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 (facilitates 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% retweet, 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 >= 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 hed extension
  ○ Improved hand force drilling
  ○ Antecedotal 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 states 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 1
  - 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