

“Fight the Risk!” Prevention Campaign

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ABSTRACT

The statutory accident insurance in Germany promotes safety in traffic and transportation in the years 2010 and 2011 under the slogan “Fight the risk!”. The aim is to reduce the accident risk in this field by behavioral and environmental measures. The campaign is directed by using actions and materials primarily to businesses and their employees as well as students, their parents and teachers. In addition, all safety engineers and professionals will be addressed, as multipliers who initiate and carry out operational activities in the businesses. The target groups are motivated to take more responsibility for themselves and others. They receive information on how they can contribute to a safe behavior avoiding the risk of accidents.

Furthermore, a comprehensive phase model of campaign effects has been developed based on the defined objectives of the campaign. Criteria and indicators for measuring the effectiveness of the campaign were derived. The evaluation approach includes eight levels which will be described in the following as well as results of a survey.

1. BACKGROUND

Social accident insurers (institutions for statutory accident insurance and prevention of the industrial and public

sector, the agricultural social insurance) record almost 230,000 occupational accidents caused by in-plant transport annually. About 150 of these have fatal consequences. On top of this figure 23,000 road accidents occur at work or while on the move - 170 of which result in death - and about 175,000 road accidents are caused while travelling or on the way to school – 500 of which end fatally.

Cars account for most of these accidents, causing around 50% of all accidents which occur at work or on business trips and 65% of all accidents which occur while on the move. The relationship only differs in the sector for insurance of accidents at school or on the way to school. About half of the accidents in this sector are cyclist accidents; however the majority of deaths within this sector are either car drivers or passengers.

2. GOALS AND SUBGOALS

As was the case with the first two prevention campaigns (“On the Right Foot” and “Your Skin – the most important 2m² in your life”), “Fight the Risk!” is composed of a common umbrella campaign for all participating institutions, that includes institutions for statutory accident insurance and prevention of the industrial and public sectors, the agricultural social insurance (LSV), German Social Accident Insurance

(DGUV), the German Road Safety Council (DVR) and the federal states. The umbrella campaign is predominantly a media oriented campaign which sets out the common framework for all campaign activities. They should arouse the attention for campaign activities and make the target groups aware of campaign themes. The target-group-specific and sector-specific direct address of target groups for insurer campaigns is carried out by the institutions for statutory accident insurance and prevention of the industrial and public sector, the LSV, and the federal states. There is additional cooperation with numerous further associations, institutions and companies.

2. GOALS AND SUBGOALS

A group of experts from the accident insurance institutions, the federal states, the DVR and the DGUV, already presented a detailed concept for the campaign, a year and a half before it was due to begin. The core idea of the concept is the firm establishment of campaign goals and content. These were selected according to necessary dates and expertise using the iga-method (iga – Initiative for Health and Work) for the development of prevention goals in the world of work. (Bindzius et al 2005). In the foreground of developing those prevention goals selection criteria were used such as the preventive suggestibility or the communicability of messages. The determining of common goals formed the foundation for the development of the communication concept.

The following goals were set for the common umbrella campaign:

- improvement in securing loads
- improvement in safety of young cyclists
- increase in safety of in-plant transport
- increase in number and quality of risk assessments for road safety
- improvement in compliance with regulations

- improvement in visibility

As common sub goals for all campaign participants, definite behavior and circumstances changes for various fields of action were set in stone, which also compose the foundation of the evaluation.

3. MEDIA AND MEASURES

The campaign topics present situations, a tenth of a second before an accident occurs. Each picture shows a headless person (see Figure 1). They will be used as displays in companies and schools, advertisements in newsletters and also as postcards, which will clearly and strongly get to the heart of one of the main causes of accidents – hasty action. In this way, a person's misconduct should be brought to mind and motivated towards safer behavior. However, in doing so, the question of who is to blame should not be addressed and the act of wrongdoing should not be implicated. It is more a case of showing, that under certain circumstances, everyone tends not to have their head where it should be, i.e. concentrating on the current task at hand or the prevailing traffic situation.

Aside from the classic campaign measures like public and media relations, the circulation of advertisements, participation in special events and use of websites, this campaign "Fight the Risk!" breaks the mould by using some new and unusual methods.



Figure 1: Sample poster for "Fight the Risk!" campaign: "My head is still in the canteen".

The youth target group is mainly internet-oriented. They are increasingly using social networking sites in particular. Therefore, a good prerequisite would be to address this target group with a customizable web clip. Early 2010 saw the beginning of the cycling season being targeted with the first clip entitled “Helmet on – risk gone!”

