical fitters, painters and ventilation engineers. The inspections were head office visits which are designed to cover work at height issues for employers' staff and their management of contractors, where appropriate. Follow up visits by inspectors to inspect examples of work in practice were arranged where standards of health and safety management had raised concerns.

These targeted Height Aware inspections were an important aspect of the campaign. This chapter provides a brief description of the employers taking part in this aspect of the research. The chapter then considers employers' experiences of past inspections, views about the inspections that were conducted as part of the HSE 2006 Height Aware campaign and ways in which the inspections process could be enhanced.

This chapter draws on material primarily gathered from the employers, but also that gained from the discussions with the HSE inspectors.

10.1 EMPLOYER SAMPLE

Thirty interviews were conducted during October 2006 with employers in London/ South East, the Midlands and Yorkshire. These respondents were involved in various types of industries such as manufacturing, construction and real estate. Their job roles varied and included directors of companies, site managers and health and safety officers. Not all of those interviewed considered that they or their employees, colleagues and/or contractors worked at height on a regular basis. As employers, they had all experienced a recent HSE targeted Height Aware inspection. Fourteen of these employers had received an enforcement notice as a result of these inspections. Interviews were only conducted once the enforcement notice had been completed.

10.2 FAMILIARITY WITH, AND VIEWS ABOUT, HSE INSPECTIONS PRIOR TO HEIGHT AWARE CAMPAIGN INSPECTIONS

Interviewees were mixed in their experience of prior HSE inspections. Some had experienced one or more HSE inspections in the past, others had no experience. This was because they were either new to their role, they had not been on site when previous HSE inspections had been carried out, or their companies had very recently been established and had not yet had the chance to be inspected.

Respondents had mixed experiences of past inspection pre-warnings. Inspectors had either telephoned ahead and made definite appointments to visit or had telephoned to say they were targeting the employees in the local area and would come for an inspection in the next few days. Employers also knew that where an enforcement notice had been made, a follow up check would occur within a few days after the initial inspection. In some cases inspectors had arrived to conduct the follow-up checks on premises unannounced.

“When they visit they [HSE inspectors] don’t ring you up, so they come by any hours they want so when they come in they have a chat ... they like to catch you off guard ... we accept that’s how they do things.”

(Employer, no enforcement notice, small business, manufacturing, London and South East).

The absence of a pre-warning about an inspection visit did not concern employers. Indeed, employers, including those who had received enforcement notices were keen to stress that those with *“nothing to hide”* need not fear unexpected inspections. Pre-warning was seen to devalue the inspection process as it would give employers time to *“paper over cracks”* around health and safety issues before an inspection occurred.

“There’s no point her announcing [inspection date] because otherwise you’ll prepare everything and make it look all wonderful when in reality it’s not.”

(Employer, enforcement notice, micro business, construction – all kinds, London and South East).

On the other hand, it was also thought that pre-warnings could be useful as it allowed employers to make sure that the appropriate staff members were available when the inspector visited.

The reasons why past inspections had occurred were not always clear to employers. Employers assumed they had been picked at random, or that checks were routinely carried out at their premises annually. However, there were also those that had been selected for inspection because of employee complaints about health and safety.

The focus of past HSE inspections was either on a specific issue or more generally looking at overall health and safety practices and systems.

10.2.1 Views about past HSE inspections

HSE inspections were generally regarded positively, although there were some exceptions. This was true across industries and amongst businesses of differing size. This was because employers enjoyed good relationships with HSE inspectors, who they described as approachable, amicable, open, easy to communicate with and understanding of employers’ situations.

In addition, employers were appreciative of the valuable information and recommendations inspectors had to offer, which would allow them to adhere to regulations and ensure safe working practices.

“She [HSE inspector] pointed us to where we might find information. She was particularly helpful I felt. She understood ... she listened to what we said; she was kind of understanding where we are.”

(Employer, enforcement notice, medium business, manufacturing, London and South East).

Inspectors were seen not simply to ask for changes, but to also help employers understand how to go about making the necessary changes. The value in the advice given was also recognised, serving to improve working practices and reducing the number of accidents occurring.

However, not all past inspections were seen in a positive light, mainly because of the time and costs required to make changes, and particularly where employers were in the difficult process of setting up a business. In addition, employers also found it difficult to accommodate inspectors and organise the workforce on the day of an HSE inspection, a situation that could result in relations between inspectors and respondents becoming strained as a consequence. As an example:

“He [inspector] got a bit annoyed and he marched up and said, ‘I’m Her Majesty’s Inspector and I demand to be seen to’. And I said, ‘I’m sorry, but I’m the manager of this place and my priority is to get these men back to work.’”

(Employer, no enforcement notice, micro business, construction - all kinds, Yorkshire).

Where inspectors had made comments about health and safety issues, but had not imposed an enforcement notice nor undertaken a follow-up check on these recommendations, employers felt that the inspection process was insufficiently robust. Employers would have appreciated some form of check as this would have emphasised the importance of health and safety and the inspections themselves.

“They [HSE inspectors] are in the business of protecting people and I probably would have thought that if he [HSE inspector] was serious he would have followed it [inspection] up. There was no follow up as I can remember.”

(Employer, no enforcement notice, micro business, manufacturing, Yorkshire).

10.3 EMPLOYER EXPERIENCES OF HEIGHT AWARE CAMPAIGN INSPECTIONS

Experiences of the HSE 2006 Height Aware campaign inspections were not uniform across the sample of employers, although there was a general tendency to describe their recent Height Aware inspections in positive terms.

As was the case with previous HSE inspections (discussed in Section 10.2), employers varied as to whether they had been pre-warned about their HSE 2006 Height Aware campaign inspection.

While there were instances where inspectors had mentioned the Height Aware campaign prior to the inspection, overall, it was not always apparent to employers that the inspection was targeted and part of the HSE 2006 Height Aware campaign. In these cases employers generally saw the inspections as general health and safety checks or having been prompted by an employee complaint.

10.3.1 Height Aware campaign inspection process and employees views

Inspectors checked buildings, work areas, reviewed paperwork and interviewed staff. While working at height was a feature of inspections, this was considered along with a range of other health and safety issues, including fire safety and the handling and storage of hazardous chemicals. In relation to both working at height and other health and safety issues, inspectors discussed companies’ procedures and policies and observed working practices.

Inspectors referred back to recommendations that had been made during previous inspections whilst also making new recommendations and giving advice about regulations about working at height, such as the use of ladders and other health and safety issues. These recommendations were sometimes enforced, with the enforcement notice being issued verbally and followed up with a letter, or simply discussed verbally¹⁸.

Views about the Height Aware campaign inspections mirrored those of previous HSE inspections (see section 10.2.1). On the whole the inspections were seen as positive and conducted in an amicable and professional manner, although often looking more widely at working practices, than simply at working at height issues. Where inspections were not viewed as positively as those in the past, this tended to be because of the perceived unfriendly approach of the inspector who conducted the Height Aware campaign inspection. For example, one employer described the inspector who conducted the Height Aware checks at his premise as “cryptic” in her questions in order to “catch him out”. He suggested that she “saw herself as more like a policeman [than an inspector]”, whereas previous HSE inspectors were perceived to be less authoritarian in their approach.

10.4 ENHANCING HSE INSPECTIONS

Although HSE inspections in general and those relating to the Height Aware campaign specifically were generally described in favourable terms, employers made some suggestions for enhancing these visits.

- **Increased contact with HSE.** Where employers were particularly keen to forge relationships with HSE inspectors and ensure they were complying with HSE regulations, they suggested that more opportunities to meet with HSE inspectors face to face would be useful. This would serve to “humanise” the HSE and allow employers to better get to grips with the intricacies of health and safety issues.
- **Telephone contact.** Employers who had called HSE in the past about inspections and current campaigns, and had been redirected to leaflets or the HSE website, wanted to be able to get more information and advice about health and safety issues and inspections via the telephone.
- **Reminders about the need to make changes.** Employers who had neglected to implement changes wanted reminders either by letter or by telephone reminding them about the deadlines for acting on inspector comments or enforcement notices.

¹⁸ Those who had been recorded by HSE as having received an enforcement notice following an HSE 2006 Height Aware campaign inspection were not always aware that an enforcement notice had been issued.

11 RAISING AWARENESS AND CHANGING BEHAVIOUR

The HSE 2006 Height Aware campaign aimed to increase awareness of the risks associated with working at height and the actions that can be taken to reduce these risks amongst targeted employers and workers. It also sought to encourage targeted workers and employers to adopt safer working practices when working at height.

This chapter therefore explores the impact the campaign had overall on awareness of the risks involved when working at height and the behaviour of the campaign's audiences. It considers each of the components of the campaign and the impact on awareness and working practices. Changes to working practices that had happened or were planned as a result of the campaign are described along with respondents' reasons for not making changes to the way they or their employees and/or contractors worked at height. Finally, the relationships between the campaign's components and changes in behaviour are explored.

It is important to note that the discussion that follows about the relative impact of the various campaign elements on behaviour is qualitative in nature and based on the perceptions of the SHAD attendees, employers and HSE inspectors, rather than any statistically significant quantitative results.

11.1 HEIGHT AWARE CAMPAIGN: IMPACT ON RESPONDENT AWARENESS AND BEHAVIOUR

Respondents suggested that the HSE 2006 Height Aware campaign had:

- Raised awareness about the risks associated with working at height, and in particular those associated with working at low height. While the dangers relating to working at high height were generally "*obvious*" to respondents there was some surprise expressed that falls from low heights could be so dangerous.
- Raised awareness about new equipment that could be used when working at height.
- Increased understanding about the HSE's position regarding working at height.

"It's [SHAD] brought the awareness back home, you know, it's made me a lot more aware of the dangers of working at height."

(SHAD attendee, Manchester).

11.1.1 Changes in working behaviour

As a consequence of the Height Aware campaign, employers and SHAD attendees indicated that they wanted to make certain that they and their employees and/or contractors were not in danger when working at height. In this respect they were anticipating making changes to working at height practices.

"If you've got people either working at height or just generally working in the factory, you have to do something to protect them ... you've got a lot of blokes out there and ... you do what you can to keep them safe. They're

somebody's brother or husband or father and I don't want any accidents out there."

(Employer, enforcement notice, medium business, manufacturing, Midlands).

In addition to staff/contractor safety, avoiding costly and reputation-damaging prosecution by HSE as a result of failing to adhere to working at height regulations was also paramount for SHAD attendee and employer respondents.

There were four broad changes in working at height behaviour that the study respondents attributed to the Height Aware campaign:

- **Risk assessments.** These were not always routinely being carried out before tasks involving working at height were started, particularly where this work was at low height. There were those that intended to conduct risk assessments for every task involving working at height. Risk assessments were seen to be necessary in order to comply with HSE regulations and to make staff aware of the risks that need consideration before embarking on any work at height.
- **Provision of training for those working at height.** A key impact of the campaign was said to be the identification of the need to train and educate staff in how to work at height safely and to do so in line with current HSE regulations. Respondents mentioned plans to revise or produce handbooks to ensure all staff would be aware of their health and safety responsibilities when working at height.

Training sessions focusing on working safely when using ladders and explanations of HSE regulations had already occurred, or were being planned. Respondents wanted to make working at height safely a priority in their businesses and felt that raising the issue of working at height on a regular basis as key to achieving this. SHAD attendees were particularly keen to disseminate information gained from the SHAD events through meetings with senior staff and 'toolbox talks' with those working regularly at height.

"My job is to make sure that what they're thinking is the right way of thinking and they're thinking about everything."

(SHAD attendee, Manchester).

- **Reconsidering the use of ladders and other equipment.** The campaign encouraged respondents to purchase new ladders, particularly where wooden ladders were still in use, replace steps that HSE no longer endorsed and swap gantry chains for solid piping. The implementation of new ladder checking systems or the revision of systems currently in use had also occurred in some businesses.

In addition, there were respondents that had decided to phase out ladders and instead use safer equipment such as cherry pickers to access low and high heights.

- **Instigating staff checks.** Observing staff and/or contractors when working at height and ensuring their compliance with regulations was a change that some employers were implementing. For example, an employer had begun conducting spot checks to make certain his staff wore harnesses when operating cherry pickers.

“I will keep an eye open when I go round the sites ... and see if anybody is doing anything risky at low height.”

(SHAD attendee, Taunton).

Furthermore, some of the employers in the study were considering contracting with an external health and safety adviser or employing a new member of staff to oversee health and safety issues, including working at height.

Where relevant to the business, there were also employers that intended to make certain that their contractors possessed the relevant certificates/ permits for working at height safely before allowing them to start work.

11.1.2 Barriers to changing working practices

There was some feeling that the HSE 2006 Height Aware campaign would not always result in changes to working practice. This was for three reasons:

- There could be a reluctance to make changes to working practices because of either the significant costs that would be incurred by replacing equipment and providing training, or because of the additional time that would be required when using equipment such as towers. Indeed, there were respondents who thought that their clients would expect them to conduct work at height in a particular way and that the new practices that took more time and cost more money might mean the loss of contracts to those who would offer cheaper quotes by virtue of not complying with working at height regulations.

