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Editor

Komarytskyy M.L.

Ph.D. in Economics, Associate Professor

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**LABOUR PROTECTION PROPAGANDA AS A TOOL TO PRESERVE THE
LIFE AND HEALTH OF EMPLOYEES AT THE ENTERPRISE**

Polukarov Yury Oleksiyovych,
Ph. D., Docent, Associate Professor

Zemlyanska Olena Vasylivna,
Senior Lecturer

Polukarov Oleksiy Igorovych,
Ph. D., Docent, Associate Professor

Kachynska Nataliia Fedorivna,
Senior Lecturer

Prakhovnik Nataliia Arturivna
Ph. D., Docent, Associate Professor

Zotko Maria Olegivna

4nd year bachelor

National Technical University of Ukraine
«Igor Sikorsky Kyiv Polytechnic institute»,
Kyiv, Ukraine

Introductions. The main goal of occupational health and safety promotion is the formation among employees of a stable awareness of the importance of responsibility for their own and collective safety, which can be achieved by various modern methods of informational and emotional influence [1]. One of the most effective ways to solve this problem is to encourage employees to fulfill their personal duties with mandatory strict compliance with regulated safety requirements.

Aim. The purpose of this article is to review the methods of labour protection propaganda using posters as an example.

Materials and methods. The very process of such propaganda is not an easy task. The methodology of effective mastering of safe work methods should not contain empty phrases, clichés and outdated formulations. It is necessary to give preference to specifics and it is desirable to accompany the training with illustrative components and to reinforce it with real examples. In the event that the listener does not understand a certain material, the matter should be explained in the simplest

possible terms, without raising the voice, bullying or intimidation in any case. Such behaviour will have an exclusively negative effect and will lead to persistent misunderstanding of the importance of knowledge of the basic provisions of labour safety [2].

To date, labour protection promotion at many domestic enterprises is carried out by distributing special memos, which indicate the basic requirements and rules for safe work or a specific process. Moreover, it should be noted that such attractions should be used by both managers of all levels and the average staff of the enterprise.

In an ideal case, managers should identify potential sources of danger that an employee may encounter at one or another stage of work, assess the possible consequences of the implementation of these dangers, both for the company's personnel and for the environment. Also, the manager must develop measures to prevent the occurrence of dangers and a plan of priority actions in case of emergency situations. In turn, employees should assess potential risks at the workplace, not to start work in case of direct or indirect danger, and in case of any threat – to stop work immediately. In the event that the manager does not agree with the employee in a particular situation related to workplace danger, the representative of the company's occupational health and safety service should be contacted.

Results and discussion. One of the most common and effective means of promoting occupational health and safety is the use of appropriate posters. They make it possible to explain to the employee exactly where and at what stage this or that dangerous factor can manifest itself in an understandable form. A clear awareness of the risk to life and health during the performance of his work duties will encourage the employee to comply with the applicable safety requirements.

There are several main types of posters [3]:

- stimulating (illustrate the benefits of work with strict compliance with safety requirements);
- cautionary (intelligibly show the negative consequences of neglecting safety rules);
- neutral (contain measures to prevent accidents, emergency situations without

analysis of causes and consequences);

- humorous (illustrate in the form of funny cartoons or caricatures the positive side of compliance with safety requirements);
- combined (combination of several types of posters).

When choosing the type of poster at the enterprise, you need to understand that in most cases, the employee is primarily interested in the circumstances of a potential negative situation, and not its consequences. Preference should be given to posters with illustrations, because they help the employee understand how to act correctly in certain circumstances.

In addition, the posters should be in colour, with easy-to-recognize inscriptions. It is desirable that the images on the posters correspond to the real specifications of the production. The survey of employees showed that people do not accept generalized information without reference to specific objects or working conditions.

Conclusions. It can be argued that the promotion of labour protection is a truly effective tool for ensuring safe working conditions at the enterprise. However, the success of this event directly depends on the correct choice of the method of its implementation and the form of submission of the necessary material. The correct approach of such agitation will make it possible to form a clear awareness among employees that compliance with safety requirements during work is precisely the mechanism that will prevent negative consequences and preserve the life and health of both a specific employee and those around him.

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