

TRAILBLAZER ADVENTURER
INNOVATOR DEFENDER CHALLENGER
ADVENTURER TRAILBLAZER DEFENDER VISIONARY
VISIONARY ADVENTURER TRAILBLAZER CHALLENGER DEFENDER VISIONARY

Going Viral: #Biosafety

Vanessa Pinto - Steven Cole



UNIVERSITY
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Modifying U of M's Safety Culture

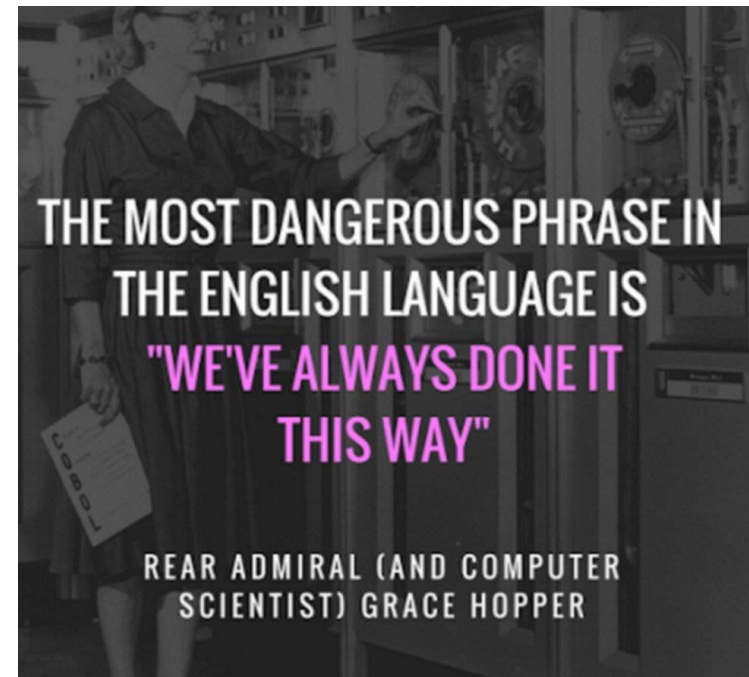
1. Leverage opportunities to engage new and young lab workers
2. Promote services and accessibility directly to workers who may be underserved
3. Modernizing information dissemination
4. Promote Safety



Image Rebrand

Old Guard vs. The New

- Established relationships with faculty and staff
- Improving direct information dissemination to underserved groups
- May make Biosafety Program members inaccessible/unapproachable to those most at risk (students, new personnel)
- Modes of communication have changed significantly over time – “passive engagement” is predominant form of receiving information



Introducing Safety Steve!



 **umanitoba_ehs**

umanitoba_ehs #protip Labcoat storage should be on individual hooks. If you store them on top of each other the inside of one coat can be contaminated by the dirty outside of coat underneath #ewww 😬😬😬
#keepyourlabcoatinfleek #isonfleekstillathing
#sofreshsoclean #labsafety #biosafety
#umanitoba

Social Media Mascot

Using Instagram, Twitter, Bitmoji and Snapchat, we're able to integrate Safety Steve into our own institutional settings to promote the do's and don'ts of safety



Aesop has nothing on our stories

Safety's Little Shop of Horrors

- Canadian Biosafety Symposium 2015
- Dr. Ruthanne Huising – Building a Culture of Biosafety
- Stories and their impact on safety culture



Infiltrate the masses

Communication Portfolio requires time but can pay dividends in the future

- Use communication initiatives within the institution
- Hashtags and integrating online with other depts./regulators – amplifies messages
- Monitor departments regarding safety/security

