

## SafeDay 28 April 2018

### Vision Zero endorses World Day for Safety and Health at Work

*Vision Zero Campaign mobilises in support of the ILO's World Day for Safety and Health at Work on 28 April 2018. More than 1,000 Vision Zero companies, partners and trainers are encouraged to promote the safety, health and wellbeing for young workers.*

Slogan: Generation "Safe & Healthy"  
Focus: Safety, health and wellbeing for young workers  
Background: Sustainable Development Goal target no. 8.8

Hashtags: [#VisionZeroGlobal](https://twitter.com/VisionZeroGlobal) [#GenerationSafeandHealthy](https://twitter.com/GenerationSafeandHealthy)  
Twitter handles: [@ISSACOMM](https://twitter.com/ISSACOMM) [@ILO\\_OSH](https://twitter.com/ILO_OSH)  
LinkedIn Group: <https://www.linkedin.com/groups/13525936>

#### Ideas for activities

- Organise a **brainstorming with young staff** on how to improve health, safety and wellbeing at work and communicate the results internally and externally
- Invite **youth organisations**, youth trade unions and/or youth politicians to a roundtable discussion on the safety, health and wellbeing of young workers
- Organise **media (smartphone, video or photo) competition** on the importance of safety, health and wellbeing of young workers, and share the results through web, social media and to the press
- Organise a **social media campaign** to mark SafeDay, and encourage staff and partners to engage in social media as well
- Showcase the **VisionZero logo and material** in your offices, on your building or elsewhere with posters, a banner, image projection or otherwise
- Share **ILO SafeDay campaign material** and illustrate the link between your work to promote the health, safety and wellbeing of workers and global Sustainable Development Goals
- **Invite partners** - companies and organisations - to **join Vision Zero** for SafeDay
- Write an article for your **intranet** and/or **website** demonstrating your commitment and action plan on the safety, health and wellbeing of young workers
- **Write a press release**, an opinion article or organise a one-to-one interview
- **Invite media** to your company or organisation to see the strategic and practical work you do to promote the health, safety and wellbeing of young workers
- Let the media **talk to your young staff** to tell their stories
- Share your activities and plans in the **Visio Zero LinkedIn Group**
- If your are a Vision Zero Trainer, organise a **free training demonstration**, with an emphasis on the safety, health of young workers

Useful information resources:

<http://visionzero.global/> (including communication kit)

<http://www.ilo.org/safework/events/safeday/>

<https://osha.europa.eu/en/themes/young-workers>

<https://www.issa.int/en>