“By the time you buy these portable steps ... the cowboy has gone in and done the job for a lot less.”

(SHAD attendee, Taunton).

“Health and safety is king, but profit is God.”

(Inspector, Walsall).

Fears about the costs of complying with HSE regulations were perceived to be particularly salient for smaller companies as they were thought likely to experience difficulties in absorbing these costs.

- There was also thought to be a deeply entrenched culture of working at height which was somewhat opposed to the messages of the HSE 2006 Height Aware campaign. Machismo amongst those who regularly worked at height was thought to prevent many from adopting safety-conscious and time-consuming practices. As an example, a stakeholder likened the resistance to change when working at height to the years of resistance experienced when HSE instigated the compulsory wearing of hard hats. Respondents felt that unless the culture of working at height was altered and geared more toward safety they could not ensure that staff and/or contractors would work safely at height.

“There is always going to be a risk ... if a colleague gets on top of a table, stands up there and then falls off, we couldn’t police something like that.”

(Employer, no enforcement notice, small business, other, Midlands).

- Finally, there were those employers who thought that the campaign had served to reinforce the importance of working safely at height, but that good practice and the right attitude already existed in their businesses.

11.2 EFFECTIVENESS OF HEIGHT AWARE CAMPAIGN ELEMENTS IN RAISING AWARENESS AND CHANGING BEHAVIOUR

Although it is not possible to definitively say how effective the different elements of the campaign components were in raising awareness and changing the work at height culture, it is possible to reflect on the perceived effectiveness of the various campaign components.

Taking the qualitative and quantitative findings together, it is clear that the success of the HSE 2006 Height Aware campaign in raising awareness about the risks of working at height and encouraging the adoption of safer working practices was related to the combination of the paid publicity, media campaign, promotional/ educational events and targeted HSE inspections.

The different components overlap and complement each other, serving not only to arouse initial interest in the campaign, but to reinforce the messages about working at height being conveyed. Although none of the respondents in this qualitative study had experienced all three components of the campaign, there were those that felt that experiencing a SHAD event, receiving a targeted an inspection and seeing campaign adverts would inevitably engage the target audience.

“They [campaign elements] gel together ... it makes sense.”

(SHAD attendee, Manchester).

11.2.1 Effectiveness of the media campaign in raising awareness and changing behaviour

Although there was a reasonable level of awareness of the media campaign shown from the quantitative results, the impact of the media campaign was less certain. From the point of view of the respondents in the qualitative study, the media campaign was considered to be effective in raising awareness about the risks associated with working at height. In this sense it was regarded as contributing to changes in working practices related to working at height.

“It [media campaign] helps the drip of water on stone to slowly erode resistance to change.”

(SHAD attendee, Walsall).

Indeed, the HSE website was considered to be useful for providing both up-to-date and accurate information relating to work at height. In addition, provided press and radio adverts for the campaign were engaged with often and were perceived to be hard-hitting, they served to remind respondents about the messages of the campaign. However, where the radio and press adverts were described as humorous this was thought to dull the impact of the campaign’s messages.

While it was considered that awareness of the campaign was raised by the media campaign, qualitative respondents had doubts that the media element of the campaign could make significant changes to behaviour in isolation. Indeed, where respondents felt that the campaign had been successful in changing behaviour they tended to consider that this success was due to a combination of the media campaign with SHAD events and targeted inspections.

11.2.2 Effectiveness of SHAD events in raising awareness and changing behaviour

Respondents described the SHADs in particular as a positive step in making changes to behaviour when working at height. Indeed, 80% of SHAD attendees thought that they were 'Quite' or 'Very' likely to make changes to their workplace following their attendance at a SHAD, with 71% considering it 'Quite' or 'Very' likely they will make changes to their job (refer to Appendix 5 for full details of SHAD feedback). Although SHADs were aimed at employers rather than their employees, attendees hoped the SHADs would result in a "cascade effect" with good practice filtering down through the industry from manager to worker:

"[...] educate the managers and the managers educate the rest really."

(SHAD attendee, Taunton).

11.2.3 Effectiveness of targeted inspections in raising awareness and changing behaviour

Targeted Height Aware inspections were regarded as a very important aspect of the HSE 2006 Height Aware campaign by employers and inspectors alike. Inspections brought the campaign into the workplace and afforded employers one-to-one interaction with HSE inspectors. Where employers had not been made aware of the campaign by either the media campaign or SHADs, inspections had this role.

"They [HSE inspectors] can impress on the people that I'm talking to how important these things are much better than I can. I find them to be a great ally."

(SHAD attendee, Manchester).

Indeed, there were employers – both those with enforcements and without – from businesses of all sizes that felt that HSE inspections were the most effective way of helping them to identify risks, consider the various options available and generally keep up-to-date with HSE regulations.

11.2.4 Effectiveness of using information materials merchandise as part of a campaign

As part of the campaign, a professionally designed information booklet, information DVD, HSE tea bags and a campaign pen were given to the SHAD attendees, with the information booklet also being sent to targeted employers.

Views about the information booklet and information DVD were mixed. On the one hand they were seen as very professional in design, very informative and ideal for people working in

managerial positions. On the other hand they were seen as being too technical, insufficiently practical and the wrong size¹⁹ to be used by workers who might be working at height.

The HSE tea bags and pens, each printed with the campaign messages were seen as “*nice to have*” but essentially unnecessary, disposable and unlikely to help maintain the key messages in workers minds.

¹⁹ *The information booklet was A4 sized. This was considered to be much too large to be used by workers. A booklet that was A5 in size, ring bound and of a more practical nature was thought to be much more useful for people working at height.*

12 QUALITATIVE SUMMARY AND CONCLUSIONS

This chapter provides a brief overview of the key issues emanating from the qualitative research and discusses the HSE 2006 Height Aware campaign's success in meeting its objectives.

12.1 PAID PUBLICITY/MEDIA CAMPAIGN

Amongst qualitative employer and SHAD attendee respondents there was limited awareness of the HSE 2006 Height Aware media campaign. However, stakeholders, SHAD presenters and HSE inspectors had higher levels of awareness of the campaign. These findings are out of line with the quantitative survey results which four in ten employers and workers (at the post stage of research) were aware of at least one element of the media campaign. This difference may be explained the fact that SHAD attendees were not necessarily the media campaign's primary target audience.

Where respondents were aware of the media campaign their awareness tended to have been as a result of seeing information on the HSE website, articles in health and safety bulletins, Height Aware campaign leaflets provided by HSE inspectors and articles in trade publications. However, they had also heard radio adverts, seen national press adverts and seen posters in their workplace, although these were clearly secondary sources of information. Interestingly, discussions with colleagues and those in their industries meant that some awareness of the campaign and its messages had occurred even where some respondents had not seen the campaign in the media themselves. Although respondents may have been aware of the campaign this did not necessarily mean that they were able to recall very much about the campaign's messages.

Views about the HSE 2006 Height Aware paid publicity/media campaign were diverse. The campaign was thought to be well delivered and done so through appropriate media. The campaign was consequently regarded as effectively reaching out to a wide audience. Furthermore, there was a feeling that the 2006 campaign had been better organised than previous campaigns with advance information being provided that was both an improvement in terms of quality and more widely distributed.

However, there were concerns raised about the value of the media campaign. In particular the press adverts were not thought to be very realistic and not hard hitting enough. There was also some concern that not enough of those regularly working at height had been reached by the media campaign. However, the quantitative survey suggests that those who work at height were more aware of the campaign than the qualitative respondents suggest.

12.2 SHAD EVENTS

The SHAD events were generally very well received. This was because they were regarded as credible, consisting of quality presentations and enhanced by useful practical demonstrations of equipment. They also addressed rumours that the HSE was intending to abolish the use of ladders and provided the opportunity to build relationships with HSE staff and other attendees. Furthermore, the SHADs were well organised, free, local and therefore easy and convenient to attend.

Although the SHADs were viewed very positively, there were aspects of these events that caused concern amongst some of the attendees. Concerns were based on poorly executed demonstrations, a lack of time to ask questions and SHAD content which was not new to attendees or was perceived to be aimed only at large businesses. In addition, in considering the SHAD audience, there was some concern amongst the attendees that the events did not reach out to those businesses that may not work at height safely or adhere to legislation and regulations.

In terms of key messages, there were three that attendees took away with them from the SHAD events. The primary key message that attendees gleaned from the SHAD events was the importance of working safely when working at height. Attendees also highlighted the risk of falls from low heights as being as important as the risks associated with falls from high heights.

The second of the key messages concerned employers taking responsibility for making certain when they or their employees and/or contractors are working at height. The SHAD presentations emphasised that an important part of this responsibility was to plan working at height, carry out risk assessments for each job, check that employees/and or contractors are correctly working at height and to provide necessary training.

Finally, the need to utilise the appropriate equipment for each task involving working at height was a key message delivered by SHADs. That the use of ladders had not been abolished, but that the appropriate equipment for a task might not be ladders was also part of this message.

12.3 CAMPAIGN INSPECTIONS

While there were instances where inspectors had mentioned the Height Aware campaign prior to the inspection, overall, it was not always apparent to employers that the inspection was targeted and part of the HSE 2006 Height Aware campaign. In these cases employers generally saw the inspections as general health and safety checks or having been prompted by an employee complaint.

Views about the 2006 Height Aware campaign inspections mirrored those of previous HSE inspections with inspections generally regarded positively. This was because employers enjoyed good relationships with HSE inspectors, who they described as approachable, amicable, open, easy to communicate with and understanding of employers' situations.

In addition, employers were appreciative of the valuable information and recommendations inspectors had to offer, which would allow them to adhere to regulations and ensure safe working practices. Inspectors were seen not simply to ask for changes, but to also help employers understand how to go about making the necessary changes. The value in the advice given was also recognised, serving to improve working practices and reducing the number of accidents occurring.

However, not all inspections both in the past and relating to the Height Aware campaign specifically were seen in a positive light. This was mainly because of the time and costs required to make changes and particularly where employers were in the difficult process of setting up a business.

12.4 MEETING THE HEIGHT AWARE CAMPAIGN OBJECTIVES: RAISING AWARENESS OF THE RISKS OF WORKING AT HEIGHT AND CHANGING BEHAVIOUR

It is clear from the qualitative material that the HSE 2006 Height Aware campaign achieved its goal of increasing awareness of the risks of working at height amongst targeted employers and beginning the process of cascading new working practices down to workers and contractors.

The campaign represents a positive starting point for improving safety when working at height amongst key audiences. Key to this successful starting point is the value placed by attendees on the SHAD events, particularly the nature of the presentations, the practical aspects of the demonstrations and the literature and HSE CD that were provided.

The value of the SHAD events could be further enhanced by ensuring the generally high quality of the presentations and demonstrations and considering further industry-specific SHAD events.

The targeted inspections served to reinforce the campaign messages and offered the benefit of advice from HSE inspectors regarding risk assessment and measures that could be put in place to reduce the risks of working at height.

However, there was some concern that, despite the cascading of the campaign's messages, not all workers who work at height would be reached because of a lack of awareness of the media campaign. Furthermore, there were fears that those running small businesses might not heed the messages because of time, cost and the deeply engrained culture associated with working at height. In this respect, HSE may consider emphasising not only the risks of injuries and fatalities that can occur when working at height but stress that there can be significant cost implications of failing to comply with the relevant HSE regulations.

APPENDIX 1: QUESTIONNAIRES

WORKERS SURVEY

1. First of all, can you tell me, what is your working status?

READ OUT

- a. In paid employment (16 hours a week or more)
- b. In paid employment (under 16 hours a week)
- c. Self-employed / contractor (16 hours a week or more)
- d. Self-employed / contractor (under 16 hours a week)
- e. Not working
- f. NONE OF THESE
- g. DK

If Q1 = a, b, c, d continue

Terminate if Q1 = e, f, g

2. Which of the following, if any, do you ever do during the course of your job?

READ OUT. SHOW SCREEN. CODE ALL THAT APPLY

- a. Use moveable ladders or stepladders
- b. Climb fixed ladders
- c. Use podiums or other low level platforms with guardrails
- d. Use kick stools, hop ups or other low level platforms without guardrails
- e. Use cherry pickers, scissor lifts or MEWPS
- f. Use high level platforms or tower scaffolds
- g. Use rope access equipment
- h. Work on mezzanine floors or loading bays
- i. Load or unload vehicles or trailers
- j. Climb or work on scaffolding
- k. Work on flat or pitched roofs
- l. Climb on tables, desks or chairs
- m. Any other activities that involve working at height or on elevated surfaces (PLEASE SPECIFY)
- n. NONE OF THESE
- o. DK

If Q2 = a-m continue

Terminate if Q2 = none of these or don't know

3. And what is your job / occupation?
 READ OUT. SHOW SCREEN. SINGLE CODE ONLY
 - a. Maintenance/ service/ inspection engineer/ fitter
 - b. Building maintenance/ repair contractor
 - c. Caretaker
 - d. Electrician/ electrical engineer
 - e. Telecommunications engineer
 - f. Aerial/ alarm systems/ CCTV installer
 - g. Plumber/ heating and ventilation engineer
 - h. Joiner/ carpenter
 - i. Glaziers/ window fitters
 - j. Painter/ decorator
 - k. Window Cleaner
 - l. Other occupations (PLEASE SPECIFY)
 - m. DK

4. When doing work from any raised surface, such as ladders, scaffolds, steps or chairs, how far off the ground would you say you usually are?
 READ OUT
 - a. Under 1 metre (under 3 feet)
 - b. 1 – 2 metres (3 – 6 feet)
 - c. 2 – 3 metres (6 – 10 feet)
 - d. 3 – 6 metres (10 – 20 feet)
 - e. More than 6 metres (more than 20 feet)
 - f. Range of heights
 - g. DK

5. I'm going to read out a list of heights, could you tell me how much of a risk you think there is of a fall resulting in serious injuries such as broken bones?

