



# Occupational Safety And Health Education for OSH Prevention: Social Security Organization, Malaysia

Dr. Azlan bin Darus  
MBChB MPH(Occ Health) MFOM CIME  
Manager  
Prevention and Health Promotion  
SOCSO

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## STRATEGIES

- 1 Government Leadership
- 2 Strengthening OSH Management
- 3 **OSH Sharing and Networking**
- 4 Mainstreaming Industrial Hygiene
- 5 International Strategic Alliance

\* Slide courtesy  
Department of  
Occupational  
Safety and  
Health,  
Malaysia

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**P1 - Network and Supply Chain**

- Enhance compliance of designer and suppliers
- Promoting OSH at design Stage
- Enhance contract management of organizations
- OSH Service Providers

**OSH MP 2020**  
*Preventive Culture*

**STRATEGY 3  
OSH SHARING AND NETWORKING**

**P2 - OSH through Association**

- Encourage more employer association, trade association and worker union to incorporate OSH training and promotion in their yearly activities.
- Encourage OSH promotion and information to be included in their website

**P3 - OSH through CSR**

- Promote organisations to have OSH CSR programme to their industrial neighbours and publics to help promote safety and health to their neighbours
- ERP
  - Osh knowledge and practices
  - Promotional activities

**P4 - OSH for Future Workers**

- Enhance awareness and knowledge among students
- Enhance OSH management in IPTAs and schools
  - IPTAs and technical institutes to conduct courses in OSH (Diploma, Masters, PHD and electives)
  - Introduce OSH to secondary and primary schools

\* Slide courtesy Department of Occupational Safety and Health, Malaysia

**Prevention Strategies – Social Security Organization**





## Educating workers: Networking and Interagency Collaboration

- SOCSO collaborated with NGOs, businesses and government agencies for joint programs towards accident prevention.
- Over 600 collaboration and programs per year between SOCSO and NGOs
- RM5 million allocated per year, increased to RM7 million in
- OSH Compliance Program: Collaboration with Department of Safety and Health
- Enhancement:
  - Commuting Safety Support Program
  - Workplace health Program

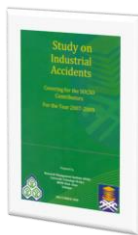
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## Educating with Evidence: Research

- Allocation of research grants for local academic institutions
- Research in the area of OSH Prevention and Promotion
- More than RM2million had already been allocated so far
- Findings used in guidance for further program developments.
- Currently holding biggest database of employee's health screening in the country



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## Awareness and Education



- Awareness campaigns conducted with cooperation of NGOs, employers and other organizations.
- Production of campaign materials; including
  - Posters
  - Pamphlets
  - Videos



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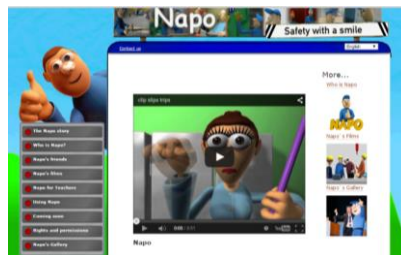
## Awareness and Education – media mainstreaming

- Responded to the need of the industry
- Sectoral segmentation
  - Occupational Safety And Health In Manufacturing Sector
  - Occupational Safety And Health In The Construction Sector
  - Occupational Safety And Health In The Plantation Sector
  - Occupational Safety And Health In Office
- Responding to specific risks
  - Eye Safety At The Work Place
  - Safe Work Practices In Machine Guarding
  - Working Safely With Chemicals
  - Ergonomic Minimizing Musculoskeletal Disorder (MSD'S) at Workplace
- Distributed via CDs



## Awareness and Education – media evolution

- Responding to successful approaches
  - Emulate our European counterpart



- “OSHMAN”



## Awareness and Education – media evolution

- Dramatisation & Comedy
  - Health Screening Programme
  - Pilihan Di Tangan Anda – The choice is in your hands (Commuting Accident)
  - Simpang ( Prevention on Commuting accidents)
  - Baliklah... Long – Please come home... (Commuting Accident)
  - Bayangkan.. – Imagine.. (Commuting Accident)
  - Dah nak sampai – Almost there (Commuting Accident)



## Awareness and Education – responding to the media gap

- Lack of OSH related input in mainstream media
- Requirement to attract mainstream audiences
- Identify with current popular genre



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## At what cost?



- Current airing is costing 16 cents per viewer
  - At around 300 000 viewer per episode
  - >10 million viewer already!
  - Still being aired on television
- Comparison:
  - Pamphlet (20 cents)
  - Posters (RM5)
  - Other promotional items (RM2-5)

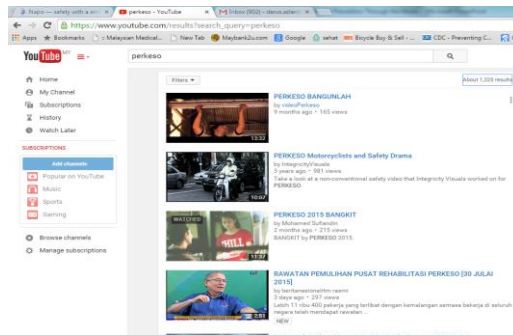
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## Social media and chats

- Need for an increasing presence in the social media
  - Videos had been uploaded to the YouTube
  - Viewing is yet to be desirable
- Targeted viral production



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## SUMMARY

- Educating the working public takes into new ideas and approaches.
- Role of different agencies can be sorted; because there is only one goal
  - E.g OSH in school?
  - OSH in college?
  - Future workers.

“Often, getting the message across via words and writings are difficult to be understood.....”

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- THANK YOU

[Azlan.darus@perkeso.gov.my](mailto:Azlan.darus@perkeso.gov.my)