

Iowa State University
Department of Environmental Health and Safety



Picture Me Safely

► IMPORTANCE OF SAFETY IN PRESS PHOTOS

Bill Diesslin, ARM, CHMM, CSP
Assistant Director, ISU EH&S

515.294.2105
wmdiess@iastate.edu

Objectives

- Quickly summarize recent shifts in enforcement action
- Re-emphasize the importance of “safe” press photos
- Provide a few good (and not so good) examples
- Share a few ideas to ensure we are sending the right message



June 2018



HGTV stars
Chip and Joanna
Gaines' company
fined \$40,000
by EPA

Examples from Industry





Examples from Academia



People are Watching!!!



Stephanie Loveland
January 19 · 

GAHHHH!! This makes me crazy. (No I'm not talking about the work these people are doing, I didn't even read the article.) They put out these press releases to brag on their work and completely ignore all the glaring problems in the cover photo. Am I the only one who sees this?? WHY, people, WHY must you torment me this way????!! 😱😱😱



Iowa State doctoral student turns tragedy into possibility with ALS research
Lauren Labossiere was 13 when her grandfather died from amyotrophic lateral sclerosis (ALS). Now that she is a doctoral student, the disease coined Lou...
[IOWASTATEDAILY.COM](#)

17 Comments



10



Comment



Share

What can be done?



- Industrial labs have great press release photos
- Why

- ▷ Not just because they are careful about photos.
- ▷ They have a good safety culture!

- How can we achieve this?

- ▷ Stress importance of the safety culture
- ▷ Leadership through example



Public Relations and Safety



► Photos accessible to everyone – including regulators

- ▷ Make sure photo represent a positive safety culture

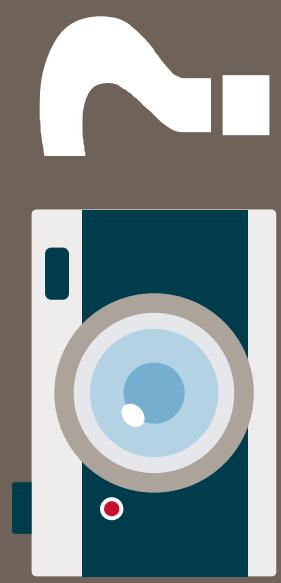
► If you want photography in the laboratory

- ▷ Everyone must wear appropriate PPE!
- ▷ Ensure pictures depict appropriate lab safety
- ▷ EH&S can help

► If you don't want subject wearing PPE

- ▷ Take photo outside of the lab setting!





Questions and
Comments