 Responses: High risk/ Moderate risk/ Low risk / No risk at all / DK

 IF NECESSARY: How likely do you think it would be to sustain an injury at [height]?
 - a. More than 6 metres (more than 20 ft)
 - b. 3 – 6 metres (10-20 ft)
 - c. 2 – 3 metres (6-10 ft)
 - d. 1 - 2 metres (3-6 ft)
 - e. Under 1 metre (under 3 ft)

6. What precautions, if any, do you take when working at height?
 OPEN ENDED

7. Who is responsible for supplying the equipment you use when working at height?
 READ OUT
 - a. Myself
 - b. My employer
 - c. Both
 - d. Don't Know

8. Which, if any of the following are available when you are working at height?
READ OUT. SHOW SCREEN. CODE ALL THAT APPLY

- a. Ropes / ties to secure a moveable ladder at the top
- b. Ropes / ties to secure a moveable ladder at the bottom
- c. Someone to stand on the bottom rung of a moveable ladder as you climb
- d. Stabilisers for movable ladders
- e. Fixed edge protection or guardrails
- f. Equipment such as work restraints or safety harnesses
- g. Air bags
- h. Safety nets
- i. A rescue plan if something goes wrong
- j. Other specify
- k. NONE OF THESE
- l. DK

9. Thinking about the safety equipment that is available, please can you tell me which phrase you would say best applies to you?
READ OUT

- a. I always use it when I should
- b. I usually use it when I should
- c. I sometimes use it when I should
- d. I hardly ever use it when I should
- e. I never use it when I should
- f. DK

Don't ask Q10 if answered a to Q9, 'I always use it when I should'

10. Can you tell me why you don't always use safety equipment when you should?
DO NOT READ OUT, CODE ALL THAT APPLY

- a. No one else does
- b. Someone said didn't need to
- c. Not available
- d. Broken / not working
- e. Forgot to use it
- f. Makes the job more difficult
- g. Makes the job slower
- h. Don't think it is important to
- i. Not been shown how to
- j. Risk of injury low
- k. Other (please specify)
- l. DK

11. Thinking about when you are working at height (including climbing on desks or chairs), do you agree or disagree with the following statements?

IF NECESSARY: Is that fairly or strongly?

IF NECESSARY REMIND RESPONDENT: This is just when you are working at height

Strongly agree

Fairly agree

Neither agree nor disagree

Fairly disagree

Strongly disagree

- a. It's my responsibility to make sure I'm safe when I'm working at height
- b. It's my employer's responsibility to make sure I'm safe when working at height
- c. I am unlikely to seriously hurt myself falling off a desk, chair or the low rungs of a ladder
- d. I know how to use ladders safely to avoid accidents
- e. I don't always follow safety guidelines when using ladders
- f. I use whatever equipment is available even if I know it isn't the right kit for the job
- g. I sometimes take risks to get a job finished on time
- h. I wouldn't use equipment that wasn't in good condition
- i. I don't always check equipment before I use it to make sure it's in good condition

12. In the last three months, have you seen or heard any information, advertising or publicity about the dangers of falling from height when working?

READ OUT

- a. Yes
- b. No
- c. DK

If Q12 = 1

13. Where did you see or hear this?

DO NOT READ OUT. CODE ALL THAT APPLY

TV / Radio / Newspapers / Industry magazines / Posters at work / Posters outside work / Information leaflet or booklet / Events/ Other (specify)

14. What do you remember most about this advertising, information or publicity?

OPEN ENDED

15. Do you remember who was promoting this information?

DO NOT READ OUT. CODE ALL THAT APPLY

HSE / Employer / Trade Union / Trade Association / Local Authority / Manufacturer or supplier / Other (specify)

POST-CAMPAIGN QUESTIONS (not asked at pre-stage)

I am going to play you two adverts that have been on the radio and which you may have heard. Please don't worry if you haven't heard them, your answers are still important.

PLAY ONE OF THREE AWARENESS RADIO ADS (CALL, CARD, STEPLADDER). THESE ADS WILL BE ROTATED SO THAT EACH AD IS PLAYED TO AT LEAST A THIRD OF THE SAMPLE

16. Do you remember hearing this advert on the radio, or one which sounds very much like it?

- a. Yes
- b. No
- c. DK

PLAY ONE OF THREE OCCUPATION RADIO ADS (PAINTER, PLUMBER, SPARKY). THESE ADS WILL BE ROTATED SO THAT EACH AD IS PLAYED TO AT LEAST A THIRD OF THE SAMPLE

17. Do you remember hearing this advert on the radio, or one which sounds very much like it?

- a. Yes
- b. No
- c. DK

I am now going to show you four adverts that have been in newspapers and magazines. Please tell me whether you remember seeing these or not.

ROTATE NEXT QUESTIONS 18-21 – ALL PRESS ADS

18. Do you remember seeing this ad? (STEPLADDER)

- a. Yes
- b. No
- c. DK

19. Do you remember seeing this ad? (GLASS)

- a. Yes
- b. No
- c. DK

20. Do you remember seeing this ad? (RAILINGS)

- a. Yes
- b. No
- c. DK

21. Do you remember seeing this ad? (RADIATOR)

- a. Yes
- b. No
- c. DK

ASK ALL

22. I would like to show you the HSE Falls campaign website. (Show screenshot)

Have you visited this website to look for more information about the risks of falls in the workplace?

- a. Yes
- b. No
- c. DK

IF VISITED THE WEBSITE (IF Q22 – YES)

23. How easy did you find the website to use?

- a. Very easy
- b. Fairly easy
- c. Neither easy nor difficult
- d. Fairly difficult
- e. Very difficult

24. How helpful did you find the website?

- a. Very helpful
- b. Fairly helpful
- c. Neither helpful nor unhelpful
- d. Fairly unhelpful
- e. Very unhelpful

ASK ALL

For the next few questions I'd like you to think about ALL the radio and press ads and the HSE Falls campaign website that I've just shown you.

IF RECOGNISE ADS/ WEBSITE

25. As a result of this ad campaign have you sought any further information or advice about the risk of falling from height?

- a. Yes
- b. No
- c. DK

IF HAVE SOUGHT INFORMATION OR ADVICE

26. And where did you obtain this information or advice?

(INTERVIEWER NOTE; IF SAY WEBSITE CHECK WHETHER MAIN OR FALLS SITE)

READ OUT. CODE ALL THAT APPLY

- a. HSE Falls Campaign Website
- b. HSE Main Website
- c. HSE Infoline
- d. Somewhere else (Please Specify)
- e. Don't Know/Can't remember

IF RECOGNISE ADS/ WEBSITE

27. As a result of this ad campaign, have you taken, or are you planning to take any action to reduce the risk of falling from height?
- a. Taken action
 - b. Plan to take action
 - c. Have not taken action and do not intend to

IF DON'T RECOGNISE ADS/WEBSITE

28. Now that you have seen and heard these ads, do you think you will take any action as a result?
- a. Yes
 - b. No

IF SEEN AD/WEBSITE AND TAKEN ACTION

29. What action have you taken as a result of this ad campaign?
OPEN ENDED

IF SEEN AD/WEBSITE AND PLAN TO TAKE ACTION

30. What action do you plan to take as a result of this ad campaign?
OPEN ENDED

IF NOT SEEN AD/WEBSITE AND PLAN TO TAKE ACTION

31. What action do you plan to take as a result of this ad campaign?
OPEN ENDED

ASK ALL

32. I am going to read out some statements that people have said about these adverts. I'd like you to tell me whether you agree with them or not.
IF NECESSARY - Thinking about the adverts, please could you tell me whether you agree or disagree with the following statements.
IF NECESSARY: Is that fairly or strongly?

- a. These are ads which really stick in my mind
- b. The message of these ads is unclear
- c. These ads are meant for people like me
- d. These ads made me think about the risks even when working at low heights
- e. These ads would encourage me to take precautions even when working at a low height
- f. These ads would encourage me to tell my colleagues to take precautions when working at low height.

READ OUT

Strongly agree
Fairly agree
Neither agree nor disagree
Fairly disagree
Strongly disagree

33. Do you have management responsibility for other workers?

- a. No responsibility for other workers
- b. Manager / supervisor of up to 3 staff
- c. Manager / supervisor of 3-10 staff
- d. Manager / supervisor of 11+ staff
- e. DK

34. Is your workplace part of a larger organisation?

- a. Yes
- b. No
- c. DK

35. Roughly how many workers are based at your site?

By 'workers' we mean everyone who works at your workplace including everyone who works at your site but are not directly employed by your organisation including sub-contractors.

- a. 1-4
- b. 5-9
- c. 10-24
- d. 25-49
- e. 50-99
- f. 100-199
- g. 200-249
- h. 250+
- i. DK

If Q34 = yes, ask Q36

36. Roughly how many workers are within the whole organisation?

IF NECESSARY: THIS IS THE ORGANISATION WITHIN THE UK, BUT NOT INTERNATIONAL OFFICES/LOCATIONS.

- a. 1-4
- b. 5-9
- c. 10-24
- d. 25-49
- e. 50-99
- f. 100-199
- g. 200-249
- h. 250-499
- i. 500-999
- j. 1000+
- k. DK

37. Age
READ OUT

- a. 16 – 24
- b. 25 – 34
- c. 35 – 44
- d. 45 – 54
- e. 55 – 64
- f. 65+
- g. REFUSED
- h. DK

38. Are you ...?
INTERVIEWER RECORD SEX

- a. Male
- b. Female
- c. DK

39. Which of these best describes your ethnic origin?
READ OUT UNTIL SAY YES

- a. White
- b. Black
- c. Asian
- d. Mixed Ethnic group
- e. Other (specify)
- f. REFUSED
- g. DK

40. Social grade

41. Region

EMPLOYERS SURVEY

Good morning/afternoon, my name is ... and I am calling on behalf of BMRB Social Research, an independent research company. We are conducting a survey for the Health and Safety Executive about health and safety at work.

We would like to speak to the person who is responsible for day to day management of health and safety. This is likely to be a manager based at this workplace, or with special responsibility for this workplace such as an Area Manager.

IF PUT THROUGH TO THE HEALTH AND SAFETY CONTACT, REPEAT INTRO. IF NOT AVAILABLE COLLECT CONTACT DETAILS AND A GOOD TIME TO CALL.

1. As far as you are aware, do any of your workers ever do any of the following, even if they are not supposed to?

Please remember, that by 'workers' we mean everyone who works at your workplace, both on-site and off-site, as well as everyone who works at your site but are not directly employed by you such as sub-contractors.

READ OUT. MULTICODE

- a. Use moveable ladders or step ladders
- b. Climb fixed ladders
- c. Use podiums or other low level platforms with guard rails
- d. Use kick stools, hop ups or other low level platforms without guardrails
- e. Use cherry pickers, scissor lifts or MEWPS
- f. Use high level platforms or tower scaffolds
- g. Use rope access equipment
- h. Work on mezzanine floors or loading bays
- i. Load or unload vehicles or trailers
- j. Climb or work on scaffolding
- k. Work on flat or pitched roofs
- l. Climb on tables, desks or chairs
- m. Any other activities that involve working at heights or on elevated surfaces (PLEASE SPECIFY)
- n. NONE OF THESE
- o. DK

If Q1 a-m continue.

2. How many, if any, subcontractors have done work at height for you in the last 12 months?

IF NECESSARY: THIS CAN BE ON OR OFF SITE

- a. Enter a number
- b. None
- c. DK

If they do use subcontractors ie Q2 NOT none or don't know, ask Q3

3. Are these subcontractors based at site or do they just visit?
IF NECESSARY: This is subcontractors who have done work at height for you in the last 12 months.

- a. Based at site
- b. Based off site/ visit
- c. Both
- d. DK

4. When your workers are doing work from any raised surface, such as ladders, scaffolds, steps or chairs, how far off the ground would you say they usually are?
READ OUT

- a. Under 1 metre (under 3 feet)
- b. 1 – 2 metres (3 – 6 feet)
- c. 2 – 3 metres (6 – 10 feet)
- d. 3 – 6 metres (10 – 20 feet)
- e. More than 6 metres (more than 20 feet)
- f. Range of heights
- g. DK

5. I'm going to read out a list of heights, could you tell me how much of a risk you think there is of a fall resulting in serious injuries such as broken bones?

