Using **Digital Signage** for **Better**
SAFETY COMMUNICATION

Effective safety communication depends on a visible, inclusive safety culture that's continuously improving. Digital signs can supplement your permanent signage for better safety messaging, higher employee engagement, improved productivity and fewer injuries.

Every 7 seconds
a worker is injured on the job

104,000,000
production days
are lost in a year due to work-related injuries

Over $668 billion
total cost of preventable injuries

16x higher average cost of minor incident versus cost of the preventative measure

48x higher average cost of serious or fatal incident versus cost of the preventative measure

What workers say...

Approximately **one-third** of workers in high hazard industries do not believe safety is valued

50% say safety meetings are held less often than they should be

39% think management does the minimum required by law to keep employees safe

36% say safety takes a backseat to completing job tasks

30% say they are too afraid to report safety issues

An effective safety and health program can save
$4-$6 for every $1 invested

Organizations with higher engagement scores had
70% fewer safety incidents
compared to those with low engagement.

5x less likely to have a safety incident.
7x less likely to have a lost-time safety incident.

Proven Safety ROI
• Positive public image
• Compliance with regulations, laws & standards
• Cost savings & increased shareholder value
• Increased operational efficiency
• Improved employee satisfaction

Quick Tips for Employers
► **Prioritize safety**: Have protocols in place. No shortcuts!
► **Reduce stress**: Ensure employees aren't overtaxed
► **Train everyone**: Educate on all risks & procedures
► **Request input**: Give employees a voice in the safety program
► **Use leading indicators**: Track systems, operations & behavior

Quick Tips for Employees
► **Stay alert**: Be aware of your surroundings at all times
► **Dress for safety**: Always wear, clean & maintain your PPE
► **Use the right tools**: Know your tools & machines thoroughly
► **Love your body**: Take breaks & maintain correct posture
► **Be diligent:** Report violations & unsafe conditions

192
Days Without Incident

Stats that Prove Digital Signage Works
» Digital signs capture **400% more views** than static signs
» People process visuals **60,000x faster** than text
» **63%** of people say digital signs capture their attention
» Messages on digital signs have a **recall rate of 83%**
» Digital signage for safety **reduces workplace injury by 20%**

Benefits of Digital Signage Over Printed Signs
✳ **Eye-catching**: bright, animated screens draw attention
✳ **More real estate**: show more messages, more often
✳ **Centralized**: manage messages & schedules from a single app
✳ **Targeted**: assign different messages to different screens
✳ **Immediate updates**: schedule & publish in minutes
✳ **Emergency alerts**: override every screen or selected screens

Types of Messages
• Safety tips, notices & reminders
• Procedures & processes
• Training & certification opportunities
• Realtime KPIs & leading indicators
• Wellbeing & motivational messages
• Company news, HR notices & more

Message Tips
• Keep text clear & concise
• Use standardized colors & symbols
• Use photos & animation to draw the eye
• Show for shorter periods, more often
• Consider subscriptions to save time
• Refresh designs regularly to avoid tune-out

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Transform the way you **deliver safety communications**.
For more information about **digital signage** solutions, contact us.

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