

Marketing & Communication Council

March Agenda

1. Events, Campaigns & Projects
 1. [Past Event Recaps](#)
 2. [Class of 2023; Graduation Materials](#)
2. Safety Compliance in Branded Photography
3. Communications Corner
4. Social Media
5. Announcements & Reminders

Safety Compliance in Branded Photography

Presented by UNM Environmental Health & Safety

Safety Compliance in Brand Photos

Objectives

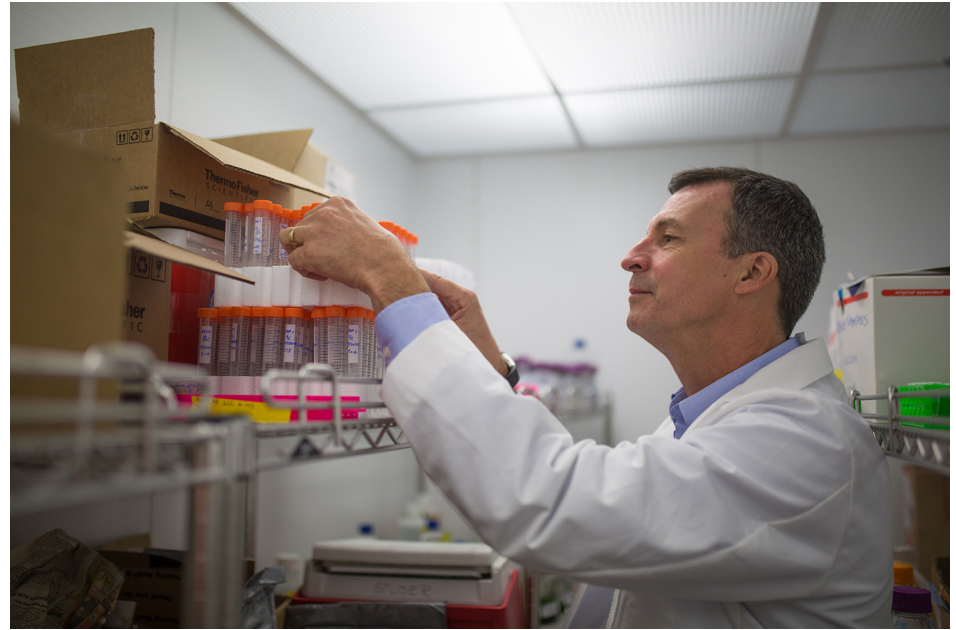
The objectives of this presentation are to:

- Present UNM branding photos that are non-compliant with safety protocols
- Offer alternatives to the in-compliant photographed events
- Demonstrate how to photograph safe practices in UNM branding photos

Safety Compliance in Brand Photos

Lab Photos

- When taking pictures in labs, it is very important to make sure everyone in the shot that is involved in a hazardous process is adequately and uniformly wearing PPE.
- This usually includes nitrile gloves, safety glasses, and lab coats.



Safety Compliance in Brand Photos

Lab Photos

- Formalin is an aqueous solution of formaldehyde that is used to preserve tissue and specimens for dissection or histology.
- Though not corrosive at this concentration of formaldehyde (~ 10%), formalin is a group 2 carcinogen, and a category 1 specific target organ toxicity (kidney, liver, blood, spleen)



Safety Compliance in Brand Photos

Lab Photos

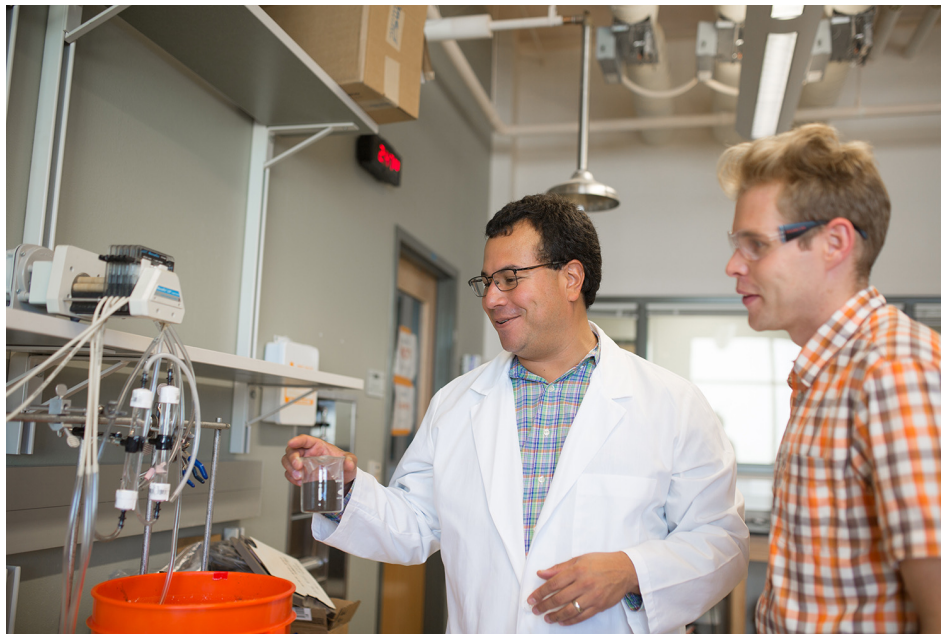
- Here is a photo of the same individual correctly mitigating their exposure to formalin by using nitrile gloves.



