

Communicate to the Masses

By far the best way to communicate with employees is to engage them one on one. But when needing to get a message out to the masses. Posters are the easiest, and if done right, most noticeable way of promoting safety.

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Advantages & Disadvantages

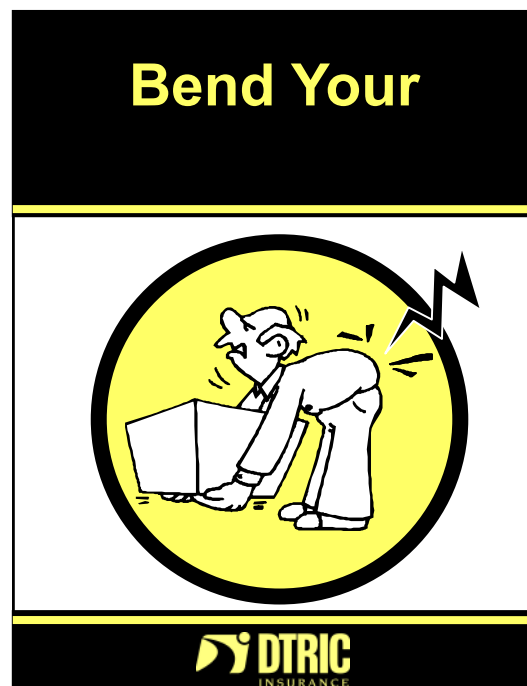
Some of the advantages of using posters to promote are:

- They can be inexpensive to buy or make
- Long length of exposure
- Non-Threatening
- Flexible in regards to set up
- High acceptance

On the flip side there are disadvantages

- Not taken as seriously as papers
- May be ignored
- If there is too much information, it will lose interest

There are a lot of services and print shops that do a great job of organizing your thoughts, laying out the graphics and produce a quality product. If you have the budget for it, use this option because it will save you a lot of time. But there are also a lot of resources available to you on the web that could help you produce a professional product in house. There are a number of graphic and desktop publishing programs that you could use to produce a poster that could rival the professionals. Once you are done putting your poster together, you can send your product online, and a print shop will have it in seconds ready to print out a test sheet. Whatever method you use, there are a few things you should keep in mind to produce an effective poster.



Analyze • Inform • Motivate

1. Make sure the poster is focused on a single message. Anything more will be confusing and lose its appeal.
 2. Minimize words and graphs, and use graphics and images to tell the story. Posters are considered passive promotion, and most people don't have the time to stop and read a few paragraphs. An effective poster should be able to relay its message at a quick glance.
 3. Keep the message organized. The poster should flow well, and not have people glancing all over the layout to figure out what the message is.
- Posters can be a great source of information or conversation starter if planned out right. If not, it will be just another painting on the wall.



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About DTRIC Insurance Risk Consulting Services

The Risk Consulting Services team at DTRIC Insurance is designed to help you reduce accidents and injuries in the workplace. Our approach involves our proven **A.I.M.** process that is easy to understand and simple to implement.



ANALYZE

We start by helping you understand and assess your current situation with services including:

- Safety audits
- Property and liability hazard surveys
- Accident investigation training
- Graphical analysis
- Job hazard analysis

INFORM

Keeping your team members informed is essential to success. We'll help you:

- Develop a safety committee
- Provide educational resources
- Work with your management team to develop their skills and knowledge of regulations
- Address loss trends with training on key issues
- Open communications within your organization

MOTIVATE

The more safety is promoted in your workplace, the more motivated your team members will be to make safety a top priority. Whether you motivate with promotions, incentives or recognition, we'll help you develop a results-driven method to encourage safety at all times.

DTRIC's Risk Consulting Services team will work closely with you to create a program to effectively improve your bottom line.