A multimedia-quiz, which can be used at training days, seminars or at exhibitions, has been developed for executives and employees. The questions are multiple-choice and can be answered using a keypad. The quiz is intended to ease the introduction of detailed topics and the communication of content. Participants will be spurred and motivated to contribute to discussions through the use of incorporated short films. Aside from having to answer skill questions, participants will also have a chance in the quiz to reflect on their own risk behavior.

4. EVENTS IN 2010

Umbrella and supporting campaigns will be found at many events in 2010: at business events, at exhibitions and fairs, at road safety events and many others. Two events which have already been planned for 2010 are used here as examples.

“Fight the Risk!” will be involved in the forklift driving championships (StaplerCup) held by company Linde. On 24th and 25th September 2010, numerous preliminaries and a concluding final will take place at Marktplatz in Aschaffenberg to name the German forklift driving champion. Since safety and precision are equally as important as the speed factor at this event, it presents an ideal stage, to raise the topic of “safer in-plant transport”. Another large campaign event will take place in Dortmund from 16th to 19th June 2010. A large public presentation of the campaign “Fight the Risk!” will take place not only for the annual conference of the German Society for Occupational and Environmental Medicine (Deutsche

Gesellschaft für Arbeitsmedizin und Umweltmedizin[DGAUM]) but also suitably to mark Road Safety Day on 19th June. Many hands-on projects are planned as well as a stage program.

5. EIGHT-STAGE EVALUATION

Method development began at the same time as the planning of the evaluation concept, so that the measurability of its effects was a focal point right from the beginning. It was considered that prevention campaigns have influence on several levels within the social accident insurance (cf. Rice & Foote, 2001). On the one hand prevention campaigns combine various different prevention services, like information and communication, qualification, research and development, incentive systems, and consultation; on the other hand they simultaneously have multiple goals and target groups (Eichendorf & Pfeiffer, 2007).

The defined goals of the prevention campaign “Fight the Risk!” were taken as a basis for the planning and development of the evaluation and from these goals, criteria and indicators were derived. They set out, how prevention measures should be evaluated, in that they mention the degree and direction of application. It therefore becomes apparent that the number of accidents can be used as nothing further than an indicator for determining the target achievement of a campaign. These thoughts were noted in a policy document, which was then accepted by all higher-ranking bodies of the social accident insurance. The numerous specified reasons, as regards content and method, against the use of the number of accidents suggest the need to gather more reliable and more valid indicators for the effectiveness of umbrella and supporting campaigns. Since prevention campaigns of the social accident insurance primarily target a modification of the “knowledge”, “mindset”, “behavior” and

“circumstances” of target groups, the number of accidents is better not used as an indicator to examine the effectiveness of a campaign. Based on these assumptions, a phase model was designed for the campaign effect of “Fight the Risk!”; a five-phase model which ensures the awareness of communicative content as well as the adoption of safety-promoting behavior and the circumstances throughout the target groups (see Diagram 1, Singhal & Rogers, 1999). Various indicators are assigned to each phase in this model.

Table 1: Phase model of campaign “Fight the Risk!”

Phase	Indicators
1. Informative Phase	<ul style="list-style-type: none"> • Campaign presence/contact with campaign topics (Accidents caused by in-plant transport, road accidents on the way to school, accidents at work or while on the move, road accidents on public roads) • Conscious awareness, acceptance and evaluation of campaign topics • Knowledge (Understanding of message, occupational decision-making and responsibility)
2. Persuasion Phase	<ul style="list-style-type: none"> ▪ Change in mindset ▪ Expectations of self-efficacy ▪ Social norm (acceptance of recommended safety-promoting conduct, awareness of social support, sense of self-responsibility and the responsibility of others)
3. Decisive Phase	Modification of safety promoting behavioral intention (willingness to accept new code of conduct)
4. Implementation Phase	Modification of safety promoting behavior and circumstances (implementation of desired safety conduct)
5. Confirmation Phase	Adherence to safety code of conduct and circumstances (Routinization)

Taking into account the goals and target groups of the prevention campaign as well as the phase model for campaign effect, an eight-stage evaluation concept was established (cf. National Cancer Institute, 1992; Rice & Atkin, 1989; McGrath, 1989; Coffman, 2002; DPRG, 2001; Besson, 2008).

5.1 Extent of Campaign Activities and Measures

Campaign presence is the measure of efforts by campaign participants, to ensure their campaign and its messages are accessible for the target groups. Therefore in this first stage, the extent of campaign activities and measures, in other words public campaign presence, will be documented in a spreadsheet by all campaign participants. Measures will be individually listed and categorized according to activity, media and advertising medium. The proportion of the target group which can be reached by campaign measures, will also be indicated, i.e. the range.

