

Good Practices

Educational Posters

Posting educational posters is a powerful way to educate workers. It is very effective because pictures are a strong form of communication which can target specific behaviour. Examples of posters which have been useful for other garment factories include posters on lifting postures, proper mask wearing, and reproductive health.

Good practices - educational posters

- Use posters to address specific problems or concerns. For example, if many workers are developing back problems a poster showing correct lifting posture may be useful (Figures 1 & 2).
- Only include one message in a poster. Do not try to communicate multiple points because that will make your message harder to understand.
- Use posters to either (i) change (or reinforce) behaviour or (ii) increase knowledge.
- Display posters where they will be useful and are easy to see.
- Posters are a good way of communicating but they work best when they supplement a training program.

Benefits:

- ✓ Presents a positive image of the workplace
- ✓ Demonstrates to workers and buyers that the company cares about the welfare of its staff

How:

- ✓ Create your own posters - Draw pictures or have workers' photographs taken and add text
- ✓ Ask the ILO or other organisations if they have useful posters
- ✓ Download free posters or images from the internet and add text in Khmer or Chinese



Figure 1



Figure 2



Figure 3

Cost:

\$

\$ Low cost

\$\$ Moderate cost

\$\$\$ High cost