

# Wider vision for health and safety

## Context

RoSPA has been at the heart of accident prevention in the UK and around the world since our inception in 1916. Guided by our Mission **“to save lives and reduce injuries”** and our Vision **“to lead the way in accident prevention”**, we challenge a commonly-held notion by saying boldly: **“Accidents don’t have to happen.”**

Since our earliest days, we’ve worked hard to change legislation, best practice and attitudes surrounding health and safety and we’re continuing this legacy of change, inspiring a nationwide movement that’s committed to reducing life-changing accidents.

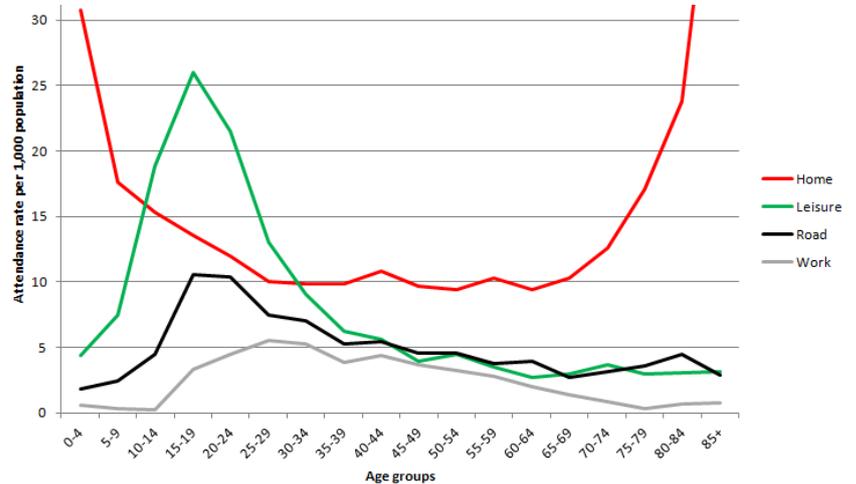
We’re well known throughout the occupational health and safety sphere for our work to help organisations take steps to enable their employees, contractors and others to go home safe and healthy each day.

However, we’re also the only national organisation striving to improve accident prevention in the home, on the road, in leisure time and in schools/colleges. More than 15,000 people die from accidents in the UK each year, with accidents being the biggest threat for most of our lives. This needs to change.

Developing stronger links between occupational health and safety and other areas of accident prevention is the focus of our “wider vision”. The workplace is a valuable conduit for influencing safety outside of work, building on what has already been achieved in home, road, leisure and education safety so we can make an even greater difference in our communities.

## Making a difference together

Working with organisations that are already higher performers on occupational health and safety, such as through the RoSPA Awards Excellence Forum, we’re broadening our vision of what “excellence” looks like. With accidents outside of work accounting for more absence and lost working days than accidents during work time, and with many organisations committed to having a Corporate Social Responsibility (CSR) impact, it’s clear that employers - as well as individual workers, their families and communities - have much to gain from a broader approach to health and safety.



**Where do accidents happen?** Unintentional injury rates from Oxford University Hospitals NHS Trust emergency departments, John Radcliffe and Horton General, Jan 1 - Dec 31, 2012.

At RoSPA, we see huge value in putting personal stories at the heart of what we do and encouraging conversation on accident prevention. This means that if you know something that could help others, please don’t keep it to yourself! This approach complements perfectly the wider vision, which seeks to take the benefits of safety



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understanding that have been developed in workplaces, plus the influence that organisations might have within their communities, to bring about wider benefits.

Work is already underway on this front, including through our partnerships with organisations that have put the wellbeing of their workers, and the communities they serve, front and centre in their strategic objectives. In Scotland, for example, we're bringing together 50 Voices who are standing up and saying that accidents don't have to happen. Building upon the evidence and case studies set out in Scotland's Big Book of Accident Prevention, two of which are highlighted here, these voices are sharing useful insights about accidents and promoting what has worked in accident prevention. Drawn from various sectors, we are working with them to communicate relevant, timely and easy-to-understand information that could help others take informed decisions about the safety of themselves and others, both within workplaces but also within communities.

If you're looking to get involved in safety promotion in your wider community, insights like these could be really helpful.

## Join us!

We'd love occupational health and safety higher performers to join us in the wider vision and we'd encourage health, safety and environment managers to make links with their colleagues responsible for CSR to explore how this might be taken forward. At RoSPA, we'd very much like to know what's happening so we can share experiences and insights to inspire others to take part.

Through working together, we can achieve lasting change for the benefit of workers, their families and communities. Accidents, inside or outside of work, do not have to happen and it's time to come together to not just declare this boldly but to seek to make a practical difference in the lives of all those we serve.

Please contact Karen McDonnell, RoSPA's occupational health and safety adviser and head of RoSPA Scotland, for more details on [kmcdonnell@rospa.com](mailto:kmcdonnell@rospa.com) or 0131 449 9378.



***"Together with RoSPA, we worked with parents and other partners to identify the best way to raise awareness of the dangers associated with liquid pods, laundry capsules and other household cleaning products, leading to every family with a baby aged 12-16 weeks being provided with an information and/or a cupboard catch pack. Evaluation has shown that the campaign raised awareness, changed behaviour and, crucially, reduced injuries. It's a fantastic example of what can be achieved when we work together on a shared aim."***

*Lesley Nish, health improvement senior at NHS Greater Glasgow and Clyde, which worked with RoSPA and other partners to develop the Not for Play...Keep Them Away campaign.*

***"We've recognised the value of networking with health and safety support agencies and partner organisations to review how we manage accident prevention. Working with a diverse group of partners means we can identify and implement effective approaches to accident prevention across all aspects of the organisation. Through openly sharing our combined knowledge, skills and experiences, we can communicate possible solutions and benchmark how well we're managing accident prevention with our partners."***



*Vince Bowles, health and safety partner at Scottish Autism, which has worked with RoSPA, the Scottish Occupational Road Safety Alliance (ScORSA) and the Scottish Centre for Healthy Working Lives, in addition to joining a range of other support networks.*

