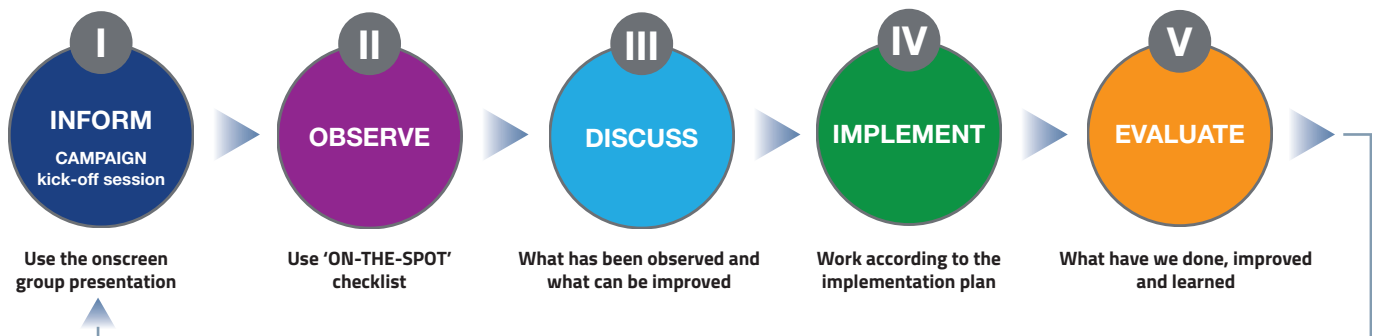




HSElife NL Industry-wide campaign

Guide to a successful campaign

Kick-off of the Campaign '**Don't get caught in THE LINE OF FIRE**'



For those who want to start the campaign, the following steps are **important!**

- **Read** the '**Campaign Manual**' in advance.
- **Use** the onscreen group presentation to indicate the goal, the steps and the final result. Print out the '**Inform handout for suggestions and tips**' and have this filled in.
- **Find out** all about it and use the '**ON-THE-SPOT checklist**'.
- **Discuss** the results and make an **implementation plan**.
- **Evaluate** the campaign results, what have we **done**, what has been **improved** and what have we **learned**.

For all these steps, support documents have been developed and uploaded to hseifenl.com site under the tab 'Campaign'.

We wish everyone good luck
in using and implementing the Campaign
'Don't get caught in THE LINE OF FIRE'