

Live for Lorcan Media Pack

Usage Guide

The Live for Lorcan Media Pack has been created to help organisations introduce, reinforce and sustain a people focused approach to workplace safety. The materials are designed to be flexible and can be used across inductions, toolbox talks and wider safety communications.

What the Media Pack Includes and How to Use It

Live for Lorcan Logos

Several versions of the Live for Lorcan logo are included for use across your organisation. The logo is intended to act as a constant visual reminder of the human impact behind safety decisions.

Recommended uses include

- Hard hat stickers
- Vehicle decals
- Workwear and PPE
- Site signage
- Safety documents and presentations

The more visible the logo is, the more effective it becomes as a prompt to pause and think before acting.

Live for Lorcan Presentation

This presentation explains the Live for Lorcan initiative, why it exists and the behaviours it aims to address. It has been designed so it can be delivered by anyone who has already heard Marian's story, either in person or through an approved format.

Recommended uses include

- Employee inductions
- Safety briefings
- Team meetings
- Company safety days

It is strongly recommended that companies replace the example staff images in the presentation with images of their own team. This personal connection significantly increases the impact and relevance for your workforce.

Toolbox Talk Slides

A dedicated two slide toolbox talk presentation is included.

These slides are designed to be added to your existing toolbox talks as a regular reminder of the Live for Lorcan initiative.

How the toolbox talk slides work

- Slide one provides a short reminder of what Live for Lorcan is and why it exists.
- Slide two includes an image placeholder that should be updated for each toolbox talk. The intention is to feature a different worker each time alongside their family or the people who matter most to them.

The theme of this slide is

Protect Yourself First to Protect What Matters Most

Example wording on the slide reads

"Here is Joe Bloggs with the people who matter most to him. Thank you to Joe for helping us remember what we are working safe for."

This approach keeps safety personal, relatable and people focused.

Behaviour and Psychology Site Poster

The media pack also includes a site poster that outlines ten common psychological and behavioural reasons why workers do not always follow safety procedures.

The purpose of this poster is to help workers recognise everyday habits, pressures and assumptions that can influence decisions without us realising it. By understanding these behaviours, teams are better equipped to challenge them and make safer choices.

Recommended locations include

- Canteens
 - Site cabins
 - Welfare areas
 - Near sign in points
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Live for Lorcan works best when it is visible, personal and regularly reinforced. These materials are designed to support that approach and can be adapted to suit your organisation while staying true to the core message of protecting yourself to protect what matters most.