



stopconstructionfalls.com

Building a Local “*Safety Pays, Falls Cost*” Campaign

A How-to Guide for Partners Joining
the National Fall Prevention Campaign

WHAT'S INSIDE:

Why we're doing a campaign	page 2
Planning guide	page 3
Finding partners	page 7
Evaluating your success	page 13
Success stories	page 18

Welcome to the National Campaign!

Thanks for becoming a partner in the national Campaign to Prevent Construction Falls. Your work is of great importance, because falls are the No. 1 cause of death on construction sites and a leading cause of serious injuries. The more people who know this information – and will act on it by informing construction professionals in their circles – the more likely we are to see a reduction in deaths and injuries.

Any help in spreading word of this campaign and safety information is vital to us – and to all nine million construction workers across our nation.

Who we are

The *Safety Pays, Falls Cost* Campaign is a joint effort of two federal agencies, the Occupational Safety and Health Administration (OSHA) and the National Institute for Occupational Safety and Health (NIOSH), plus a private non-profit organization, CPWR – The Center for Construction Research and Training. These three groups became the organizers of a campaign to prevent fatal falls at the request of the Construction Sector of the NORA Council, a group of businesses, large professional associations, building trade unions, and individual safety and health consultants, who discuss and advise NIOSH in its National Occupational Research Agenda (NORA).

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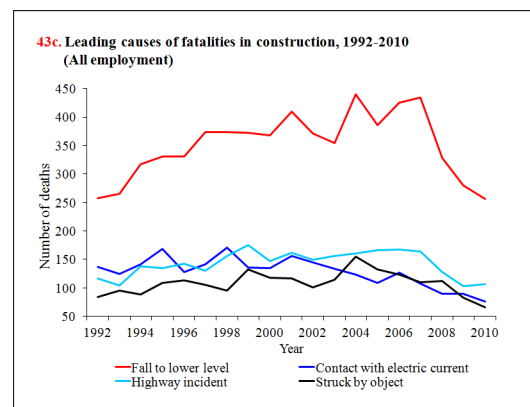
THE FACTS: Why we're doing this campaign

Falls from heights are the leading cause of death in the construction industry. Year after year, fatal falls top the list; they consistently account for one-third of all construction deaths.

In 2010, fall injuries were responsible for 267 construction worker deaths. *Your support can help prevent these deaths – and tens of thousands of serious injuries.*

The national *Safety Pays, Falls Cost* Campaign was launched in 2012. While our campaign seeks to prevent falls in all areas of construction, we are focusing efforts on small residential construction settings – and we are targeting falls from ladders, scaffolds, and roofs.

We invite you to join this effort by helping reach small construction contractors, workers and other related employers in your community to reduce injuries and save lives.



This document provides you with information about how you can develop your own *Safety Pays, Falls Cost* Campaign in your community or region. You can find additional information on this campaign at www.StopConstructionFalls.com.

The campaign is built around three key areas:

Plan: Plan to work safely at heights before every job.

Provide: Provide the right equipment for working at heights.

Train: Train workers to use the proper equipment to work safely at heights.

We need your help for the campaign to be effective.

So let's get started!

1. What are some steps I can take to plan a local *Safety Pays, Falls Cost* Campaign?

Below is a list of steps that will be helpful in preparing for a successful campaign. Also, look for opportunities to connect with other partners so that everyone supports the efforts of the other members of the local campaign:

1. Start by **identifying measurable objectives** that include who you will try to reach, how you will reach them and when they will receive the message.
2. **Brainstorm activities** that will work for your local campaign to identify the strategies you are going to focus on to conduct your local campaign. For example, will you hold toolbox talks at construction sites and/or distribute campaign safety materials and/or upload campaign materials at your website and promote them in your newsletter.
3. **Enlist a vocal, senior-level “champion”** who can participate in campaign events, promote campaign messages and/or provide resources to support your campaign efforts. Select a “champion” who is trusted by the target audience of construction contractors and/or workers. They are most likely to listen to construction professionals who they trust.
4. **Build on existing local efforts** on construction safety. See what is already happening in your local area and see if there are opportunities to add campaign messages through, for example, equipment demonstrations at construction safety events, or distribution of campaign materials such as stickers or fact sheets.
5. **Work with established and committed partners** and provide support to their efforts. For example, if they are holding a large community event, offer to conduct safety demonstrations or staff a booth to distribute campaign materials. Diversity in your partnership will help develop a more robust program.
6. **Bring ideas to your partners.** In Appendix A, you will find a table of local organizations with the activities that are part of that group’s work. We’ve provided ideas for your local *Safety Pays, Falls Cost* Campaign that would use the organization’s ongoing activities. For example, an OSHA Consultation Program can provide speakers, host events, share electronic files and print existing campaign materials.
7. **Obtain funding and other resources.** You will need staff support and funding to pay for local events or to print materials.
8. **Identify a partner with an active mailing or email list** to spread information your local *Safety Pays, Falls Cost* Campaign.
9. **Find out who is already using social media or blogs** that can spread your message. Talk to your partners about accessing television, radio, newspaper, magazine, ad space, billboards, transit advertisements, or other commercial distribution methods.

