



National Safety Council

Position/Policy Statement

Public Information

1. The National Safety Council seeks to provide continuing and accurate information to the public on the size and severity of the accident problem and what is being done to solve it.
2. Purpose of the public information program is to encourage maximum participation by the public – individually and collectively – in efforts to reduce the accident toll.
3. Every effort is made to present safety to the public in a practical, understandable and interesting way.
4. Above all, the Council seeks to maintain the highest possible standards of fairness, accuracy, integrity and objectivity in all its public information material. It regards this as fundamental.
5. The Council never sells public information services to the media. Material is provided free to the media as a public service.
6. The Council never pays for safety advertising. As a non-commercial, non-profit organization performing a public service, it depends on the media for volunteer and gratuitous support in the use of public information material.
7. The Council does, however, encourage industry and other agencies to contribute safety advertising, and to include safety appeals in product advertising.

This position statement reflects the opinions of the National Safety Council but not necessarily those of each member organization.

Adapted from National Safety Council Organization (Manual)
Prepared at request of Board of Directors and Approved June 14, 1955