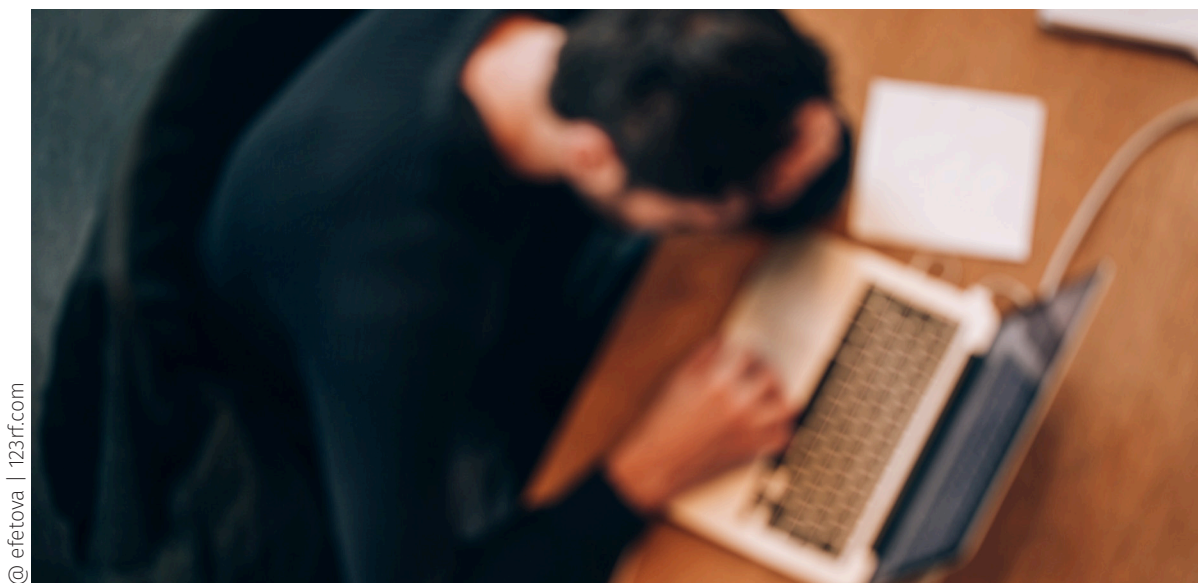


AUVA's communication channels with its insured persons

The General Accident Insurance Institution (AUVA) is Austria's largest statutory accident insurance organisation. AUVA insures employees as well as kindergarten children in the compulsory kindergarten year, pupils and students. In order to fulfil its diverse tasks efficiently, AUVA relies on a wide range of communication channels that serve to inform both insured persons and the general public.



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AUVA's communication objectives

AUVA's communication pursues several strategic goals:

- › Information and transparency: The public should be comprehensively informed about AUVA's tasks, services and range of benefits.
- › Prevention and awareness-raising: Legal requirements such as 'promoting the idea of accident prevention' are fulfilled through targeted communication measures.
- › Service-orientation: Insured persons are given easier access to services, whether in the area of insurance or preventive health-care.

Communication fields and channels

AUVA divides its communication into two main fields:

- › Office for Communication and Public Relations: The focus here is on general information and image building.
- › Communication on prevention: This area is specifically designed to communicate measures to prevent accidents and occupational illnesses.

External communication channels

- › Website and blog: The central point of contact for information. Insured persons and interested parties can find all relevant information on benefits, prevention programmes and legal bases here.

- › Social media: AUVA uses channels such as Facebook, Twitter, LinkedIn, Instagram and YouTube to publicise current topics and prevention measures and to communicate interactively with the target group.
- › Press work: Press releases and co-operation with media partners contribute to the dissemination of information.
- › Publications and media: The magazines 'Sichere Arbeit' and 'Alle Achtung' provide insured persons with in-depth information on prevention topics. A wide range of publications (leaflets, brochures, posters, etc.) are available to insured companies and educational institutions in print and online free of charge.
- › Events: Presence at trade fairs and participation in or organisation of specialist events enable direct contact with insured persons and companies
- › Campaigns, training, counselling: The advisory services provided by prevention experts as well as the training and further education programmes for companies and targeted workshops and campaigns for companies and educational institutions are important pillars of direct contact with insured persons and the direct dissemination of knowledge about prevention.

Communication on prevention

Communication on prevention is a central component of AUVA. The aim is to raise awareness of safety and health at work and to support safety education in kindergartens and schools.

Over a certain period of time, prevention campaigns address specific safety and health

topics that are particularly relevant for insured persons and companies. For the respective campaign topics, special support programmes for companies and – if thematically appropriate – for educational institutions are being developed and communicated more intensively.

Objectives of prevention campaigns

- › Raising awareness of risks and benefits in the area of health and safety at work and in training.
- › Imparting knowledge and skills to integrate these topics into workplace evaluation and everyday school and kindergarten life.
- › Provision of tools and assistance for sustainable safety management.

The target groups for these campaigns are primarily employers, managers and prevention specialists. Certain topics are also aimed at employees, teachers and trainers.

Channels of prevention communication

Prevention campaigns are communicated via the advisors in the companies and educational institutions as well as a variety of other channels, including the website and blog, social media, media, publications and specialist events. This communication is supported by targeted advertising measures.

With this versatile and target group-oriented communication, AUVA not only fulfils its legal requirements, but also actively supports safety and health in the world of work. ●

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