"Fight the Risk!" ("Risiko raus!")

Prevention campaign - relating to occupational transport and traffic, 6th Atlantic Alliance Conference, Brussels

Fight the Risk!, Martin Böttcher
28 October 2010
Assignment of the DGUV

- Overtakes superordinate function:
- Lobbying, ...
- Observing accident situation in general
- Reporting to government
- Design common preventive campaigns, ...

Umbrella organisation for German statutory accident insurance institutions
Prevention Instrument: Campaigns

- Public information work and prevention services

- Joint campaigns of all statutory accident insurance institutions

- General target:
  reducing the number of accidents and occupational diseases

- Regularly since 2003
Campaign 2003/2004: „On the right foot“

tripping, slipping and falling accidents

Healthy skin campaign in 2007/2008 –
The most important $2m^2$
of your life
Commercial Sector 2008

23% (230,000)
of all reportable work accidents occur in internal transport and traffic

42% (328)
of fatal work accidents occur in transport and traffic
(including accidents when travelling during working hours)

(As at: 2008/commercial sector, figures provided by the DGUV)
Preparing a new campaign: Fight the risk

- Reduction of traffic and transportation accident rate on premises and in public road traffic
- Campaign runs in the years 2010/2011
- Co-operation with the German Road Safety Council (DVR)
Campaign Objectives

Reduction of traffic accident rate and severity of traffic and transportation accidents

• less on-the-job accidents in connection with transportation and traffic
• less accidents in public road traffic
• less mishaps on the way to and from work
Target Sectors

DGUV is responsible for the interests of several members. So the campaign has to reach the …

• occupational sector
• educational sector
• public traffic sector
Creating the umbrella campaign and the industry-sector-specific campaigns

DGUV- working team

BG RCI

LSV

BG BAU

VBG

BG ...
DGUV creates campaign with common aims

- Safe load
- Safe bicycle riding
- Internal Transport
- Risk assessment
- Compliance with regulations
- See and being seen

BG RCI
VBG
BG BAU
BG BAU
UK BG
LSV
BG ...
Typical accidents
Accidents during driving and transportation are more expensive!

Accidents during driving and transportation are more serious!
Aims of BG RCI campaign „Fight the risk!“

- Risk assessment
- Safe loading
- Safety through visibility
- Appropriate speed
- Mixed traffic areas
- Forklift and working plattform
- Pedestrian-controlled vehicles
- Field service
- Dispatch and shipping
- Use of large devices
- Organisation of road safety
Action areas

• Risk assessment
• Safe loading
• Visibility conditions: safety through visibility
• Mixed traffic areas
• Pedestrian-controlled vehicles
Action Areas

• Appropriate speed
• Working system consisting of forklift truck and working platform
• Field service
• Dispatch and shipping
• Use of large devices
• Organisation of road safety
Conclusion for the BG RCI´s objekt of the campaign

Fight the Risk! wants to influence the employee´s behaviour

napo.wmv
Components of the campaign
MACH DEN KLiCK

DENK DRAH: Nie ohne Gurt
Nur wer beim Start alles richtig macht, bleibt beim Unfall sicher im Sitz. Mach den Klick.
www.risiko-raus-kampagne.de
BLEIB IM LIMIT

DENK DRAN: Immer mit der Ruhe
Es bringt Gefahr. Man weiß nie, was kommt.
www.risiko-raus-kampagne.de
FAHR MIT UMSICHT

DENK DRAH: Kein Überblick – kein Start
Starter pack
Starter pack

• "Safety gets you further" ("Sicherheit bringt Sie weiter") brochure
• Posters
• CD-ROM with instructions, check lists, operating instructions, field-tested solutions
• Info cards
• can be used as display cards
BG RCI Day of action

- **Location:** Auto & Technik Museum Sinsheim
- **Date:** 28th April 2010
- **Participants:** 400
Our offer for you!
1 Use the campaign media
2 Use our internet materials

www.risiko-raus-kampagne.de
3 Organise events at work

Tailor-made suggestions for large, medium-sized and small companies at www.risiko-raus-kampagne.de
„Fight the Risk!“ - travelling exhibition

Module 1
Bearing responsibility

Module 2
Understanding risks

Module 3
Expert knowledge

Module 4
Conquering the roads
„Fight the Risk!“ - mobile exhibition
Campaign media portal

www.aktionsmedien-bg.de

Rollover simulator

Braking simulator

Car simulator
Take advantage of our range of training courses and seminars
Take part in car safety training

Standard BG RCI rate of €100 per participant
Ask your BG RCI accident prevention advisor
Analysis
Pretest

30. Führungskräfte: Welche Maßnahmen zur Sicherheit in Verkehrsberichen mit hoher Verkehrsdichte werden in Ihrem Betrieb durchgeführt?

- Getrennte bzw. abgetrennte Verkehrswege für Fußgänger und Transportfahrzeuge
- Zutrittsregeln für Fremdpersonal
- Deutliche und erkennbare Kennzeichnung getrennter Verkehrswege
- Kontrolle der Beschaffenheit der innerbetrieblichen Verkehrswege
- Verpflichtung der Fußgänger zum Tragen von Warnkleidung
- Kontrolle sicheren Verhaltens an den Kippkanten
- Kontrolle der Verkehrssicherheit von Fahrrädern im Betrieb
- Kontrolle der Verkehrssicherheit von Kippkanten

Start in autumn 2009
Evaluation of 800 questionnaires
Thank you for your attention!