

Chemical Hazard in Work Place and Mass Media

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Mass media campaigns can produce positive changes or prevent negative changes in health-related behaviors across large population [1]. It is important to improve a good culture of the safety in the workplace. We have poor communication about the chemical hazard in the workplace. "Exposure to hazardous chemicals is one of the most serious threats facing American workers today," said U.S. Secretary of Labor Hilda Solis. "Revising OSHA's Hazard Communication standard will improve the quality and consistency of hazard information, making it safer for workers to do their jobs and easier for employers to stay competitive [2]. The mass media needs to give the correct information about this topic, and specifically about the prevention of this hazard. There are 750,000 hazardous chemicals used in the workplace around the world, hundreds more are added every year. The Health hazard, regarding hazardous chemicals, is properties of a chemical that have the potential to cause adverse health effects. Exposure usually occurs through inhalation, skin contact or ingestion. Adverse health effects can be acute (short term) or chronic (long term). Typical acute health effects include headaches, nausea or vomiting and skin corrosion, while chronic health effects include asthma, dermatitis, nerve damage or cancer [3]. As the connection between work, environment and health is more and more strong and the workplaces become more complex, physicians who practice occupational and environmental medicine play an increasingly visible role in preventing diseases and promoting wellness among workers [4]. Communication has a crucial role in enhancing workers' safety behaviours. In order to guarantee workers'

safety and health, both the RSPP and the occupational health physician (OHP) need to be involved in frequent and personal relationships with other members in the organization [5]. The diffusion of recent regulations on work safety has captured mass-media's interest on work accidents. Results showed that print media are accurate in reporting news, but they do not serve as source of education in work safety's issues. Information is mainly focused around catastrophic events, with headlines inducing negative emotions are important to consider the transformation of media's role in promoting work safety [6].

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