

# **Campaign to Prevent Falls in Construction**

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**Safety Pays. Falls Cost.**

## **Success Story**

# **Massachusetts Campaign to Prevent Falls in Residential Construction**

**September 2013**

**THE BEST IN THE BUSINESS PLAY IT SAFE. JOIN US TO PREVENT FALL IN CONSTRUCTION**

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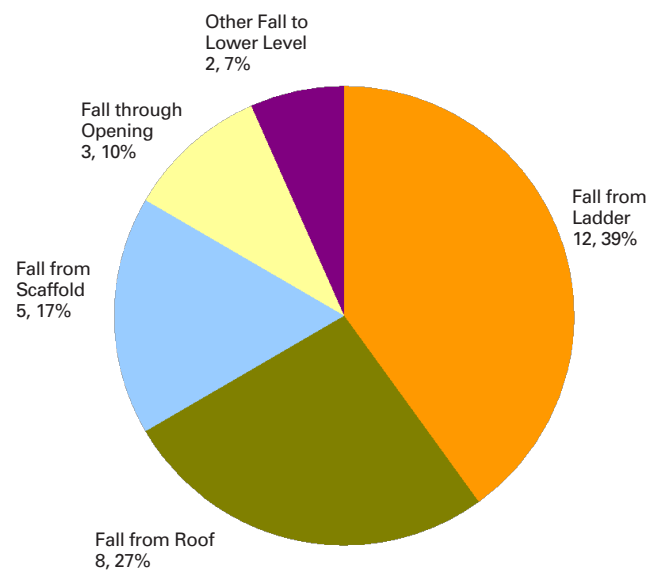
## Massachusetts Campaign to Prevent Falls in Residential Construction

This year, timed with Workers' Memorial Day 2013, the Massachusetts Department of Public Health's Massachusetts Fatality Assessment and Control Evaluation Project (MA FACE) launched a campaign to address one cause of worker deaths in the Commonwealth of Massachusetts: falls in residential construction. Falls are the leading cause of worker deaths in construction both nationwide and in Massachusetts.

The Massachusetts Campaign to Prevent Falls in Residential Construction aimed to:

1. Provide small contractors with training and resources needed to perform jobs safely from heights
2. Increase general public awareness of the dangers related to falls on residential construction sites.

**Types of fatal falls to a lower level at residential construction sites, Massachusetts, 2007-2011 (n=30)**



Source: MA FACE and CFOI

The campaign was developed alongside the national Campaign to Prevent Falls in Construction and was a joint effort between MA FACE, the Massachusetts Department of Labor Standards and MA FACE's Preventing Falls in Residential Construction (PFC) Workgroup, a committee of government, labor, insurance, industry, community and academic stakeholders. MA FACE took the lead in coordinating the overall campaign.

Prior to the campaign's launch, the Massachusetts Department of Public Health signed on as a national Campaign partner, which allowed MA FACE to build from national Campaign leverage and momentum in developing locally-tailored activities. MA FACE and the PFC Workgroup had also recently revised a series of fall prevention brochures on ladder safety, scaffold safety, and myths about falls, and developed a new brochure on personal fall arrest systems. Combining national Campaign and Massachusetts-specific materials, the following campaign activities were executed.



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- MA FACE worked with the Massachusetts Department of Public Safety, which licenses independent contractors, on a mass electronic dissemination of its series of fall prevention brochures and national Campaign info to its database of over 28,000 MA contractors. From April through June, MA FACE has tracked over 7,600 falls-related material downloads on its website.

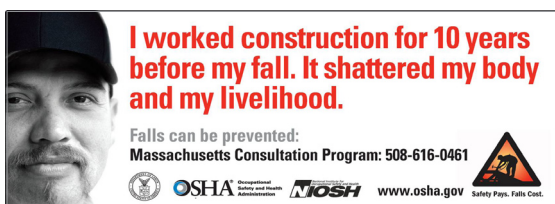


Old Brochures



Revised Brochures

- MA FACE mailed its series of fall prevention brochures and a national Campaign poster to 368 state inspectional service departments and building permit offices. From April through June, over 20,000 additional print falls-related materials have been requested.
- Fall prevention training for Massachusetts roofing contractors was offered free of charge by the Massachusetts On-site Consultation Program under the Massachusetts Department of Labor Standards (MA DLS). The MA DLS On-site Consultation Program is funded by the U.S. Department of Labor, Occupational Safety and Health Administration and the State of Massachusetts. Staff from the On-Site Consultation Program provided seven free training sessions (six in English, one in Spanish) to over 350 roofing contractors. This training was based upon a successful training program launched in 2012, which received an On-site Consultation Achievement Recognition (OSCAR) award from OSHA. Under this campaign, the training program was expanded to cover a wider geographic area.
- Six regional transit authorities, including the Massachusetts Bay Transportation Authority (MBTA) serving Great Boston, teamed up to help promote the campaign throughout Massachusetts. The transit authorities donated advertising space and displayed a Massachusetts-specific version of the national Campaign poster (designed with help from national OSHA) on buses and subway cars from April through June. The Massachusetts Department of Transportation also donated advertising space and displayed the national campaign poster on its roadside digital billboards throughout the state for three months.



