

# Going Beyond Words to Increase Prevention Awareness

## IMAGES MAKE IT EASIER TO UNDERSTAND HEALTH & SAFETY MESSAGES!

### Drawing Conclusions:



### SAFE & HEALTHY WORKPLACE



Concept of the exchange and joint responsibility mostly understood, but could be made clearer!

### The Graphics

Employers and workers both play a role to support each other.

Sense of shared responsibility.

It's a collaborative cycle.



Images: nice and clear with simple captions. Pictures will get concept across even if language is not understood.

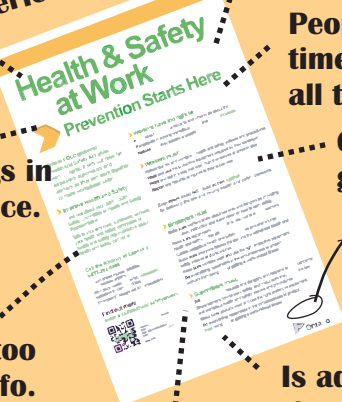
### Emerging Pictures:

#### The MoL Poster

Relevant, but generic.

Belongs in HR office.

Wordy, too much info.



Need good language skills to understand.

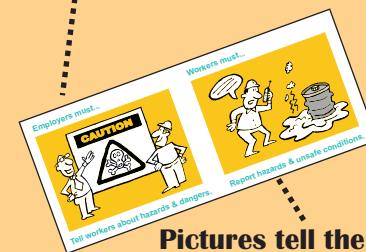
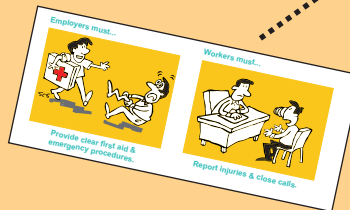
It's a government thing.

People don't have time to read all this.

Clear sense of what it is; good segmentation.

Good to have contact number.

Is advertising for the MoL.



Pictures tell the story, make it understandable.



### BARRIER TO PREVENTION



The rules are clear! It's putting them into practice.



What is the MoL poster saying to you..?

Does the poster or do the graphics make it easier to understand health & safety issues at work..?

What makes it easier or harder to understand..?

How could we improve the drawings and captions to make them more relevant to you...?

Can you give me an example of how the poster information relates to your job & and workplace...?

What was your work experience in your home country...and in Canada..?

Did you receive health & safety training..?

Any workplace injuries or illnesses...?

What are the illustrations saying to you... what aspects of the drawings make it easier or harder to understand....?

In your workplace, what do you and your employer, do to ensure a safe workplace...?

### The Data:

### The Interviews:

Understanding new immigrants experiences of health & safety issues



7 people interviewed  
1 on 1

SCOTT