

# Making Safety Visual: 10 Proven Strategies for Building a Safety Culture

written by Lauri Moon | March 25, 2019

Safety professionals everywhere are looking for more effective ways to engage their employees and get them focused on safety. Attention spans are shorter than ever. Employees are stressed, distracted and more interested in checking their smartphones than listening to you. Visual communication is the “secret weapon” that can help you capture (and keep) your employees’ attention.

In this lively presentation, you’ll learn:

- Why your employees aren’t hearing you and what you can do about it.
- Why visual communication works.
- 10 proven strategies to integrate visual communication into your safety program.

## Speaker

 **Jude Carter, Vice President of Marketing, Marlin**

Jude Carter is Vice President of Marketing at Marlin, a workplace digital signage company serving thousands of companies in the United States and Canada. With more than 30 years of experience, she has developed marketing and communication strategies for Fortune 500 companies, including Fidelity, Aetna, Adidas and Prudential. An expert in workplace digital signage and visual communication, Jude has spoken at industry association events throughout the United States and Canada, including the Safety Leadership Conference, Behavioral Safety Now, the Digital Signage Expo, and the Waste Expo, as well as at many long-term care association conferences. She is a dynamic speaker and program facilitator. Jude holds a bachelor’s degree in sociology and social work from Arcadia University.

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