- Through the Massachusetts Department of Public Health, MA FACE posted a blog entry and Tweeted to announce the campaign launch, and posted homepage story for the duration of the campaign.

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The Massachusetts Campaign to Prevent Falls in Residential Construction was guided by previous year's efforts to reduce fall fatalities in Massachusetts. These efforts included publishing a report on fatal falls among Massachusetts construction workers, as well as completing a survey of Massachusetts construction contractors in order to better understand the safety "climate" among them in order to revise and develop targeted health and safety materials that resonated with them. A timeline chart was created that captures all Massachusetts campaign activities in a format to help others visualize how the campaign played out.

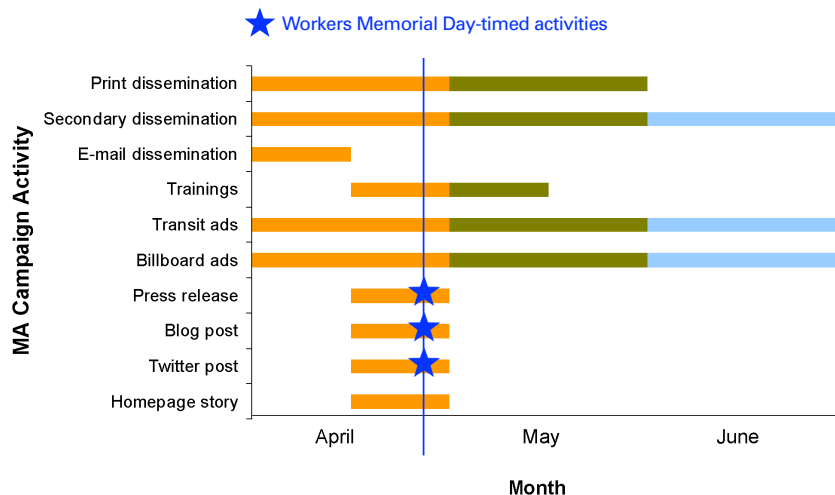
**"We've built valuable new partnerships and enhanced existing ones throughout this process, and we've learned that we're capable of developing and implementing a large initiative."**

— Michael Fiore, MA FACE Project Director

MA FACE plans to participate in an overall evaluation of its campaign, but the efforts are already being recognized. "I'm proud of the Department of Labor Standards' hard work on this important initiative," said Labor and Workforce Development Secretary Joanne F. Goldstein. "Falls on construction sites are deadly but preventable. We can save lives by educating Massachusetts' contractors about how to protect their employees by reducing the number of falls."

While the Massachusetts campaign took more effort and staff resources than anticipated, it has been rewarding to MA FACE to see their hard work so visible in the public eye and to have received as much positive feedback as they have from both partners and contractors. "It has been exciting and satisfying to watch the campaign timeline that we worked hard on to develop truly come together and play out as hoped," said MA FACE Project Director, Michael Fiore. "We've built valuable new partnerships and enhanced existing ones throughout this process, and we've learned that we're capable of developing and implementing a large initiative."

## MA Campaign Activity Timeline



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## Massachusetts Campaign Partners

**MA FACE Project** – Massachusetts Fatality Assessment and Control Evaluation (MA FACE) Project, Occupational Health Surveillance Program, Massachusetts Department of Public Health

**MA Department of Labor Standards (DLS) – OSHA On-site Consultation Program**

**MA Department of Public Safety (DPS)**

**MA Department of Transportation**

### Massachusetts Regional Transit Authorities

- Brockton Area Transit (BAT)
- Franklin Regional Transit Authority (FRTA)
- Greater Attleboro-Taunton Regional Transit Authority (GATRA)
- Massachusetts Bay Transportation Authority (MBTA)
- Nantucket Regional Transit Authority
- Pioneer Valley Transit Authority (PVTA)

**PFC Workgroup** – Preventing Falls in Residential Construction (PFC) Workgroup

The Construction Institute

Greenwood Industries

Laborers' Health and Safety Fund of North America

Lawrence Community Connections

Liberty Mutual Research Institute for Safety

The Massachusetts Coalition for Occupational Safety and Health

MA Department of Industrial Accidents

MA Department of Labor Standards

Northeastern University, Department of Physical Therapy

New England Laborers' Health and Safety Fund

Occupational Safety and Health Administration

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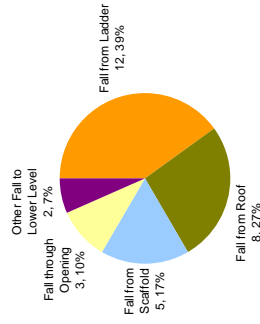
# Preventing Falls in Residential Construction: Building a Massachusetts State-based Campaign

Michael Fiore, MS<sup>1</sup>, Sara Rattigan, MS<sup>1</sup>, Letitia Davis, ScD<sup>1</sup>, James Laing<sup>1</sup>, Ellen Langhans, MS<sup>2</sup>

## Introduction

Preventing falls in construction is a priority of the Massachusetts Fatality Assessment & Control Evaluation Project (MA FACE). Of Massachusetts construction worker fatal falls to a lower level, over half occur in residential construction; the majority of these falls are from ladders, roofs, or scaffolds (Figure 1).