Responses: High risk/ Moderate risk/ Low risk / No risk at all / DK

IF NECESSARY: How likely do you think it would be to sustain an injury at [height]?

- a. More than 6 metres (more than 20 ft)
- b. 3 – 6 metres (10-20 ft)
- c. 2 – 3 metres (6-10 ft)
- d. 1 - 2 metres (3-6 ft)
- e. Under 1 metre (under 3 ft)

6. What, if anything, is your organisation currently doing to reduce the risk of workers falling from height?

IF NECESSARY PROBE: Are there any measures you take to reduce the risk of workers falling from height.

OPEN ENDED

7. Who is responsible for supplying the equipment your workers use when working at height?
READ OUT

- a. The organisation
- b. Worker
- c. Both
- d. Don't Know

8. Thinking about when your workers are working at height (including climbing on desks or chairs), do you agree or disagree with the following statements?

IF NECESSARY: Is that fairly or strongly?

IF NECESSARY REMIND RESPONDENT: This is just when your workers are working at height

Strongly agree

Fairly agree

Neither agree nor disagree

Fairly disagree

Strongly disagree

- a. It's my responsibility to make sure my workers are safe when they are working at height
- b. It's my workers' responsibility to make sure they are safe when working at height
- c. My workers are unlikely to seriously hurt themselves falling off a desk, chair or the low rungs of a ladder
- d. My workers know how to use ladders safely to avoid accidents
- e. I rarely check that workers are using ladders safely
- f. I make sure that my workers are supplied with the right kit for the job
- g. To get a job done my workers sometimes take risks they shouldn't
- h. I wouldn't let my workers use equipment that wasn't in good condition
- i. I don't always check equipment used by my workers to make sure it's in good condition

9. In the last three months, have you seen or heard any information, advertising or publicity about the dangers of falling from height when working?

READ OUT

- a. Yes
- b. No
- c. DK

If Q9 = 1

10. If yes, where did you see or hear this?

DO NOT READ OUT. CODE ALL THAT APPLY

TV / Radio / Newspapers / Industry magazines / Posters at work / Posters outside work / Information leaflet or booklet / Events/ Other (specify)

11. What do you remember most about this advertising, information or publicity?

OPEN ENDED

12. Do you remember who was promoting this information?

DO NOT READ OUT. CODE ALL THAT APPLY

HSE / Employer / Trade Union / Trade Association / Local Authority / Manufacturer or supplier / Other (specify)

POST-CAMPAIGN QUESTIONS (not asked at pre-stage)

I am going to play you two adverts that have been on the radio and which you may have heard. Please don't worry if you haven't heard them, your answers are still important.

PLAY ONE OF THREE AWARENESS RADIO ADS (CALL, CARD, STEPLADDER). THESE ADS WILL BE ROTATED SO THAT EACH AD IS PLAYED TO AT LEAST A THIRD OF THE SAMPLE

13. Do you remember hearing this advert on the radio, or one which sounds very much like it?

- a. Yes
- b. No
- c. DK

PLAY ONE OF THREE OCCUPATION RADIO ADS (PAINTER, PLUMBER, SPARKY). THESE ADS WILL BE ROTATED SO THAT EACH AD IS PLAYED TO AT LEAST A THIRD OF THE SAMPLE

14. Do you remember hearing this advert on the radio, or one which sounds very much like it?

- a. Yes
- b. No
- c. DK

15. There have also been some ads in newspapers and magazines. If you have access to the internet at the moment, you can take a look at them now. Are you able to get access to the internet right now, whilst you are still on the phone?

- a. Yes
- b. No

IF DON'T HAVE ACCESS TO THE INTERNET DURING THE INTERVIEW

16. What I would like to do instead, is describe the ads to you, to see if you recognise them. I would also like to send you a very short questionnaire in the post so that you can tell us whether you recognise the ads. Would it be ok to send you this questionnaire after the end of the interview?

- a. Yes
- b. No

NOTE – IF SAY YES, WILL NEED TO COLLECT ADDRESS DETAILS AT END OF INTERVIEW. IF SAY NO, CONTINUE WITH DESCRIPTIONS.

IF HAVE ACCESS TO THE INTERNET

I would now like you to go to the following website (URL HERE TO READ OUT)

17. If you are on the website you should be able to see [description here]. Have you been able to get on to the website?

IF NECESSARY GIVE THEM URL AGAIN

- a. Yes
- b. No

IF NO at Q17, TREAT AS THOSE WHO SAID NO AT Q15 (CANNOT GET ONTO INTERNET DURING INTERVIEW)

IF YES at Q17

On this website you will be shown four adverts that have been in newspapers and magazines. I am going to ask you whether you have seen each one. First of all click on [*describe button*] to look at the first ad, Stepladder. Can you see this ad on your screen [*prompt with how will know e.g. says "stepladder" above ad*]? [*if not on right page remind them which button to press until they have it*]

IF DON'T HAVE INTERNET ACCESS

I am going to describe four adverts that were produced by the Health and Safety Executive. All four ads explain that even working at low height can be a risk, and have the slogan "take a moment, not a fall". So, first of all

18. Do you remember seeing this ad? (STEPLADDER)

- a. Yes
- b. No
- c. DK

IF DO NOT HAVE ACCESS TO THE INTERNET – The ad shows a photograph of a workman holding a cordless drill, falling off a stepladder, about to fall on to his toolbox. Do you think you have seen this ad?

- a. Yes
- b. No
- c. DK

IF HAVE INTERNET ACCESS, INSTRUCT ON WHICH BUTTON TO CLICK ON NEXT

19. Do you remember seeing this ad? (GLASS)

- a. Yes
- b. No
- c. DK

IF DO NOT HAVE ACCESS TO THE INTERNET – The ad shows a photograph of a barman falling off a bar stool, about to fall on to a table full of empty glasses. Do you think you have seen this ad?

- a. Yes
- b. No
- c. DK

IF HAVE INTERNET ACCESS, INSTRUCT ON WHICH BUTTON TO CLICK ON NEXT

20. Do you remember seeing this ad? (RAILINGS)

- a. Yes
- b. No
- c. DK

IF DO NOT HAVE ACCESS TO THE INTERNET – The ad shows a photograph of a painter falling off his ladder about to fall on to some spiked railings. Do you think you have seen this ad?

- a. Yes
- b. No
- c. DK

IF HAVE INTERNET ACCESS, INSTRUCT ON WHICH BUTTON TO CLICK ON NEXT

21. Do you remember seeing this ad? (RADIATOR)

- a. Yes
- b. No
- c. DK

IF DO NOT HAVE ACCESS TO THE INTERNET – The ad shows a photograph of a workman falling off a desk about to bang his head on the radiator. Do you think you have seen this ad?

- a. Yes
- b. No
- c. DK

ASK ALL WITH INTERNET ACCESS AT 17

That's the last thing that I need you to look at on the website Thank you.

ASK ALL

22. The HSE Falls campaign website shows a picture of a town called Fallington with animated workers carrying out activities which put them at risk of falling from height. Have you visited this website to look for advice or information about falling from height in the work place?

- a. Yes
- b. No
- c. DK

IF VISITED THE WEBSITE (IF Q22 – YES)

23. How easy did you find the website to use?

- a. Very easy
- b. Fairly easy
- c. Neither easy nor difficult
- d. Fairly difficult
- e. Very difficult

24. How helpful did you find the website?

- a. Very Helpful
- b. Fairly Helpful
- c. Neither helpful nor unhelpful
- d. Fairly Unhelpful
- e. Very Unhelpful

25. Have you made your workers aware of this website?

- a. Yes
- b. No
- c. DK

ASK ALL WITH INTERNET ACCESS AT 17 AND HAVE NOT VISITED HSE FALLS WEBSITE (Q22 = NO)

For the next few questions I'd like you to think about ALL the radio and press ads that I've just shown you .

IF DO NOT HAVE ACCESS TO THE INTERNET AND HAVE NOT VISITED HSE FALLS WEBSITE (Q22 = NO)

For the next few questions I'd like you to think about the radio ads that I have played you and the press ads that I have just described.

ASK ALL WITH INTERNET ACCESS AT 17 AND HAVE PREVIOUSLY VISITED WEBSITE (Q22 = YES)

For the next few questions I'd like you to think about ALL the radio and press ads that I've just shown you, and the HSE Falls campaign website that I have just described.

IF DO NOT HAVE ACCESS TO THE INTERNET AND HAVE PREVIOUSLY VISITED HSE FALLS WEBSITE (Q22 = YES)

For the next few questions I'd like you to think about the radio ads that I have played you, and the press ads and the HSE Falls campaign website, that I have just described.

IF RECOGNISE ADS/WEBSITE

26. As a result of this ad campaign, have you sought any further information or advice about the risk of falling from height?

- a. Yes
- b. No
- c. DK

IF HAVE SOUGHT INFORMATION OR ADVICE

27. And where did you obtain this information or advice?

(INTERVIEWER NOTE; IF SAY WEBSITE CHECK WHETHER MAIN OR FALLS SITE)

READ OUT. CODE ALL THAT APPLY

- a. HSE Falls Campaign Website
- b. HSE Main Website
- c. HSE Infoline
- d. Somewhere else (Please Specify)
- e. Don't Know/Can't remember

IF RECOGNISE ADS/WEBSITE

28. As a result of this ad campaign, have you taken, or are you planning to take any action to reduce the risk of falling from height?

- a. Taken action
- b. Plan to take action
- c. Have not taken action and do not intend to

IF DON'T RECOGNISE ADS/WEBSITE

29. Now that you have heard [and seen] these ads, do you think you will take any action as a result?

- a. Yes
- b. No
- c. DK

IF SEEN AD/WEBSITE AND TAKEN ACTION

30. What action have you taken as a result of this ad campaign?
OPEN ENDED

IF SEEN AD/WEBSITE AND PLAN TO TAKE ACTION

31. What action do you plan to take as a result of this ad campaign?
OPEN ENDED

IF NOT SEEN AD/WEBSITE AND PLAN TO TAKE ACTION

32. What action do you plan to take as a result of this ad campaign?
OPEN ENDED

ASK ALL

33. I am going to read out some statements that people have said about these adverts. I'd like you to tell me whether you agree with them or not.

IF NECESSARY - Thinking about the adverts, please could you tell me whether you agree or disagree with the following statements.

IF NECESSARY: Is that fairly or strongly?

- a. These are ads which really stick in my mind
- b. The message of these ads is unclear
- c. These ads are meant for people like me
- d. These ads made me think about the risks even when my workers are working at low heights
- e. These ads would encourage me to advise my workers to take precautions even when working at a low height

READ OUT

Strongly agree

Fairly agree

Neither agree nor disagree

Fairly disagree

Strongly disagree

Questions 34 and 35 for SIC coding

34. What does your firm mainly make or do?

PLEASE PROBE FULLY. DESCRIBE FULLY – PROBE MANUFACTURING OR PROCESSING OR DISTRIBUTING ETC. AND MAIN GOOD PRODUCED, MATERIALS USED, WHOLESALE OR RETAIL ETC. ENTER PRGANISATION DETAILS.

OPEN ENDED

35. ENTER A SHORT TITLE FOR THE INDUSTRY

IF NECESSARY ASK: What is this industry in?

OPEN ENDED

36. Roughly how many workers are based at your site?

Text substitution:

If at Q2 said they used sub-contractors AND Q3 = based at their site or both: This also includes sub-contractors based at your site

If at Q2 said they used sub contractors AND Q3 = based off site/ visit: This is only workers based at your site, and does not include sub-contractors based off site

- a. 1-4
- b. 5-9
- c. 10-24
- d. 25-49
- e. 50-99
- f. 100-199
- g. 200-249
- h. 250+
- i. DK

37. Is your workplace part of a larger organisation?

- a. Yes
- b. No
- c. DK

If Q37 = yes, then ask Q38

38. Roughly how many workers are within the whole organisation?

IF NECESSARY: THIS IS THE ORGANISATION WITHIN THE UK, BUT NOT INTERNATIONAL OFFICES/LOCATIONS.

- a. 1-4
- b. 5-9
- c. 10-24
- d. 25-49
- e. 50-99
- f. 100-199
- g. 200-249
- h. 250-499
- i. 500-999
- j. 1000+
- k. DK

IF DON'T HAVE ACCESS TO THE INTERNET DURING THE INTERVIEW:
REMEMBER TO CHECK ADDRESS DETAILS FOR THOSE WE WILL BE SENDING THE
POSTAL QUESTIONNAIRE

39. As I mentioned earlier, I would also like to send you a very short questionnaire in the post so that you can tell us whether you recognise the ads. Would it be ok to send you this questionnaire after the end of the interview?

- a. Yes
- b. No

APPENDIX 2: QUANTITATIVE RESULTS

Employer and Worker results are presented below for all three waves of research. Where appropriate, responses are ranked and limited to indicated % level in follow up stage.

Table A2.1 Which of the following best describes your working status?