5.2 Media Response

Media response shows how often the target groups came into contact with different forms of media presenting information of the prevention campaign “Fight the Risk!”. For this purpose, article clippings from newspapers, magazines and online media as well as segments from TV and radio broadcasts are compiled by press cutting services. These clippings and segments are then evaluated according to their qualitative and quantitative characteristics. They are differentiated by those which are separately mentioned and published by the press (the so-called press echo) and those which are incorporated by campaign associates and participants into their own media. The media coverage is systematically indicated in both cases.

5.3 Awareness, Acceptance and Evaluation

Good campaign presence and a large media response are prerequisites for ensuring that the target groups of a campaign can appreciate its core messages and the people responsible for the campaign. Therefore the following factors move into focus at this stage: whether the target groups

- are actually aware of campaign presence,
- really remember the content of the campaign,
- positively evaluate the campaign, and

- consider the topics relevant and important.

Only when this awareness process is triggered, can further modification processes be adopted, e.g. modification of knowledge, mindset and behavior. These further changes can only be adopted over a long time period and are therefore part of the next stage of evaluation.

5.4 Behavior and Circumstance Changes

This stage examines in more detail, whether changes in knowledge, mindset, behavior and circumstances in the target groups have been caused by the campaign. Changes at this level have been long-term processes as was the case with the previous stage of awareness, evaluation and acceptance. For this reason, evaluations will be focused on results and impacts, which normally present a more complex design of investigation with the use of a before-and-after measuring and also a test and control group to some extent. This is to prove whether a change in the desired direction has taken place and if so, what weighting the campaign “Fight the Risk!” had in this change.

5.5 Impacts on Business

This stage of impacts on business should show whether campaign activities and measures can affect operating numbers within a company. Of most interest are the effects which a campaign can have on a typical company. The evaluation council is currently discussing various evaluation approaches and possible strategies.

5.6 Quality of Structure and Processes

In the sixth stage, campaign participants will be asked about:

- the structure of the campaign,
- internal processes,
- project work, and
- the need for optimization for the current and subsequent campaigns.

An online-survey of all members of the campaign bodies of “Fight the Risk!” is scheduled for early 2010. Additional

structured interviews will be carried out with individuals who are involved in the campaign, in order to gain more detailed information and a deeper insight.

5.7 Guidance and Consultations

For the evaluation of various industry-oriented and target group-oriented supporting campaigns of the social accident insurance, guidance and consultations have been offered by the evaluation council¹. Among other things, an extensive folder containing information and aids, such as checklists and campaign evaluation guidelines, was sent to all campaign participants. All of the documents developed for the evaluation of the umbrella as well as the supporting campaigns will eventually be available for retrieval from a protected internal domain on the campaign homepage of all campaign participants.

Furthermore, the so-called “supporting partnerships” were brought into being. The impact of umbrella and supporting campaigns are evaluated as a whole in concrete projects. In doing so, the supporter, in cooperation with the evaluation council and the IAG (Institute for Work and Health of the German Social Accident Insurance), can develop the concept as well as instruments for the evaluation of its supporting campaign.

5.8 Feedback on Evaluation Results

The evaluation council has confirmed that all evaluation results have been structurally and continuously sent back to all campaign bodies. Therefore the campaign can soon be appropriately managed. Moreover, information sheets will be produced and current developments will also be reported in the campaign newsletter. For more public information, press releases are scheduled to provide

¹ The evaluation council is a body of the campaign “Fight the Risk!” which is made up of representatives from the social accident insurers, the German road safety council and independent experts.

information on the results of the evaluation.

6. FIRST ROUND OF RESULTS: TARGET GROUPS ARE QUESTIONED ABOUT CAMPAIGN

Socio-scientific survey methods are used to investigate the awareness, evaluation and acceptance of the campaign as well as behavior and relationship changes caused by the campaign. Several surveys will be carried out and in some cases evaluation levels three and four will be combined.

6.1 Evaluation Design

Pivotal at this level is that a multiple-stage survey, monitoring the situation before and after, is to be carried out among occupational health and safety experts. The before-measurement already took place in November and December 2009. Content of the online questionnaire initially included the awareness of campaign topics via means of the multipliers, whose attitude towards the campaign and the extent of measures already implemented within the company leads to safer driving and transportation in the workplace and on the road. The after-measurement is expected to take place in autumn 2011, shortly before the end of the campaign.