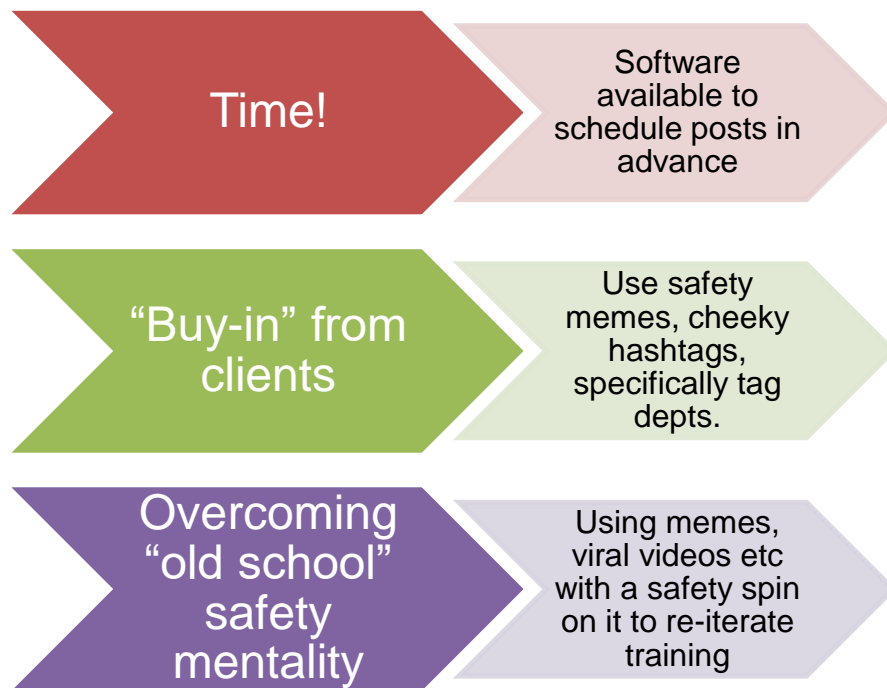


Improving Safety is ultimate goal

- Improving links to an underserved group
- Be proactive with tips/tricks (rather than reactive)
- Real-time feedback from students and PIs with suggestions and concerns
- Establishes an ongoing presence – we're not just there when things go bad, safety should be considered at all times.

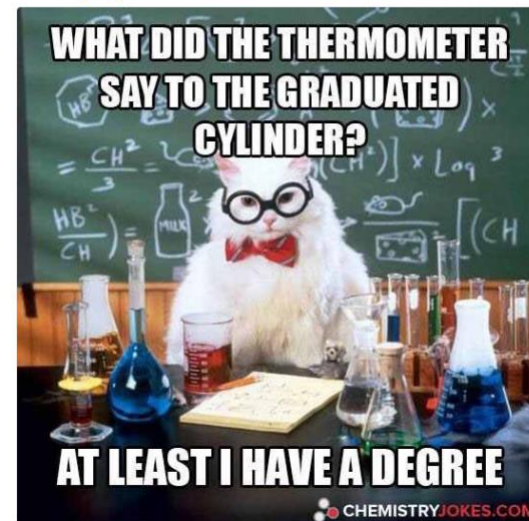


Challenges & Solutions



 **UM EnviroHealth&Safe**
@UM_EHS

Looks like thermometer has it comin'! If you do have broken thermometers, make sure to contact us to help dispose of the mercury!
[#hazwaste](#) [#labsafety](#) [#umanitoba](#) [#scijokes](#) [#imtryinghere](#)



11:20 AM - 5 Feb 2018



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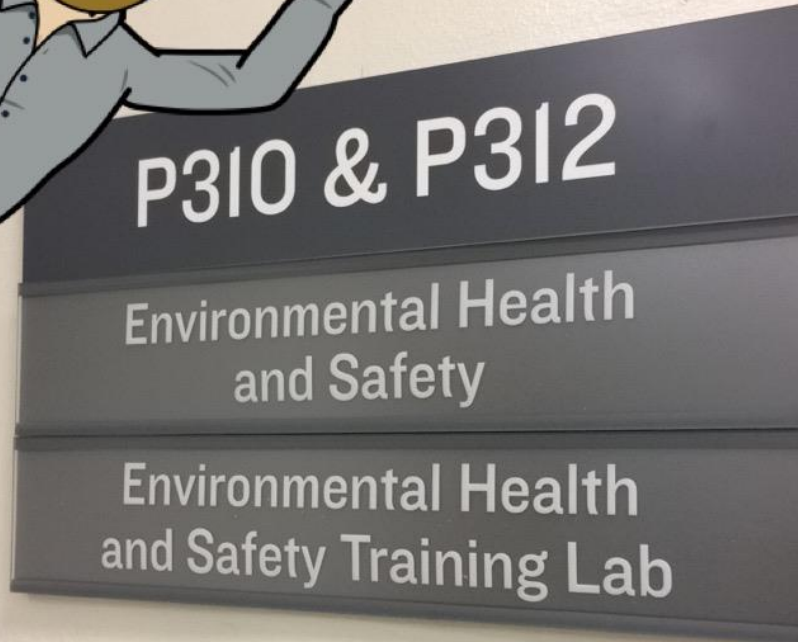
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