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Employed (16+ hours)	n/a	n/a	n/a	41	42	42
Employed (<16 hours)	n/a	n/a	n/a	6	5	6
Self employed/contractor (16+ hours)	n/a	n/a	n/a	6	6	6
Self employed/contractor (<16 hours)	n/a	n/a	n/a	1	1	1
Not currently working	n/a	n/a	n/a	45	46	46

Base: All adults 15+ pre (6,003) All adults 15+ post (6,162) All adults 15+ follow up (6,111)

Table A2.2 Which of the following do you/your workers ever do during the course of your/their job?

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Use moveable ladders or stepladders	75	79	75	17	16	15
Climb fixed ladders	24	23	27	9	8	9
Use kick stools, hop ups, low level platforms w/out guardrails	23	27	28	10	8	9
Load/unload vehicles/trailers	39	30	38	10	9	8
Use podiums/low level platforms with guardrails	22	25	23	7	6	7
Climb/work on scaffolding	14	16	15	7	5	6
Use high level platforms/tower scaffolds	13	14	16	7	5	6
Climb on tables, desks, chairs	17	16	14	6	6	6
Use cherry pickers, scissor lifts, MEWPs	16	16	19	6	4	5
Work on mezzanine floors/ loading bays	14	17	21	6	4	4
Work on flat/pitched roofs	14	13	14	4	3	4
Use rope access equipment	3	4	4	2	2	2

Base: All Employers pre (600) All Employers post (600) All Employers follow up (600). All adults 15+ pre (3,004) All adults 15+ post (3,010) All adults 15+ follow up (3,004) who are currently working.

Table A2.3 What is your main job/occupation?

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Building maintenance/repair contractor	n/a	n/a	n/a	12	9	12
Retail	n/a	n/a	n/a	11	12	11
Manual worker (general)	n/a	n/a	n/a	8	7	8
Maintenance/service/inspection engineer/fitter	n/a	n/a	n/a	9	10	7
Teacher	n/a	n/a	n/a	5	7	6
Electrician/electrical engineer	n/a	n/a	n/a	3	3	5
Nurse/care assistant	n/a	n/a	n/a	2	2	4
Manager/management	n/a	n/a	n/a	3	4	4
Driver (HGV, lorry, fork lift etc)	n/a	n/a	n/a	6	4	4
Clerical/admin	n/a	n/a	n/a	3	3	4
Plumber/heating & ventilation engineer	n/a	n/a	n/a	1	3	3
Joiner/carpenter	n/a	n/a	n/a	2	2	3
Painter/decorator	n/a	n/a	n/a	2	2	3
Leisure	n/a	n/a	n/a	2	<1	3

Base: All Workers pre (836) All Workers post (781) All Workers follow up (725) who work at height

NB: Responses of 3% or more only are shown.

Table A2.4 Number of subcontractors currently used

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
None	54	38	48	n/a	n/a	n/a
1-2	30	42	29	n/a	n/a	n/a
3-10	13	13	13	n/a	n/a	n/a
11-50	3	3	4	n/a	n/a	n/a
51+	<1	<1	<1	n/a	n/a	n/a

Base: All Employers pre (600) All Employers post (600) All Employers follow up (600)

Table A2.5 Where subcontractors are based

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Based at site	6	6	7	n/a	n/a	n/a
Based off site/visit	92	91	89	n/a	n/a	n/a
Both	2	3	4	n/a	n/a	n/a

Base: All Employers pre (600) All Employers post (600) All Employers follow up (600)

Table A2.6 When doing work from any raised surface, how far off the ground would you say you/your workers usually are?

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Under 1m (under 3ft)	32	33	32	30	29	30
1-2m (3-6ft)	24	28	24	23	25	24
2-3m (6-10ft)	11	12	13	13	13	13
3-6m (10-20ft)	7	8	7	9	10	9
More than 6m (more than 20ft)	2	3	2	6	3	5
Range of heights	21	15	19	18	18	19

Base: All Employers pre (600) All Employers post (600) All Employers follow up (600) All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.7 How likely do you think it would be to sustain an injury from more than 6m (more than 20ft)?

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
High risk	81	86	87	82	85	86
Moderate risk	11	8	8	12	11	10
Low risk	3	3	3	5	2	3
No risk at all	4	2	2	1	1	-

Base: All Employers pre (600) All Employers post (600) All Employers follow up (600) All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.8 How likely do you think it would be to sustain an injury from 3-6m (10-20ft)?

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
High risk	66	72	75	64	72	71
Moderate risk	25	22	18	27	23	24
Low risk	4	4	5	7	4	4
No risk at all	4	1	2	1	1	1

Base: All Employers pre (600) All Employers post (600) All Employers follow up (600) All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.9 How likely do you think it would be to sustain an injury from 2-3m (6-10ft)?

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
High risk	34	40	43	35	42	44
Moderate risk	43	43	44	44	41	40
Low risk	17	15	10	18	14	15
No risk at all	4	2	2	2	3	1

Base: All Employers pre (600) All Employers post (600) All Employers follow up (600) All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.10 How likely do you think it would be to sustain an injury from 1-2m (3-6ft)?

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
High risk	15	18	23	18	22	25
Moderate risk	44	45	49	39	38	41
Low risk	33	31	24	36	33	29
No risk at all	6	5	4	7	7	5

Base: All Employers pre (600) All Employers post (600) All Employers follow up (600) All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.11 How likely do you think it would be to sustain an injury from under 1m (under 3ft)?

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
High risk	6	7	12	10	12	13
Moderate risk	24	27	32	20	25	26
Low risk	54	53	49	48	47	47
No risk at all	15	11	7	21	17	13

Base: All Employers pre (600) All Employers post (600) All Employers follow up (600) All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.12 What precautions, if any, do you/your workers take when working at height?

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Make sure ladders are secure/someone holding ladder	9	10	10	25	27	21
Use harness/restraint	4	4	4	16	16	15
Wear appropriate protection	3	1	2	11	12	15
Check surface is secure/stable	2	1	2	11	8	9
Concentrate/take extra care	1	3	3	7	6	8
Use guardrails	5	6	5	7	7	7
Don't work alone	7	6	6	5	6	6
Risk assessment procedures	21	23	24	5	3	5
Correct equipment for working at height	8	5	8	6	5	5
Taught how to do it/training	14	16	20	1	<1	1
Avoid working at height/only trained people work at height	13	14	11	1	<1	1
Don't consider myself/my workers to work at height	23	11	16	4	4	3
Don't take any precautions	16	14	11	12	11	7

Base: All Employers pre (600) All Employers post (600) All Employers follow up (600) All Workers pre (836) All Workers post (781) All Workers follow up (725)

NB: Responses of 5% or more only are shown.

Table A2.13 Who is responsible for supplying the equipment you use when working at height?

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Employer	62	63	69	75	69	67
Worker	19	19	11	18	20	21
Both	15	15	16	6	10	11

Base: All Employers pre (600) All Employers post (600) All Employers follow up (600) All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.14 Which, if any, of the following are available when you are working at height?

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Someone to stand on moveable ladder as you climb	n/a	n/a	n/a	46	42	42
Fixed edge protection/guardrails	n/a	n/a	n/a	30	29	34
Ropes/ties to secure moveable ladder at top	n/a	n/a	n/a	29	27	32
Stabilisers for moveable ladders	n/a	n/a	n/a	27	24	29
Work restraints, safety harness	n/a	n/a	n/a	25	24	29
Ropes/ties to secure moveable ladder at bottom	n/a	n/a	n/a	19	17	22
Rescue plan if something goes wrong	n/a	n/a	n/a	20	16	18
Safety nets	n/a	n/a	n/a	6	4	8
Air bags	n/a	n/a	n/a	3	2	3
Wear protection	n/a	n/a	n/a	-	<1	1
Don't consider myself to work at height	n/a	n/a	n/a	1	1	1
Nothing available when working at height	n/a	n/a	n/a	24	27	25

Base: All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.15 Thinking about the safety equipment that is available, which phrase best applies to you?

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
I always use it when I should	n/a	n/a	n/a	63	62	69
I usually use it when I should	n/a	n/a	n/a	23	22	23
I sometimes use it when I should	n/a	n/a	n/a	9	11	8
I hardly ever use it when I should	n/a	n/a	n/a	3	2	2
I never use it when I should	n/a	n/a	n/a	2	2	-

Base: All Workers pre (627) All Workers post (560) All Workers follow up (516) who have safety equipment available to them

Table A2.16 Why don't you always use safety equipment when you should?

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Makes the job slower	n/a	n/a	n/a	41	46	51
Makes the job more difficult	n/a	n/a	n/a	15	13	19
Risk of injury low	n/a	n/a	n/a	17	17	15
Not available	n/a	n/a	n/a	13	15	14
Don't think it's important to	n/a	n/a	n/a	7	6	8
Forget to use it	n/a	n/a	n/a	7	10	8
Too lazy	n/a	n/a	n/a	3	3	3
Broken/not working	n/a	n/a	n/a	2	<1	2
Someone said I didn't need to	n/a	n/a	n/a	2	3	2
Low risk/not necessary	n/a	n/a	n/a	4	5	1
No-one else does	n/a	n/a	n/a	2	2	1

Base: All Workers pre (233) All Workers post (213) All Workers follow up (168) who don't always use safety equipment

NB: Responses of 1% or more only are shown.

Table A2.17 Agreement that it is worker's responsibility to make sure workers are safe when working at height

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Strongly agree	66	63	66	85	81	84
Fairly agree	18	23	20	11	13	13
Neither agree nor disagree	3	4	3	3	3	2
Fairly disagree	4	3	4	1	1	1
Strongly disagree	4	3	4	-	1	-

Base: All Employers pre (600) All Employers post (600) All Employers follow up (600) All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.18 Agreement that it is employer's responsibility to make sure workers are safe when working at height

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Strongly agree	69	67	78	63	62	68
Fairly agree	16	19	13	18	19	15
Neither agree nor disagree	3	4	3	8	9	8
Fairly disagree	3	3	2	4	4	3
Strongly disagree	4	3	3	6	5	4

Base: All Employers pre (600) All Employers post (600) All Employers follow up (600) All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.19 Agreement that I'm/my workers are unlikely to seriously hurt myself/ themselves falling off a desk, chair or the low rungs of a ladder

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Strongly agree	20	20	24	16	15	14
Fairly agree	23	23	21	29	28	28
Neither agree nor disagree	6	6	6	11	12	12
Fairly disagree	23	19	19	23	24	19
Strongly disagree	20	25	27	21	21	26

Base: All Employers pre (600) All Employers post (600) All Employers follow up (600) All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.20 Agreement that I/my workers know how to use ladders safely to avoid accidents

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Strongly agree	66	67	72	72	70	72
Fairly agree	13	17	15	20	20	20
Neither agree nor disagree	1	2	3	5	7	5
Fairly disagree	1	1	1	2	2	2
Strongly disagree	1	1	2	1	1	1

Base: All Employers pre (600) All Employers post (600) All Employers follow up (600) All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.21 Agreement that I don't always follow safety guidelines when using ladders/I rarely check that my workers are using ladders safely

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Strongly agree	13	10	14	11	10	11
Fairly agree	14	11	10	24	25	22
Neither agree nor disagree	4	5	5	10	12	16
Fairly disagree	17	13	13	14	15	38
Strongly disagree	48	60	52	41	38	

Base: All Employers pre (600) All Employers post (600) All Employers follow up (600) All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.22 Agreement that I use whatever equipment is available even if I know it isn't the right kit for the job

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Strongly agree	n/a	n/a	n/a	11	10	11
Fairly agree	n/a	n/a	n/a	20	22	19
Neither agree nor disagree	n/a	n/a	n/a	11	12	14
Fairly disagree	n/a	n/a	n/a	20	18	16
Strongly disagree	n/a	n/a	n/a	39	38	39

Base: All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.23 Agreement that I make sure my workers are supplied with the right kit for the job

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Strongly agree	83	82	86	n/a	n/a	n/a
Fairly agree	10	9	9	n/a	n/a	n/a
Neither agree nor disagree	1	3	2	n/a	n/a	n/a
Fairly disagree	1	2	1	n/a	n/a	n/a
Strongly disagree	3	3	1	n/a	n/a	n/a

Base: All Employers pre (600) All Employers post (600) All Employers follow up (600)

Table A2.24 Agreement that I/my workers sometimes take risks to get a job finished on time

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Strongly agree	3	3	5	11	10	10
Fairly agree	13	15	116	24	24	24
Neither agree nor disagree	3	5	4	10	10	9
Fairly disagree	14	15	12	15	15	16
Strongly disagree	61	60	60	41	41	40

Base: All Employers pre (600) All Employers post (600) All Employers follow up (600) All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.25 Agreement that I wouldn't use/I wouldn't let my workers use equipment that wasn't in good condition

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Strongly agree	91	91	92	60	63	64
Fairly agree	4	4	3	20	16	18
Neither agree nor disagree	-	1	1	6	6	6
Fairly disagree	-	-	-	7	8	6
Strongly disagree	3	3	3	7	7	7

Base: All Employers pre (600) All Employers post (600) All Employers follow up (600) All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.26 Agreement that I/my workers don't always check equipment to make sure it's in good condition

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Strongly agree	8	8	7	10	7	4
Fairly agree	11	11	10	18	22	21
Neither agree nor disagree	3	2	4	9	9	9
Fairly disagree	10	9	14	21	19	20
Strongly disagree	64	69	63	44	43	40

Base: All Employers pre (600) All Employers post (600) All Employers follow up (600) All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.27 Whether seen or heard any information, advertising or publicity about the dangers of falling when working at height in last 3 months

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Yes	39	47	48	48	54	46

Base: All Employers pre (600) All Employers post (600) All Employers follow up (600) All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.28 Where did you see or hear this?

