

Awareness Raising Campaigns

Flagship awareness-raising campaigns allows the cement sector to emphasise the importance of health and safety for its own workers as well as the general public. Below are some examples of such campaigns.

[EU-OSHA Healthy Workplaces Lighten the Load](#) 2020-22 campaign aims to to raise awareness of work-related MSDs and the need to manage them and to promote a culture of risk prevention.

[Mate in Mind \(UK\)](#) aims to provide clear information to employers on available support and guidance on mental health, mental illness and mental wellbeing, and how they can address this within their organisations across the construction sector.

[Safe Cement Campaign](#) – Initiated by a consortium four European organisations, the campaign aims to promote the use of risk prevention measures and processes in cement sector by making available an innovative training tool in 3D. This will help organisations giving courses in the field of risk prevention to achieve the desired impact in training related to health and safety in cement quarrying and production plants.

[Cycle Safe: Promoting Cyclist Safety and Minimising Risk](#). MPA launched its campaign to prevent collisions between cyclists and lorries.