6.2 The Evaluation Tool

During the development of the questionnaire, indicators were devised from the defined campaign goals. Additionally, an analysis of literature was used to devise further indicators from the individual campaign topics. These devised indicators were then put into use in the next step as questions for a questionnaire. The questionnaire "Fragebogen zu Arbeitssicherheit und Gesundheitsschutz (FAGS)" (Questionnaire on Occupational Health and Safety) was the only source that could be drawn on for questions on mindset (Stapp, Elke & Zimolong, 1999). The statements from this questionnaire

were then transformed into questions for the purpose of the forthcoming survey.

The following content was part of the finished questionnaire: awareness of campaign topics, attitudes towards the campaign and the extent of measures already implemented within the company leading to safer driving and transportation in the workplace and on the road. Interviewees were also asked for a risk assessment of various hazardous situations. This was intended to find out which topics should be considered as particularly important.

6.3 Sample Survey

For this survey, the knowledge and experience of the members of the Association of German Safety Engineers (VDSI) was drawn upon. 4376 occupational health and safety specialists were contacted via email, 991 of which responded positively and willing to participate in an online-survey. This equates to a response rate of 23%.² The questionnaire was anonymous and voluntary. The most predominant profession among the sample survey is the occupational health and safety specialist (71%) and almost all interviewees were men (92%). About two-thirds of those questioned are employed by a company, whereas about 38% of the health and safety specialists questioned are self-employed or work in technical support services across the industry. More than three-quarters of those interviewed are between 45 and 78 years old and the rest are younger (23%). A little more than half of the interviewees have 10 years or more professional experience and the others have less than 10 years.

6.4 The Results

² It should be noted that the results from this group of interviewees are most likely not representative of circumstances in small and medium-sized enterprises (SME). Nevertheless, SMEs remain part of the evaluations which will be carried out as part of the individual supporting campaigns of "Fight the Risk!".

For the presentation of the results, frequencies were predominantly calculated. Differences between groups were examined to some extent. Dependent on the scale of measurement, appropriate statistical test procedures were put in place.³ The results are as follows:

1. Awareness of Campaign Topics

In general, more than 60% of the interviewees receive information on the topic safe driving and transportation very often or often, in particular using the internet (70%) or newspapers and magazines (64%).

In a comparison between the health and safety experts employed in a business and those who are employed across the industry, the latter proved to be much more aware of the topic. Age also seems to play a role – the older the interviewee, the more time they have taken recently to discuss the campaign topic.

2. Attitude towards Campaign Topic

The significance of the campaign topic is rated as important by the majority of the interviewed occupational health and safety experts. About 96% of those questioned largely agreed that driving and transportation safety is necessary for trouble-free company procedures. 91% of interviewees agree or tend to agree to address their colleagues concerning driving and transportation safety, if they are not adhering to regulations. Moreover, more than 80% agree or tend to agree that, with guidance, they can contribute to the adherence of safety regulations. The motivation to accept responsibility for the company, however, is in need of improvement. According to statements from 46% of interviewees, rules for safe driving and transportation would be adhered to, even when no accidents occur. About 11% agree, almost half tend to agree that it would be worthwhile to

motivate their colleagues towards safer driving and transportation (about 60% in total). It is also interesting to note here that the health and safety experts employed across the industry show a higher level of interest in the topic, as is also the case for older people and those with more professional experience.

3. Risk Assessment

Interviewees consider drink-driving, in particular, to be extremely dangerous (95%) as well as situations where loads are not secured against falling off and shifting (90%). It can therefore be assumed, that these two aspects receive more attention from the point of view of occupational safety within a company. In each case a third of those questioned consider blocked transport routes and cycling without a helmet extremely dangerous. Differences between age groups and those with varying amounts of professional experience show that the older interviewees and those with more professional experience consider high-risk situations to be more dangerous.

4. Company Measures for In-plant Transport and Travel on the Road

This part of the survey was only relevant to those health and safety experts who are employed within a company.

The results show that in-plant transport and securing loads are considered more important within companies in comparison to being on the public roads. This difference is significant and is the case with almost all questions. The following describes individually selected results:

Risk Assessment & Instruction⁴

About 89% of interviews specify that in-plant transport and the securing of loads are taken into account in risk assessment, however only 69% mention travel on public roads to be relevant here. This is

³ Nominal data=chi-square test; ordinal data=Mann-Whitney test or Kruskal-Wallis test or Wilcoxon test; (Bortz, 1993)

⁴ In addition to the percentages in this section, the categories of “agree” and “tend to agree” were added. Only in some cases a more differentiated description is applied and hence indicated.

also the case in reference to the safety instruction of workers. It seems that more are instructed in in-plant transport (87%) and the securing of loads (86%) in comparison to driving on public roads (72%).