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
TV	26	24	20	43	46	48
Posters at work	2	4	2	25	21	24
Radio	2	16	11	3	19	10
Training course/safety briefing	6	6	3	9	7	10
Information leaflet/booklet	26	20	25	16	10	9
Industry magazines	20	15	19	10	7	7
Newspapers	10	9	10	6	7	6
Posters outside work	2	1	2	6	4	6
Events	4	6	3	3	2	3
Employer	<1	1	-	10	3	1
Website/internet (general)	10	9	9	1	2	1
HSE website	7	8	12	1	1	1

Base: All Employers pre (264) All Employers post (328) All Employers follow up (309) All Workers pre (396) All Workers post (418) All Workers follow up (329) who have seen information, advertising or publicity in last 3 months

Table A2.29 What do you remember most about this advertising, information or publicity?

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Claim compensation	12	6	3	15	13	15
Someone falling off a ladder	3	3	3	12	9	15
Man given wrong type of ladder	2	1	2	2	4	8
Risk even at low height	7	21	16	1	8	6
Mention of falls/risks of falls	-	1	5	-	5	6
Health & safety (general)	11	2	3	11	8	5
Pictures/posters/signs	-	1	2	-	3	5
Someone being hurt	2	4	2	3	5	5
What can happen/go wrong	4	1	1	3	4	4
Use safety equipment/wear protection	-	<1	1	-	2	4
New regulations	14	10	7	4	2	2
Use ladders safely	8	2	5	8	4	2
Check equipment/use correct equipment	7	4	5	7	3	2
Number of accidents at height	3	3	4	2	1	2
About working at heights	7	6	8	1	2	1
Common sense	5	2	4	3	1	1
Risk assessment	2	2	4	5	1	<1
NET: Probable description of campaign	-	8	2	-	10	4
NET: Recognition of campaign slogan	-	2	<1	-	6	1

Base: All Employers pre (264) All Employers post (328) All Employers follow up (309) All Workers pre (396) All Workers post (418) All Workers follow up (329) who have seen information, advertising or publicity in last 3 months

NB: Responses of 4% or more only are shown.

Table A2.30 Who was promoting this information?

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
HSE	36	37	40	24	32	27
Employer	2	3	1	26	21	19
Insurance/accidents claim company	9	3	2	11	9	11
Solicitors	2	-	2	3	2	3
Manufacturer/supplier	5	<1	2	5	5	3
Local authority	1	1	2	4	2	3
Trade association	4	4	4	3	3	2
Trade union	1	1	-	4	2	2
Press/media (general)	2	<1	2	2	-	1

Base: All Employers pre (264) All Employers post (328) All Employers follow up (309) All Workers pre (396) All Workers post (418) All Workers follow up (329) who have seen information, advertising or publicity in last 3 months

NB: Responses of 2% or more only are shown.

Table A2.31 Recognition of campaign adverts

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Any part of the campaign	n/a	44	45	n/a	43	38
Any radio ad	n/a	22	23	n/a	25	22
‘Awareness’ radio ads	n/a	18	20	n/a	19	15
‘Occupation’ radio ads	n/a	11	11	n/a	16	12
Any press ad	n/a	34	29	n/a	27	24
‘Stepladder’ press ad	n/a	16	16	n/a	10	11
‘Glass’ press ad	n/a	9	10	n/a	11	9
‘Railings’ press ad	n/a	19	19	n/a	18	18
‘Radiator’ press ad	n/a	8	6	n/a	10	9

Base: All Employers pre (600) All Employers post (600) All Employers follow up (600) All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.32 Visits to HSE Falls website

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Yes	n/a	5	10	n/a	4	4

Base: All Employers post (600) All Employers follow up (600) All Workers post (781) All Workers follow up (725)

Table A2.33 How easy did you find the website to use?

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Very easy	n/a	45	33	n/a	15	35
Fairly easy	n/a	41	53	n/a	47	53
Neither easy nor difficult	n/a	14	9	n/a	22	5
Fairly difficult	n/a	<1	4	n/a	4	4
Very difficult	n/a	-	-	n/a	5	3

Base: All Employers post (73) All Employers follow up (84) All Workers post (26) All Workers follow up (23) who have visited the website

NB: Small base sizes

Table A2.34 How helpful did you find the website?

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Very helpful	n/a	64	50	n/a	10	49
Fairly helpful	n/a	34	39	n/a	40	42
Neither helpful nor unhelpful	n/a	1	6	n/a	18	6
Fairly unhelpful	n/a	-	2	n/a	4	-
Very unhelpful	n/a	<1	-	n/a	-	3

Base: All Employers post (73) All Employers follow up (84) All Workers post (26) All Workers follow up (23) who have visited the website

NB: Small base sizes

Table A2.35 Have you made your workers aware of the HSE Falls campaign website?

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Yes	n/a	53	42	n/a	n/a	n/a

Base: All Employers post (73) All Employers follow up (84) who have visited the website

NB: Small base sizes

Table A2.36 As a result of this ad campaign, have you sought any information or advice about the risk of falling from height?

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Yes	n/a	16	18	n/a	6	10

Base: All Employers post (600) All Employers follow up (600) All Workers post (781) All Workers follow up (725)

Table A2.37 Where did you obtain this information or advice?

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
HSE Falls campaign website	n/a	16	24	n/a	15	30
HSE main website	n/a	40	34	n/a	17	30
Work/employer	n/a	-	-	n/a	31	9
HSE Infoline	n/a	2	8	n/a	10	8
NET: Any HSE website	n/a	50	44	n/a	32	52

Base: All Employers post (58) All Employers follow up (55) All Workers post (20) All Workers follow up (25) who have sought information or advice

NB: Small base sizes

Table A2.38 As a result of this ad campaign, have you taken, or are you planning to take any action to reduce the risk of falling from height?

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Taken action	n/a	9	11	n/a	6	6
Plan to take action	n/a	39	37	n/a	31	35
Not taken action and do not intend to	n/a	52	52	n/a	62	59

Base: All Employers post (600) All Employers follow up (600) All Workers post (781) All Workers follow up (725)

Table A2.39 Action taken or planning to take as a result of the campaign

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Take care/be aware even when working at low height	n/a	9	6	n/a	19	21
Use appropriate equipment	n/a	8	5	n/a	6	5
Find out more information	n/a	4	3	n/a	2	3
Safety updates/checks	n/a	11	13	n/a	2	2
Check condition/safety of equipment	n/a	4	5	n/a	4	2
Think about consequences/plan ahead	n/a	<1	<1	n/a	1	2
Inform colleagues/employer	n/a	15	17	n/a	2	1
Make sure appropriate equipment available	n/a	-	<1	n/a	1	1
Don't work alone	n/a	1	1	n/a	1	1
Avoid working at height	n/a	1	1	n/a	<1	1
Have not taken/do not plan to take any action	n/a	52	52	n/a	63	60

Base: All Employers post (600) All Employers follow up (600) All Workers post (781) All Workers follow up (725)

Table A2.40 Agreement that these are ads which really stick in my mind

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Strongly agree	n/a	35	37	n/a	29	32
Fairly agree	n/a	33	29	n/a	36	32
Neither agree nor disagree	n/a	8	11	n/a	18	18
Fairly disagree	n/a	12	10	n/a	10	10
Strongly disagree	n/a	7	8	n/a	6	7

Base: All Employers post (600) All Employers follow up (600) All Workers post (781) All Workers follow up (725)

Table A2.41 Agreement that the message of these ads is unclear

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Strongly agree	n/a	2	4	n/a	4	6
Fairly agree	n/a	3	3	n/a	5	4
Neither agree nor disagree	n/a	3	2	n/a	7	8
Fairly disagree	n/a	16	16	n/a	20	20
Strongly disagree	n/a	75	71	n/a	62	62

Base: All Employers post (600) All Employers follow up (600) All Workers post (781) All Workers follow up (725)

Table A2.42 Agreement that these ads are meant for people like me

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Strongly agree	n/a	50	50	n/a	41	41
Fairly agree	n/a	22	23	n/a	27	25
Neither agree nor disagree	n/a	6	4	n/a	14	14
Fairly disagree	n/a	10	10	n/a	9	9
Strongly disagree	n/a	8	9	n/a	7	9

Base: All Employers post (600) All Employers follow up (600) All Workers post (781) All Workers follow up (725)

Table A2.43 Agreement that these ads made me think about the risks even when (my workers are) working at a low height

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Strongly agree	n/a	62	61	n/a	40	44
Fairly agree	n/a	24	24	n/a	35	33
Neither agree nor disagree	n/a	6	4	n/a	12	12
Fairly disagree	n/a	3	4	n/a	7	5
Strongly disagree	n/a	3	3	n/a	4	5

Base: All Employers post (600) All Employers follow up (600) All Workers post (781) All Workers follow up (725)

Table A2.44 Agreement that these ads would encourage me (to advise my workers) to take precautions even when working at a low height

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Strongly agree	n/a	64	65	n/a	40	44
Fairly agree	n/a	22	23	n/a	33	31
Neither agree nor disagree	n/a	6	3	n/a	15	12
Fairly disagree	n/a	3	3	n/a	8	7
Strongly disagree	n/a	2	3	n/a	3	5

Base: All Employers post (600) All Employers follow up (600) All Workers post (781) All Workers follow up (725)

Table A2.45 Agreement that these ads would encourage me to tell my colleagues to take precautions when working at low height

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Strongly agree	n/a	n/a	n/a	n/a	35	37
Fairly agree	n/a	n/a	n/a	n/a	32	31
Neither agree nor disagree	n/a	n/a	n/a	n/a	18	17
Fairly disagree	n/a	n/a	n/a	n/a	8	8
Strongly disagree	n/a	n/a	n/a	n/a	6	6

Base: All Workers post (781) All Workers follow up (725)

Table A2.46 Management responsibility for other workers

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
No responsibility	n/a	n/a	n/a	67	67	68
1-2 staff	n/a	n/a	n/a	10	10	10
3-10 staff	n/a	n/a	n/a	14	14	12
11+ staff	n/a	n/a	n/a	9	9	10

Base: All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.47 Whether workplace is part of a larger organisation

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Yes	n/a	n/a	n/a	65	65	63

Base: All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.48a Number of workers based at site

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
1-4	n/a	n/a	n/a	19	20	22
5-9	n/a	n/a	n/a	9	11	9
10-24	n/a	n/a	n/a	18	19	15
25-49	n/a	n/a	n/a	14	11	11
50-99	n/a	n/a	n/a	11	12	13
100-199	n/a	n/a	n/a	8	7	9
200-249	n/a	n/a	n/a	3	2	2
250+	n/a	n/a	n/a	16	18	18

Base: All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.48b Number of workers based at site

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
1-4	25	28	20	n/a	n/a	n/a
5-9	24	24	26	n/a	n/a	n/a
10-24	28	26	30	n/a	n/a	n/a
25-99	16	16	18	n/a	n/a	n/a
100+	5	4	4	n/a	n/a	n/a

Base: All Employers pre (600) All Employers post (600) All Employers follow up (600)

Table A2.49 Number of workers within whole organisation

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
1-4	n/a	n/a	n/a	1	1	1
5-9	n/a	n/a	n/a	1	1	2
10-24	n/a	n/a	n/a	4	3	2
25-49	n/a	n/a	n/a	2	3	3
50-99	n/a	n/a	n/a	3	4	3
100-199	n/a	n/a	n/a	5	3	3
200-249	n/a	n/a	n/a	4	2	3
250-499	n/a	n/a	n/a	5	7	5
500-999	n/a	n/a	n/a	4	5	7
1000+	n/a	n/a	n/a	65	64	66

Base: All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.50 Gender

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Male	n/a	n/a	n/a	71	71	74
Female	n/a	n/a	n/a	29	29	26

Base: All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.51: Age

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
16-24	n/a	n/a	n/a	19	18	17
25-34	n/a	n/a	n/a	23	20	23
35-44	n/a	n/a	n/a	26	27	24
45-54	n/a	n/a	n/a	20	21	21
55-64	n/a	n/a	n/a	12	13	13
65+	n/a	n/a	n/a	1	1	2

Base: All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.52 Social grade

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
AB	n/a	n/a	n/a	20	25	22
C1	n/a	n/a	n/a	27	25	27
C2	n/a	n/a	n/a	31	32	33
DE	n/a	n/a	n/a	21	18	18
ABC1	n/a	n/a	n/a	47	50	49
C2DE	n/a	n/a	n/a	52	50	51

Base: All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.53 Workers target group

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Target group	n/a	n/a	n/a	32	32	35
Non-target group	n/a	n/a	n/a	68	67	64

