

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](mailto: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

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**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 · 1

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 Laboissonniere was 13 when her grandfather died from amyotrophic lateral sclerosis (ALS). Now that she is a doctoral student, the disease coined Lou...

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👍👎 10

17 Comments

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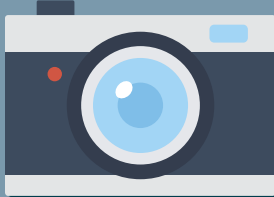
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## What can be done?



- ▶ 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



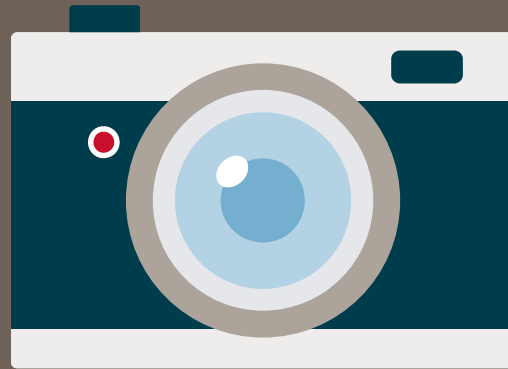
## Public Relations and Safety



- ▶ **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