

How to use @ work personas

You may want to use a persona, let's take Sarah ... now you might want to pair Sarah up with one of the [Talking points](#):

"In your view, what are the main obstacles or issues to keeping fit and healthy in the work that you do?"

Back of van layout



Name: Sarah

Age: 44

Job title: Animal welfare officer and inspector

Job description: Sarah works for an animal charity and is responsible for investigating cases of cruelty to animals in the Midlands. She works mainly on her own and drives for several hours each day and stops and starts depending on where the jobs are.

She drives a 3 door van, in the back (behind the seats) of the van is all the equipment she uses to do her job; dog pod, cat baskets, swan hooks etc... she also put animals in the back of the van when transporting them.

Story: Sarah started this job 8 years ago. She is unsure how she will feel about doing this kind of work when she is older due to it being physically demanding but also the reaction she might get from the public if she was 65 doing this job.

Health: Sarah has aches and pains all over her body but especially in her lower back. However, she would consider herself in good health.

IDEA: Use some equipment [@ work cards](#), have a prop or mention a spic item. Use one or several body [@ work cards](#) and also you might also want to discuss the actions performed, by using some of the action [@ work cards](#).

With Sarah you might want to use;

equipment [@ work cards](#)



Put all of this information; the [talking points](#) question, the [persona you have made](#) and the [@ work cards](#), to your workers to get the discussion going.

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