Base: All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.54 Working status

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Self-employed/contractor	n/a	n/a	n/a	14	15	16
Employed	n/a	n/a	n/a	86	85	84

Base: All Workers pre (836) All Workers post (781) All Workers follow up (725)

Table A2.55 SIC 2003

	Employer			Worker		
	Pre	Post	Follow up	Pre	Post	Follow up
	%	%	%	%	%	%
Agriculture, hunting & forestry	1	1	2	n/a	n/a	n/a
Fishing	-	-	-	n/a	n/a	n/a
Mining & quarrying	<1	-	<1	n/a	n/a	n/a
Manufacturing	16	15	21	n/a	n/a	n/a
Electricity, gas, steam & hot water supply	<1	1	<1	n/a	n/a	n/a
Construction	6	9	8	n/a	n/a	n/a
Wholesale & retail trade	20	18	15	n/a	n/a	n/a
Hotels & restaurants	17	19	16	n/a	n/a	n/a
Transport, storage and communication	3	4	3	n/a	n/a	n/a
Financial intermediation	1	1	<1	n/a	n/a	n/a
Real estate, renting & business activities	8	8	10	n/a	n/a	n/a
Public administration & defence compulsory social security	2	2	1	n/a	n/a	n/a
Education	2	2	3	n/a	n/a	n/a
Health & social work	11	11	11	n/a	n/a	n/a
Other community, social & personal service activities	8	10	8	n/a	n/a	n/a
Private households employing staff	-	-	-	n/a	n/a	n/a
Extra-territorial organisation & bodies	-	-	-	n/a	n/a	n/a

Base: All Employers pre (600) All Employers post (600) All Employers follow up (600)

APPENDIX 3: QUALITATIVE TOPIC GUIDES

TOPIC GUIDE FOR SHAD ATTENDEES

HSE 2006 Height Aware Campaign Evaluation

SHAD attendee interviews

RESEARCH AIMS:

- ☐ Explore key messages that attendees took away from the Event
- ☐ How issue of falls would be addressed in their firm, in the light of the information that they had received at the Event
- ☐ Perceptions of falls from height versus falls from a low height; where they place the emphasis in terms of health and safety behaviour and reasons why
- ☐ Overall perceptions of the quality and impact of the various features of the Event
- ☐ The most positive aspects of the Event; any changes that would further enhance the quality and impact of the Event
- ☐ The perceived value of the Event in informing views and potentially changing health and safety behaviour

NB: attendees at SHADs will be both those with management responsibilities and those who undertake work at height

INTRODUCTION (MAY BE CASE OF RE-ITERATING INFO GIVEN DURING RECRUITMENT)

- ☐ About BMRB – independent research organisation
- ☐ Commissioned by Health and Safety Executive
- ☐ Aims of the project
- ☐ Content of interview
- ☐ Confidentiality/tape recording
- ☐ Duration of interview (20-25 mins)

BACKGROUND / CONTEXT (KEEP BRIEF)

- ☐ Contextual information about their firm
 - Industry / type of work involved with
 - Height risks associated with this industry / type of work
 - Frequency of height risks associated with this industry / type of work
- ☐ Job title / role

- Hours of work
- Length of time in position
- Whether job involves working at height
 - Low or high heights
 - Safety and access equipment used
- Responsibilities
 - Employers /contractors who undertake work at height
 - Type of work undertaken by employees / contractors
 - Type of safety and access equipment they use

VIEWS OF THE EVENT

- Reasons for attending event
- Attendance at previous similar events
 - Comparison with this event
- Explore general view of event
 - Explore overall perceptions of the different elements of the event in terms of:
 - Quality
 - Impact on work practices
- Overall value of events such as these
- Views on specific aspects of event
 - E.g. talks, demos, displays
- Explore views on Event merchandising
 - Did merchandising add value / interest to experience of Event
- **Key messages** taken from event
 - Probe on:*
 - Campaign messages
 - Principles of the Work at Height Regulations
 - Practical alternatives to ladders
 - Ladder and step ladder safety
 - Risks associated with:
 - Failure to recognise a risk
 - Failure to provide safe systems of work.
 - Failure to ensure that safe systems of work are followed
 - Inadequate information, instruction, training or supervision provision
 - Failure to use appropriate equipment
 - Failure to provide safe plant/equipment
 - Other
- Explore most positive aspects of the event
 - Less positive aspects of the event
- Value of event in changing awareness about risk of falls from 'low' heights
 - National level
 - Within their firm
- Perceptions of the risks of falls from 'low' versus 'higher' heights
 - Any changes in perceptions of the risks of 'low' heights
- Whether now feel a need to make changes to the management of risks of falls in their workplace
 - Types of changes needed
 - Reasons
 - Aspects of events which encouraged change
 - If no changes needed explore why
 - Difficulties / barriers to making changes
 - Time
 - Cost of equipment

EVENT IN CONTEXT

- Explore awareness of advertising campaign
 - National press advertising
 - Trade press advertising
 - Campaign led articles
 - Radio advertising
 - Online advertising
- Impact of these on attendee's workforce nationally
- Explore views on value of coupling events of this type with major advertising campaign
 - Explore other views on relationship between range of campaign interventions
- Alternative interventions that interviewees think may be more effective or that HSE should consider
- Changes which could be made to improve the event
- Any other issues attendee would like to mention

THANK AND CLOSE

TOPIC GUIDE FOR SHAD PRESENTERS

HSE 2006 Height Aware Campaign Evaluation

SHAD presenter interviews

RESEARCH AIMS:

- ☐ Explore key messages that presenters perceived the campaign projected
- ☐ Overall perceptions of the quality and impact of the various features of the campaign
- ☐ The most positive aspects of the campaign; any changes that would further enhance the quality and impact of the campaign
- ☐ The perceived value of the campaign in informing views and potentially changing health and safety behaviour
- ☐ Presenter views on any campaign Events they presented at

INTRODUCTION

- ☐ About BMRB – independent research organisation
- ☐ Commissioned by Health and Safety Executive
- ☐ Aims of the project
- ☐ Content of interview
- ☐ Confidentiality/tape recording
- ☐ Duration of interview (30 – 45 mins)

BACKGROUND / CONTEXT (KEEP BRIEF)

- ☐ Industry / type of work involved with
 - Height risks associated with this industry / type of work
 - Frequency of height risks associated with this industry / type of work
- ☐ Job title / role
 - Length of time in position
 - Key responsibilities / job focus, and probe for
 - Specific responsibilities for health and safety

HSE 2006 FALLS CAMPAIGN – AWARENESS & GENERAL

- ☐ Level of awareness of advertising campaign
 - Events (e.g. SHADs, Breakfast Events)
 - National press advertising
 - Trade press advertising
 - Campaign led articles
 - Radio advertising
 - Online advertising
- ☐ Explore perceptions of overall value of health and safety media campaigns in general
 - Raising awareness

- Impacting on workforce behaviour
 - Reducing health and safety risks
- Explore specific views about HSE Height Aware 2006 campaign
 - What they have gained from the campaign
 - Perceptions of campaign
- □ Aspects of campaign that worked well compared with those that needed amendment
 - Events (e.g. SHADs, Breakfast Events)
 - Talks, displays, demos
 - National press advertising
 - Radio advertising
 - Online advertising
 - Trade press advertising
 - Campaign led articles
- Views on how could the individual aspects of the campaign be improved

EVENT(S)

- Description of their participation – what they presented on
 - Why decided to participate
- Attendance / presenting at previous similar events
 - Comparison with this event
- Explore general view of event
 - Explore overall perceptions of the different elements of the event in terms of:
 - Quality
 - Impact on work practices
- Overall value of events such as these
- Views on specific aspects of event
 - E.g. talks, demos, displays
- **Key messages** attendees take from event
 - Probe on:*
 - Campaign messages
 - Principles of the Work at Height Regulations
 - Practical alternatives to ladders
 - Ladder and step ladder safety
 - Risks associated with:
 - Failure to recognise a risk
 - Failure to provide safe systems of work.
 - Failure to ensure that safe systems of work are followed
 - Inadequate information, instruction, training or supervision provision
 - Failure to use appropriate equipment
 - Failure to provide safe plant/equipment
 - Other
- Explore most positive aspects of the event
 - Less positive aspects of the event
- Comparison of 2006 Height Aware campaign with previous campaigns

HSE 2006 HEIGHT AWARE CAMPAIGN – IMPACT ON BEHAVIOUR

- Value of campaign in changing awareness about risk of falls from ‘low’ heights
 - National level
 - Local level
- Explore effectiveness of campaign in changing behaviour,
- Whether firms / employers will now feel a need to make changes to the management of risks of falls in their workplace

- Types of changes needed
 - Reasons
 - Aspects of campaign which encouraged change
- If no changes likely explore why
- Difficulties / barriers to making changes
 - Time
 - Cost of equipment
- Explore views on the best methods of informing / changing behaviour.
- What else could be done to get people to change behaviour / improve falls safety in the workplace
- How could HSE help with this
- Any other issues

THANK AND CLOSE

TOPIC GUIDE FOR HSE INSPECTORS

HSE 2006 Height Aware Campaign Evaluation

HSE inspector group discussions

RESEARCH AIMS:

Explore:

- ☐ HSE inspector perceptions of overall value of health and safety media campaigns in general and views about which aspects of campaigns are the most effective
- ☐ Views about the Height Aware 2006 campaign; those aspects that they felt worked well and those they felt needed amendment
- ☐ Views about the perceived importance of different types of Falls (from height / from low height)
- ☐ Views on particular aspects of the campaign
- ☐ Perceptions of the effectiveness of the Height Aware 2006 campaign in informing the target audience and (potentially) changing health and safety related behaviour.
- ☐ Views about being involved in the overall media campaign

Please note that it may be difficult for inspectors to distinguish between their own views and those of another party that they have come into contact with. It is very important that researchers ask inspectors to make this distinct where it is not clear during discussions

INTRODUCTION

- ☐ About BMRB – independent research organisation
- ☐ Commissioned by Health and Safety Executive
- ☐ Aims of the project
- ☐ Content of interview
- ☐ Confidentiality/tape recording
- ☐ Duration of interview (60-75 mins)

BACKGROUND / CONTEXT (KEEP BRIEF)

- ☐ Role of HSE inspector
 - Length of time in position
 - Previous roles
- ☐ Key responsibilities / job focus
 - Emphasis on falls
 - Amount of falls work undertaken during the campaign
 - Frequency of dealing with falls

HEALTH AND SAFETY CAMPAIGNS & FALLS (GENERAL)

- □ Explore perceptions of overall value of health and safety media campaigns in general
 - Raising awareness
 - Impacting on workforce behaviour
 - Reducing health and safety risks
- Explore views about which aspects of campaigns are the most effective
 - Events (e.g. SHADs, Breakfast Events)
 - National press advertising
 - Trade press advertising
 - Campaign led articles
 - Radio advertising
 - Online advertising
- Reasons they are effective / ineffective
- Perceptions of disparity for differences in behaviour relating to working at ‘low’ and ‘higher’ heights

HSE 2006 HEIGHT AWARE CAMPAIGN

- Explore specific views about HSE Height Aware 2006 campaign
- Level of awareness of advertising campaign
 - Events (e.g. SHADs, Breakfast Events)
 - National press advertising
 - Trade press advertising
 - Campaign led articles
 - Radio advertising
 - Online advertising
- Aspects that worked well compared with those that needed amendment

Focus on:

 - Events (e.g. SHADs, Breakfast Events)
 - Talks, displays, demos
 - Targeted inspection work
 - National press advertising
 - Radio advertising
 - Online advertising

Also probe on:

 - Trade press advertising
 - Campaign led articles
- Explore views on whether there is added value to undertaking targeted inspection activity as part of campaign which includes media advertising
- Any feedback on the campaign from employers / trade bodies
- Views on how could the individual aspects of the campaign be improved
- Views about value of being involved in the overall media campaign

HSE 2006 – INFORMING AUDIENCES AND IMPACT ON BEHAVIOUR

- Explore perceptions of effectiveness of the Height Aware 2006 campaign in informing the target audience
 - National level
 - Local level
- Aspects of campaign that **informed** target audience most effectively
 - Events (e.g. SHADs, Breakfast Events)
 - National press advertising
 - Trade press advertising
 - Campaign led articles
 - Radio advertising
 - Online advertising

- How individual aspects informed target audience
 - Campaign messages
 - Principles of the Work at Height Regulations
 - Practical alternatives to ladders
 - Ladder and step ladder safety
 - Risks associated with:
 - Failure to recognise a risk
 - Failure to provide safe systems of work.
 - Failure to ensure that safe systems of work are followed
 - Inadequate information, instruction, training or supervision provision
 - Failure to use appropriate equipment
 - Failure to provide safe plant/equipment
 - Other
- Reasons for effectiveness in informing target audience
- Explore how aspects combined to inform target audience
 - Aspects that worked best in combination

HSE 2006 – IMPACT ON BEHAVIOUR

- Impact of campaign on changing health and safety related behaviour
 - Areas of health and safety impacted on
 - Aspects of campaign that fostered need for change
- Likely impact of media campaign on falls from low heights versus higher heights
- Reasons for change in health and safety
 - Reasons for lack of change
 - Barriers to change
- Views on impact of inspections in conjunction with advertising
- Views on conducting inspections after an advertising campaign
 - Whether employers who had seen / heard campaign were more receptive to health and safety messages