Regulations

While 91% of those interviewed state the existence of speed limits for in-plant transport, only 44% admit that such regulations exist for trips on the road. Moreover, it is still the case that trips on public roads are still carried out under extreme time pressure in more than half of the cases. However, the safety requirements for in-plant transport are still insufficiently implemented, e.g. the use of separate routes for pedestrians and vehicles. In fact 68% of interviewees, state that these have been implemented in their company but when more closely examined only 39% agree they are relevant for their company and about 29% tend to agree.

Compliance with Regulations

83% of those questioned responded positively when asked if in-plant transport safety regulations are observed. However, in regards to being on the move on public roads, only 68% responded positively. In both cases, the proportion of interviewees who confirm adherence to safety regulations is normally a majority, just over 50%.

Organization of Work

95% of interviewees claim that their means of transport are regularly maintained and inspected. With regards to a regulation on working hours, 87% claim to have flexible working hours. Upon differentiated examination, 38% of those questioned claim to have a realistic time management and 45% tend to state a realistic time management (83% in total). The results are similar concerning the securing of loads – 47% state clear agreements, whereas 35% tend to agree (82% in total).

Safety Equipment & Visibility

With regard to visibility, 96% of interviewees state that all vehicles are equipped with high visibility vests and depending on the season, they are also equipped with winter gear. 76% of those questioned state that visible clothing is provided within the company. The wearing of helmets and protective clothing while cycling or riding a moped or motorcycle polled badly with a total of only 45% stating this was true for their company.

Road Qualifications

Correspondingly, measures to reduce the risk of road accidents are only partly implemented. The investigation into the cause of accidents (80%) and safe driving training (58%) came off well. However there is very little attention paid to anti-tiredness campaigns (9%) and road safety clubs (11%).

Incentive Systems

When asked if incentive systems for the compliance of driving and transportation regulations exist, the majority of responses were negative. Just little over 7% specified the existence of such a measure within their company.

6.5 Discussion

The results show that the interviewed occupational health and safety experts are already aware of the topic of “safe driving and transportation” and they deem it a relevant and important one. It is interesting to note the differences between groups in the sample survey; the health and safety experts who are employed across the industry show more motivation and awareness of the campaign topic. The older and more experienced the experts are the more information they have on the campaign topic and the more aware they are of it. It remains to be seen whether the differences between the groups will come off the same in the second round.

Still on a level of need for improvement is safety while driving on public roads, in comparison to the measures for in-plant transport. It is worthwhile taking a differentiated look at the results. In sub-areas, like in-plant transport, the need for improvement has already been noted which is noticeable in the example of the use of separate routes for pedestrians and for vehicles, and also the arrangement for securing loads. Along with these statements, it is also obvious that the risk caused by blocked transport routes is considered comparatively low.

According to statements given by the occupational health and safety experts who participated in this survey, it can be assumed that in-plant transport and on the road safety regulations are more strongly adhered to. This corresponds to statements about the mindset of the interviewees, with regard to the motivation for taking on responsibility within the company, which came out lower.

With reflection on the interviewees' statements, it is evident that there is a lot of potential for prevention measures to be implemented within companies. It must not be forgotten though, that it is more difficult to influence the accident risk on public roads by using internal company measures because the compliance of such regulations is rarely observed, among other reasons. Nevertheless, internal company regulations and measures, like the agreement of speed limits, safe driving training and awareness, e.g. wearing a helmet or protective clothing, could set an example for safer behavior on the road.

Incentive systems have been rarely been used to help improve company safety. However, incentive systems could particularly be effective in influencing safety on the road. For example, companies could save money by rewarding their employees for fuel-saving driving. "Fuel-Saving Training" events are already seen as an effective measure for reducing fuel use and for strengthening safety-relevant road behavior (Geiler & Kerwien,

2008). The German Road Safety Council has been offering such training for years. Accident insurers are also offering this type of training to their insured parties for the purposes of the "Fight the Risk!" campaign.

Thanks to the "Fight the Risk!" campaign, special emphasis will be placed on safe driving and transportation by the end of 2011. Also included are the topics which did not cut so well in the survey. The safety of in-plant transport routes will be picked out as a central topic, target groups will be made more aware of the need to take on responsibility within the company and the adoption of safety-promoting behavior will be supported as well as in-plant transport safety and safety on the road.

More information on the "Fight the Risk!" campaign can be found under:

www.risiko-raus.de

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