

Going Beyond Words to Increase Prevention Awareness

IMAGES MAKE IT EASIER TO UNDERSTAND HEALTH & SAFETY MESSAGES!

Drawing Conclusions:

ISEE IT IGET IT!!

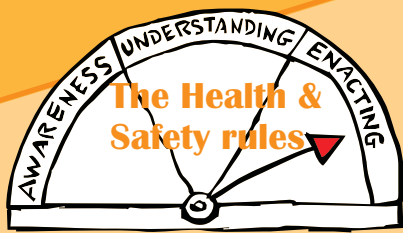


Concept of the exchange and joint responsibility mostly understood, but could be made clearer!

The Graphics

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

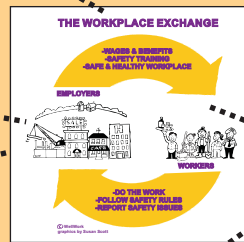
Images: nice and clear with simple captions. Pictures will get concept across even if language is not understood.



Prevention of Workplace Injury & Illness

Sense of shared responsibility.

It's a collaborative cycle.



The MoL Poster

Relevant, but generic.

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.

Need good language skills to understand.

Belongs in HR office.

Wordy, too much info.

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



What is the MoL poster saying to you..?

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

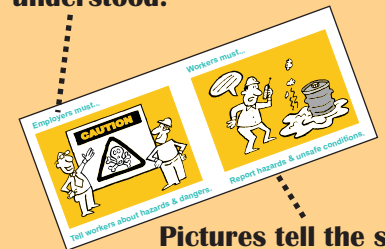
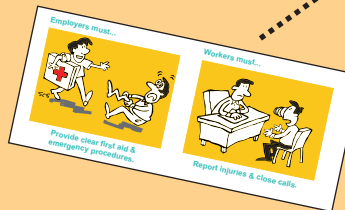
What was your work experience in your home country...and in Canada..?

Any workplace injuries or illnesses...?

Did you receive health & safety training..?

Understanding new immigrants experiences of health & safety issues

Emerging Pictures:



Pictures tell the story, make it understandable.

IF I REPORT THIS WILL I LOSE MY JOB?



BARRIER TO PREVENTION

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

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:

7 people interviewed
1 on 1