CHANGES

- Improvements to health and safety campaigns they would make
 - Reasons
- How they would encourage a change in behaviour to reduce falls from height
 - What would foster a change behaviour in relation to falls
- Any other issues

THANK AND CLOSE

TOPIC GUIDE FOR STAKEHOLDERS

HSE 2006 Height Aware Campaign Evaluation

Stakeholder interviews

RESEARCH AIMS:

Explore:

- ☐ Key messages that stakeholders perceived the campaign projected
- ☐ Overall perceptions of the quality and impact of the various features of the campaign
- ☐ The most positive aspects of the campaign; any changes that would further enhance the quality and impact of the campaign
- ☐ The perceived value of the campaign in informing views and potentially changing health and safety behaviour
- ☐ Stakeholder views on any campaign Events they attended

INTRODUCTION

- ☐ About BMRB – independent research organisation
- ☐ Commissioned by Health and Safety Executive
- ☐ Aims of the project
- ☐ Content of interview
- ☐ Confidentiality/tape recording
- ☐ Duration of interview (60-75 mins)

BACKGROUND / CONTEXT (KEEP BRIEF)

- ☐ Industry / type of work involved with
 - Height risks associated with this industry / type of work
 - Frequency of height risks associated with this industry / type of work
- ☐ Job title / role
 - Length of time in position
 - Key responsibilities / job focus, and probe for
 - Specific responsibilities for health and safety

HSE 2006 HEIGHT AWARE CAMPAIGN – AWARENESS & GENERAL (KEY SECTION)

- ☐ Level of awareness of advertising campaign
 - Events (e.g. SHADs, Breakfast Events)
 - National press advertising
 - Trade press advertising
 - Campaign led articles

- Radio advertising
 - Online advertising
- Explore perceptions of overall value of health and safety media campaigns in general
 - Raising awareness
 - Impacting on workforce behaviour
 - Reducing health and safety risks
- **KEY: Explore specific views about HSE Height Aware 2006 campaign**
 - **Why decided to participate**
 - **Relationship with HSE**
 - **What they have gained from the campaign**
 - **Perceptions of campaign**
 - **How would like to work with HSE in future**
- Aspects of campaign that worked well compared with those that needed amendment
 - Events (e.g. SHADs, Breakfast Events)
 - Talks, displays, demos
 - National press advertising
 - Radio advertising
 - Online advertising
 - Trade press advertising
 - Campaign led articles
- Views on how could the individual aspects of the campaign be improved

WHERE AN EVENT HAS BEEN ATTENDED BY STAKEHOLDER (COVER BRIEFLY)

- Reasons for attending event
- Attendance at previous similar events
 - Comparison with this event
- Explore general view of event
 - Explore overall perceptions of the different elements of the event in terms of:
 - Quality
 - Impact on work practices
- Overall value of events such as these
- Views on specific aspects of event
 - E.g. talks, demos, displays
- **Key messages** taken from event
 - Probe on:*
 - Campaign messages
 - Principles of the Work at Height Regulations
 - Practical alternatives to ladders
 - Ladder and step ladder safety
 - Risks associated with:
 - Failure to recognise a risk
 - Failure to provide safe systems of work.
 - Failure to ensure that safe systems of work are followed
 - Inadequate information, instruction, training or supervision provision
 - Failure to use appropriate equipment
 - Failure to provide safe plant/equipment
 - Other
- Explore most positive aspects of the event
 - Less positive aspects of the event
- Comparison of 2006 Height Aware campaign with previous campaigns

HSE 2006 HEIGHT AWARE CAMPAIGN – IMPACT ON BEHAVIOUR

- Value of campaign in changing awareness about risk of falls from ‘low’ heights

- National level
 - Local level
- Explore effectiveness of campaign in changing behaviour,
- Whether firms / employers will now feel a need to make changes to the management of risks of falls in their workplace
 - Types of changes needed
 - Reasons
 - Aspects of campaign which encouraged change
 - If no changes likely explore why
 - Difficulties / barriers to making changes
 - Time
 - Cost of equipment
- Explore what stakeholders will do as a result of campaign
 - Provision of advice to members, employees
 - Provision of own falls campaigns
- **Explore views about use of media campaigns in changing behaviour / coupling with inspections**
- Explore views on the best methods of informing / changing behaviour.
- What else could be done to get people to change behaviour / improve falls safety in the workplace
- How could HSE help with this
- Any other issues

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TOPIC GUIDE FOR EMPLOYERS

HSE 2006 Height Aware Campaign Evaluation

Post inspection interviews

RESEARCH AIMS:

Explore:

- ☐ Effect of undertaking inspection visits as part of a major media campaign
- ☐ How a media campaign reinforces the issues discussed during inspection visits and subsequent employer behaviour
- ☐ Impact of combined inspections and media campaign with those subject to enforcement and those not subject to enforcement
- ☐ Comparison between HSE 2006 Height Aware campaign inspection and past inspections

INTRODUCTION

- About BMRB – independent research organisation
- Commissioned by Health and Safety Executive
- Aims of the project
- Content of interview
- Confidentiality/tape recording
- Duration of interview (60 mins)

BACKGROUND / CONTEXT (KEEP BRIEF)

- Contextual information about their firm (this should include employees and others e.g. contractors on site)
 - Industry / type of work involved with
 - Height risks associated with this industry / type of work
 - Frequency of height risks associated with this industry / type of work
- Job title / role
 - Hours of work
 - Length of time in position
 - Responsibilities
 - Employers /contractors who undertake work at height
 - Type of work undertaken by employees / contractors
 - Type of safety and access equipment they use

INSPECTION VISITS - GENERAL

- Experience of past inspections (if any)
 - Frequency of past inspections
 - Nature of past inspections
 - Which regulator (e.g. HSE / Local Authority)
- Impacts of previous inspections
 - Outcomes: advice, letter, notice etc and resultant changes

- Any changes made as a result.
- Explore perceptions of overall value of health and safety messages in general
 - Raising awareness
 - Impacting on workforce behaviour
 - Reducing health and safety risks
 - Best media to use
- Reaction to inspection visits
 - Impact on workplace (what happens as a result).
 - Preferences
 - Focused on a single issue (e.g. work at height)
 - Focused on range of issues
- Explore how post inspection recommendations are implemented
 - Reinforcement of recommendations over time
 - Prioritisation which recommendations to act upon
- Explore effect of being pre-warned (visits by appointment (HSE term) of an inspection visit)
 - Changes in working practices for purpose of visit
 - Is a pre-warned visit of more value than none at all?
 - Value of visits after pre-warning (query over what this meetings)
- Compare pre-warning visit with inspections that are not pre-warned

HSE 2006 HEIGHT AWARE CAMPAIGN

- Level of awareness of advertising campaign
 - Events (e.g. SHADs, Breakfast Events)
 - National press advertising
 - Trade press advertising
 - Campaign led articles
 - Radio advertising
 - Online advertising
- Explore perceptions of overall value of health and safety media campaigns
 - Raising awareness
 - Impacting on workforce behaviour
 - Reducing health and safety risks
- Explore specific views about HSE Height Aware 2006 campaign
- Aspects of campaign that worked well compared with those that needed worked well and less well

Focus on:

- Events (e.g. SHADs, Breakfast Events)
 - Talks, displays, demos
- National press advertising
- Radio advertising
- Online advertising

Also probe on:

- Trade press advertising
 - Campaign led articles
- Views on how could the individual aspects of the campaign be improved

HSE 2006 HEIGHT AWARE CAMPAIGN INSPECTION

- Explore inspection process (talk through what happened)

- Inspection agenda (single issue & others – why do you think that list was covered...)
 - How was the inspection closed...what needed to be done and priorities.
 - Any urgent matters raised e.g. matters of evident concern
 - Length of time inspection takes
- Impact of inspection timing
- Types of changes resulting from inspection
 - Working practice
 - /plant and premises
- **Required changes (e.g. enforcement notice) vs recommended changes**
 - Were the things that needed to be done suggested by verbal advice written advice or notice
- Reactions for changes
 - Feelings about making changes
 - Value of changes
 - Difficulties / barriers to making changes
 - Time
 - Costs
 - Deadlines
- Would those changes have been made after only hearing the messages alone without the inspection
- Explore how changes (formally enforced or otherwise) as a result of inspections will be sustained in practice
 - What needs to be done to ensure changes are sustained
- **Explore perceived value of inspection visits as part of a media campaign**
- Comparison of this campaign's inspection visit with previous inspections (if any)
 - Whether this had any impact on any decisions to take further actions
- Impact of Height Aware campaign in reinforcing other activities of the HSE
- Alternative interventions that interviewees think may be more effective or that HSE should consider
- Any other issues

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APPENDIX 4: ANALYSIS OF QUALITATIVE MATERIAL USING 'MATRIX MAPPING'

Material collected through qualitative methods is invariably unstructured and unwieldy. Our analytical procedure – Matrix Mapping - works from verbatim transcripts and involves a systematic process of sifting, summarising and sorting the material according to key issues and themes.

'Matrix-Mapping' begins with a familiarisation stage. Based on the coverage of the topic guide, the researchers' experiences of conducting the fieldwork and their preliminary review of the data, a thematic framework or matrix, is constructed. The material from the transcripts is then summarised into this thematic framework. Following this, the researcher reviews the material and identifies features within the data: defining concepts, mapping the range and nature of phenomenon, creating typologies, finding associations, and providing explanations. By organising the material in this way, the researcher can identify common themes that emerge from the interviews as well as looking at similarities and differences that occur between different groups of individuals taking part in the research.

APPENDIX 5: HSE SHAD FEEDBACK FORM RESULTS

PROFILE OF DELEGATES

Table A5.1 Company size

1 to 9	12%
10 to 49	18%
50 to 249	28%
250 +	37%
None	3%
Don't know	2%
<i>Number</i>	2166

Table A5.2 Are accidents due to falling from a height a risk for people in your organisation?

Yes	84%
No	16%
<i>Number</i>	2166

Table A5.3 Is this an issue for all, some or just a few of the workers?

All	19%
Some	23%
Few	43%
No answer	15%
<i>Number</i>	2166

Table A5.4 Have you recently seen or heard any advertising about the dangers of falling from height?

Yes	71%
No	29%
<i>Number</i>	2166

Table A5.5 If you have seen any advertising, did this influence your decision to attend the event?

Yes	33%
No	67%
<i>Number</i>	2166

Rating the venues and event

Table A5.6 Overall, how would you rate the venue?

Very Good	41%
Good	47%
OK	10%
Poor/very poor	1%
No answer	1%
<i>Number</i>	<i>2166</i>

Table A5.7 Overall, how would you rate the organisation of the event?

Very Good	41%
Good	47%
OK	10%
Poor/very poor	1%
No answer	1%
<i>Number</i>	<i>2166</i>

Table A5.8 Overall, how helpful did you find the event?

Very Helpful	42%
Good	45%
OK	10%
Not at all/not very helpful	2%
No answer	1%
<i>Number</i>	<i>2166</i>

Table A5.9 Overall, how would you rate the presentations?

Very Good	29%
Good	53%
OK	12%
Poor/very poor	2%
No answer	4%
<i>Number</i>	<i>2166</i>

Table A5.10 Overall were the topics covered relevant to your needs?

Very relevant	30%
Relevant	51%
OK	12%
Not very/not at all relevant	2%
No answer	5%
<i>Number</i>	<i>2166</i>

Intention to take action as a result of SHAD

Table A5.11 How likely are you to make changes in your workplace following this event?

Very Likely	27%
Quite likely	53%
Neither/nor unlikely	12%
Unlikely or very unlikely	3%
No answer	5%
<i>Number</i>	2166

Table A5.12 How likely are you to make changes to how you do your job following this event?

Very Likely	23%
Quite likely	48%
Neither/nor unlikely	16%
Unlikely or very unlikely	5%
No answer	8%
<i>Number</i>	2166

Table A5.13 And when will you introduce those changes?

Within one month	36%
Between 1 and 3 months	28%
Between 3 and 6 months	10%
Between 6 and 12 months	3%
Not applicable/ no answer	22%
<i>Number</i>	2166

HSE 'Height Aware' campaign evaluation

In 2006, the Health and Safety Executive (HSE) ran a nationally co-ordinated publicity, education and inspection campaign about the risks of working at height. The campaign objectives were to increase awareness of targeted workers and employers of the risks even when working at low height, and to influence attitudes and behaviour to working at height. The HSE 2006 'Height Aware' campaign had three key components: a media campaign, educational/promotional events and targeted inspections.

The evaluation of the campaign comprised three main elements of research:

- three quantitative surveys of those who ever work at height (pre media campaign, post media campaign and follow up);
- three surveys of employers of anyone who ever works at height (pre media campaign, post media campaign and follow up); and
- exploratory qualitative research among key stakeholders and observational research at key events.

This report details the findings from the evaluation of the 'Height Aware' campaign.

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