**Figure 1. Types of fatal falls to a lower level at residential construction sites, Massachusetts, 2007-2011 (n=30)**



Source: MA FACE and CFOI

In addition to conducting fatality investigations, MA FACE oversees the *Preventing Falls in Residential Construction* (PFC) Workgroup that brings together government, labor, insurance, industry, community and academic stakeholders to coordinate prevention efforts.

## Building a Local Campaign

The most recent effort by MA FACE and its PFC Workgroup is a statewide effort to prevent falls among residential construction contractors. The *National Campaign to Prevent Falls in Construction* has provided the leverage, momentum and tools to expand beyond our initial outreach plan and build a local campaign.

This effort has been a two-year process:

### YEAR 1

**Survey MA construction contractors** (Figure 2) in order to:

- Better understand the safety "climate" among those we aim to reach;
- Develop/revise targeted health and safety materials (Figures 3 & 4) to resonate with this population during future campaign activities.

### YEAR 2

**Build a plan for local campaign activities**, that contributes and is parallel to the national campaign, in order to:

- Put our tailored materials into the hands of front line residential construction workers;
- Raise general public awareness about falls in residential construction (Figure 5).

<sup>1</sup> Massachusetts Department of Public Health, Occupational Health Surveillance Program (OHSP)

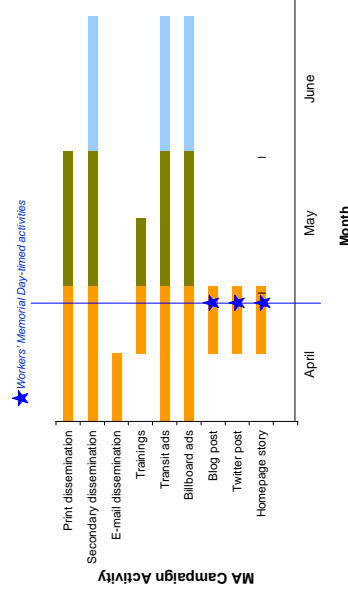
<sup>2</sup> Emerson College, Department of Marketing Communication

## MA Campaign Activities

The Massachusetts campaign, timed with the re-launch of the national campaign on Workers Memorial Day, will run April-June 2013 (Figure 6). Activities were chosen based on MA FACE and partner resources and capabilities:

- **Print dissemination** of MA FACE brochures/Natl campaign poster to voc schools, community health centers, city inspectional service offices
- **Secondary print dissemination** through building permit offices
- **E-mail dissemination** of brochures/Natl campaign website links to over 28,600 licensed Massachusetts contractors
- **Free fall prevention trainings** for roofing contractors by the Massachusetts On-site Consultation Program & OSHA Region 1
- **Regional transit campaign ads** throughout the state
- **Digital billboard campaign ads** throughout the state
- **A blog post, Tweet**, and MA Department of Public Health homepage story announcing the campaign

**Figure 6. MA Campaign Activity Timeline**



★ Workers Memorial Day-timed activities

## Impact / Evaluation

To measure the impact of the MA FACE state-based campaign, evaluation activities will include the following:

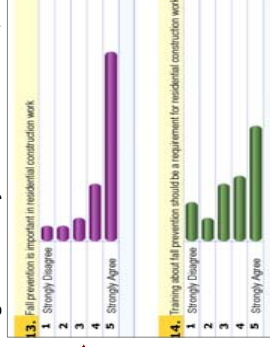
- **Material requests/feedback tracking** via request form included with all MA print/e-mail dissemination channels
- **Survey of roofing contractors** that attend free MA trainings
- **Website page hit and material download tracking** of MA materials using Google Analytics
- **Twitter tracking** of re-tweets and pickups of MA campaign announcement
- **Phone tracking** of calls received resulting from MA local transit ads
- **Press/media pick-up tracking** of any MA campaign-related activities

Evaluation results will be analyzed in the fall and used to inform future efforts to reduce falls among MA residential construction workers.

Acknowledgment: This work was funded in part through CDC-NIOSH, cooperative agreement # 2U60OH008490.

## Visual Flow Chart of Years 1 & 2

**Figure 2. Survey of MA contractors, 2011**



Formative research guided messaging/design revisions to previous fall brochures and new Personal Fall Arrest Systems (PFAS) brochure.

**Figure 3. Previously developed fall prevention brochures**



**Figure 4. MA FACE revised and new PFAS brochures**



Our tailored, pre-tested brochures were co-branded for the national campaign with the "Safety Pays, Falls Cost" logo.

OSHA created versions of the national campaign poster to fit MA bus/subway and digital billboard sizes.

**Figure 5. Tailored national campaign ad for MA local transit**



On regional transit ads, we swapped out OSHA's 1-800 number for the MA On-site Consultation Program number, to enhance response to calls and allow for evaluation of campaign reach.