



FACTSHEET – New media platform “WSH Nation” launched by WSH Council

“A nation where its citizens are fully committed to eliminating all risks at work” – this is the vision of “WSH Nation”¹, a new media platform that allows companies and employees to create an online avatar and make a personal commitment to WSH. See **Annex A** for more a snapshot of “WSH Nation”.

2 Through “WSH Nation”, the Workplace Safety and Health (WSH) Council aims to raise awareness and interest amongst Singapore’s workforce in taking personal responsibility to keep their workplaces safe and healthy. In WSH Nation, WSH Citizens can, after creating their avatars use social media platforms such as Facebook and Twitter to spread the message amongst their friends and family.

3 Elaborating on this is Chairman of the WSH Council’s Engagement and Outreach Committee, Ms Kala Anandarajah, “With over 3 million employees and over 100,000 workplaces now covered under the WSH Act, the Council’s task to engage everyone in work safety is challenging. Hence, we need to tap on the new media to reach more people. WSH Nation aims to bring as many employees on board as possible to kickstart the individual’s journey in safety and health. Companies can also use WSH Nation to galvanise employee support. An interested and engaged workforce will naturally better appreciate the need to work safely and help us to prevent unsafe work practices. This is an important step in our push for a progressive WSH culture in our workplaces.”

4 The launch of WSH Nation was held at a roadshow along Orchard Road today. This is the first in a series of upcoming travelling roadshows aimed at promoting the WSH Nation. Those interested can create their own avatars at the road show from 1 pm to 9 pm on 30 September 2011 and 1 October 2011. The “WSH Nation” will run for six months, and culminate at the National WSH Campaign in 2012.

¹ WSH Nation is found at this URL - www.WSHNation.sg

Annex A



PLEDGE OF WSH NATION

**We, the people of WSH Nation,
Pledge to stop unsafe work
practices,
And prevent all workplace
incidents.**

**Together we'll say NO to risks at
work.
Together we'll build a safe and
healthy Nation.**

AVATAR CREATION

- Log onto www.wshnation.sg



- Start customising your WSH citizen by choosing your gender, features like eyes, hair style, skin colour, occupation, clothing and voice to recite the WSH nation pledge.
- After completion of your WSH citizen, you will be able to print out a customized 3D foldable cut out, which you can fold to form your very own WSH citizen.



- You can share your WSH citizen with your friends on Facebook and encourage them to also join in WSH Nation.
- You can download your WSH citizen as your desktop or mobile phone, iPad or use it as your MSN profile image.