Safety Compliance in Brand Photos

Lab Photos

- Even when the chemical seems benign, branding should portray UNM personnel following safe lab practices.
- The researcher in this shot should have worn gloves and eye protection.



Safety Compliance in Brand Photos

Lab Photos

- The photos of this lab are an example of PPE disparity, one researcher is wearing a lab coat and safety glasses, and another is only wearing safety glasses.



Safety Compliance in Brand Photos

Lab Photos

- Lab personnel have all the required PPE but may don it inadequately.
- Here we see a researcher with safety glasses worn atop the head.



Safety Compliance in Brand Photos

Lab Photos

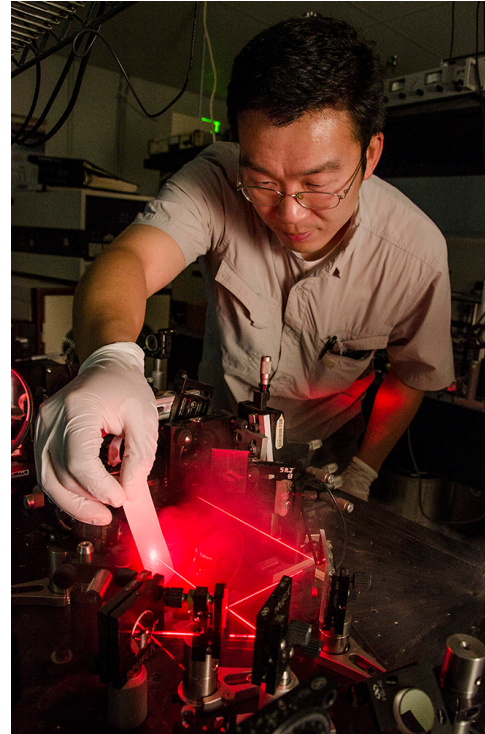
- This photo shows the researcher correctly donning the PPE.



Safety Compliance in Brand Photos

Lab Photos

- Labs may also present physical hazards, such as working with lasers.
- The researcher in this photo should be wearing laser safety glasses.



Safety Compliance in Brand Photos

Lab Photos

- When photographing chemical containers, it's important to check if the containers display hazardous identification.
- These containers of methanol and ammonium acetate are missing hazard identifications of flammable-toxic and irritant, respectively.



Safety Compliance in Brand Photos

Machine Shop Photos

- Machine shops present more physical hazards as opposed to chemical, and thus other kinds of PPE should be accounted for when taking photos.
- The lab occupants in this photo are seen wearing insufficient and disparate PPE.
- They should all wear coats to protect from sparks, earmuffs for loud noise, and welding helmets for the bright glare.



Safety Compliance in Brand Photos

Machine Shop Photos

- Here we see another example of inadequate donning of PPE.



Safety Compliance in Brand Photos

Machine Shop Photos

- This photo is more exemplary.



Safety Compliance in Brand Photos

Machine Shop Photos

- This photo shows a need for flame-retardant PPE.



Safety Compliance in Brand Photos

Machine Shop Photos

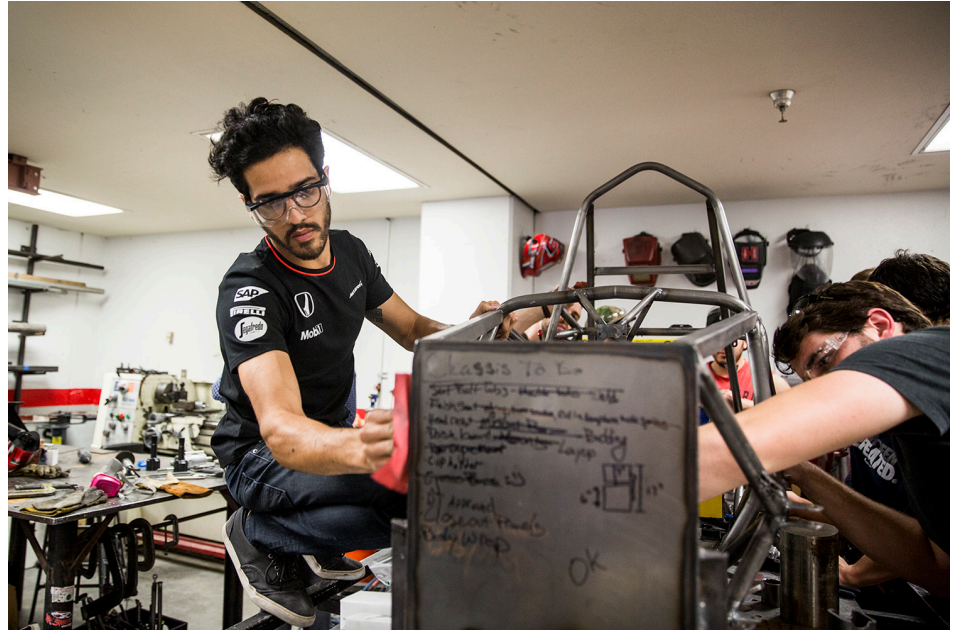
- Besides PPE, ergonomics should be considered in photographing shop work, especially fall hazards, as workbenches in shops tend to be sharp and durable.



Safety Compliance in Brand Photos

Machine Shop Photos

- From this angle we can see such a workbench that presents this hazard.



Safety Compliance in Brand Photos

Clinic Photos

- Clinical personnel should always don surgical masks covering the nose and mouth when servicing patients.

