

Social Media - Max Lum

- Networking is key
- Social Media helps connect to the new networked world. Key aspect is sharing.
- 75% of users never scroll past search page results - therefore it is important to be seen.
- 93% of people have Facebook accounts-we need to think about this when developing marketing plans. It is where the people are.
- Other options
 - Flickr (facillates dialogue that is picture based)
 - YouTube
 - QR code
- Wikipedia is also highly popular-we need to be inside it (it is where the people are going)
 - Wikipedia is very strong tool in driving users to your website.
- Twitter-25% of twitter users have no followers but the average has 27 followers. Usually 10% retweet. If have 100,000 and 10% retweert, you will reach a lot of people.
- Important to *manage* your communication tools.

Laura Styles (with digital storytelling group) - Digital Storytelling

Fatality control and control evaluation (FACE)

- FACE Reports along with flash and alert
- FACE fact sheet
- Digital stories complements written materials
 - 3-4 minutes, video, pics, music
 - Important to write short and write well
 - Appeals to younger workers
 - Captures and recreates stories.
 - 7 key elements
 - ▶ Point of view
 - ▶ Dramatic questions
 - ▶ Emotional content
 - ▶ Gift of voice
 - ▶ Music
 - ▶ Pacing

- Stories are personnel

Eric Jalonen- Evaluation of the **Work Safe, Home Safe** social marketing campaign

- Key Message-it is important to be safe at work because it will keep you safe so *you can go home* to your family
- Originated in Australia
- Incorporates stories (personnel ties)
- If found effective, majority of people were more willing to take action
- Also, increased discussion of workplace safety
- May also improve public image of the industry/company
- Strength: Novel and cost effective (adapted from other developed materials)
- Weaknesses: But, evaluation uses phone survey, limited analysis, and WA has lack of diversity represented.

Making the best use of NIOSH OH indicator data - Corey Campbell

OHI's

- Measure baseline health of working populations and track over time
- Data collection tool
 - Based on CSTE's document *how to guide*
 - MS Access
 - Template for inputting raw data for all 20 indicators
 - Calculates rates and percentages per how to guide (along with reports and user defined parameters)
 - Can import from excel
 - Does not automatically obtain data and does not interpret data.
 - Demo of tool
 - Currently in pilot testing-expected to launch in December on CDC and CSTE websites.
 - Works with your *own* states data
 - Tool can be updated as new indicators are developed.

Research to Practice - Charlotte Chang

- Community based participatory research
- Results
 - Less than min wage
 - Injuries
 - Poorer health
 - Other results...

- Led to increased communication to the community irked and workers- as well as enforcement of paying workers \geq min wage.
- r2P Initiative
 - Research pathways
 - Partnerships for prevention
 - Resources
 - Communications
- Wrapping up first year

Construction Ergonomics - David Harrington

- Intervention for overhead construction drilling
- Reduce drilling fatigue and reduced productivity
- measured factors when compared to improved device
 - Productivity was about the same except when used over long period of time
 - Less fatigue and pain
 - Improved social posture
 - Small improvement in head extension
 - Improved hand force drilling
 - Anecdotal evidence (positive reviews)
 - captures silica dust
 - Less ladder use/less risk falls
 - Some noise reduction
 - Works in scissor lift
- Adoption and production have their own set of issues, etc.
 - Challenges
 - Lack of expertise in marketing
- Six prong Diffusion approach
 - Find manufacturer
 - Define audience
 - Specialty contractor tool
 - Targeted outreach to stakeholders
 - Recruit early adopters
 - Develop training modules
 - Partner with manufacturer
- Recommendations
 - Strong incentives
 - Include outside sector/organizations
 - License to private sector and let the market forces happen

- Include clearing centers like CPWR
- Difficult to take the new solution and to get it on the market

Project LeAD - Krista Hoffmeister

- Rationale
 - Why do job accidents occur?
 - ▶ Job design
 - ▶ Employee behavior, lack of training
 - ▶ Lack of motivation
 - ▶ Leadership
- 5 year plan
 - Year 1
 - ▶ Focus groups and surveys
 - Year 2
 - ▶ Develop training program
 - 7 weeks
 - Once per week for two hours, homework
 - ▶ pilot of LeAD
 - Year 3
 - ▶ Revise, refine
 - future
 - ▶ Refine, integrate, and disseminate
- Will include evaluation

Employer occ injury and illness record keeping - David Bonauto

- Discrepancy between BLS and WA workers compensation
- OSHA RECORD keeping processes

E.coli - M.Towle & Stephen Reynolds

- State Correctional Facility, April 2010
 - Work center and training
 - 500 inmates
- Three initial cases of bloody diarrhea
 - positive for STEC
 - Prior history of STEC at facility
 - Illness prevalence study
 - No compatible illness in other centers or staff
- 8 confirmed cases, 18 prevalence
 - One of initial cases was a dish washer-therefore PH notified

- Person to person outbreak associated with food prep/handling
 - Lack of hand soap-had to buy *own*
 - Dairy workers wore work clothes into prep area, brought soiled coolers into kitchen
- July 2010-two more cases
 - Found five ill food handlers
 - Found three positive fecal samples
- Occupational site visit
 - Focused primarily on administrative, work flow, and low cost PPE modifications
 - ▶ Training, PPE use
 - ▶ Hand washing/sanitizers (which is a controlled substance at the prison)
 - Establish and designate contamination, transition, and clean zones
 - Developed comprehensive recommendations for the facility
 - AgriSafe Network
 - ▶ Health professionals in different sttes who provide OH to framers and families.

Mycobacterium Avium investigation in spa workers - Stephanie Moraga-McHaley

- New Mexico, multi agency effort
- Identified two cases of hypersensitivity pneumonitis (HP) with Mycobacterium Avium complex
 - Same employer and related
- Cannot spread human to human. Most exposure is via inhalation.
- Investigation
 - ▶ Tub cleaner had highest number of symptoms.
 - ▶ Non exposed had fewest mean symptoms.
 - ▶ OSHA enforcement
 - 10 citations, 9 serious
 - Lack of PPE, unsanitary respirators, no fit testing, no training, etc.
 - ▶ NM EH Investigation
 - Wrong water samples, excess disinfectant
 - ▶ Recommendations
 - Made series of recommendations
 - No wood tubs, use halogen disinfection, several others

Partners in Collision Repair - Carolyn Whitaker

- Isocyanate Exposure (aerosolized paint)
 - Occupational asthma

- Skin contact may lead to respiratory sensitization
- Clear coat is highest exposure
- Research goal I
 - To find gloves and coveralls that are protective
 - Unable to replicate conditions to study coveralls because they are reused
- So many partners involved with one PPE and one chemical
- Highlighted partner development, relationships, and how many partners are needed.

EHS in renewable energy industry - Bain

- Renewable energies vs fossil fuels
- Biggest risk to fossil fuel workers is from extraction
- Average deaths due to extraction
 - 100 deaths oil/gas
 - Coal - 30 deaths
 - Elimination of fuel extraction may eliminate 1300 deaths in next decade