10. **Secure safety experts** for your safety demonstrations and events. Previous experience with safety and health communications and campaigns is helpful. You will need someone with specific knowledge to demonstrate proper procedures for equipment use, tool box talks, seminars or exhibits that you sponsor.
11. **Determine how you will evaluate your project.** Make sure you are making a difference by setting up a way that you will evaluate the impact of your project. Sample metrics are included within Appendix B on Page 13.
12. **Feel free to innovate!** Tailor the campaign to your local needs. Add the name of local sponsors and organizations. Add local stories to connect with your audience, and tailor your training to your audience. For example, when directing your campaign to employers demonstrate the economic benefits of reducing workplace injuries. You may also want to translate materials for speakers of languages other than English.

2. What are possible campaign activities I can support?

Here are a few ideas to consider in developing your *Safety Pays, Falls Cost* Campaign. Select those that suit the resources that you have available and the construction workers that you can reach. Of course, we are looking for new and effective ways to reduce construction fall injuries and fatalities, and you may have an approach that no one else has tried. By all means, share the information with us!

You can do one or several of the ideas listed for the activity. It's up to you – based on your time and budget.

Activity 1: Hold Special Events

Hold a community event to share information and demonstrate fall protection equipment and practices or participate in an existing event.

Activity 2: Distribute Campaign Materials

Promote safety information by simple and effective distribution methods.

- Post campaign information and links on your website.
- Take campaign information to organizational or community events and distribute to your peers and others.
- Distribute printouts of information from StopConstructionFalls.com, OSHA's website or the NIOSH's Fall Campaign website.
- Distribute information at local permit or license offices.
- Set up an information table or display at equipment rental or other businesses frequented by residential contractors (such as home improvement stores).

- Contact educators at local vocational/training schools or community colleges and drop off information for their use.
- E-mail materials to others for distribution.
- Print some campaign materials for a direct targeted campaign.

Activity 3: Provide Safety Training to Contractors and Construction Workers

Call on experts to provide demonstrations and instructions on working safely at heights.

- Offer fall prevention classes for local contractors.
- Integrate the campaign content into existing OSHA or construction skills training.
- Invite local partners to tailor a construction safety session that meets local needs.
- Share with local vocational training centers and educators.

Activity 4: Conduct Media Outreach

Use your knowledge and access to experts to communicate safety information to the media from credible sources.

- Hold a press conference to launch your local campaign.
- Develop a media packet with press releases, fact sheets, background information and local proclamation.
- Identify and secure a local spokesperson to speak about your local campaign.
- Identify and secure a celebrity spokesperson to speak about your local campaign.
- Invite construction fall survivors, family members of a victim and/or a business owner who has adopted construction fall protection to provide testimonials.
- Develop a local advertising campaign using campaign materials or produce a public service announcement.
- Use social media such as Twitter, Facebook or blogs.

3. Are there any informational and promotional materials that we can use in our local campaign?

Yes! The *Safety Pays, Falls Cost* Campaign provides a variety of materials that are available for FREE. The assortment of safety resources on ladder, scaffolds and roofs are located on www.stopconstructionfalls.com. With a click on the Training and Resources page, partners can get access to or order materials such as those listed below.

- OSHA Campaign Flyer (English, Spanish)
- Fall Prevention Fact Sheet (English, Spanish)

- *Safety Pays, Falls Cost* sticker
- Toolbox Talks
- Videos: CPWR's Don't Fall For It!
- Handouts on Working at Heights with Illustrations

Note that selected OSHA publications and posters can be ordered (as long as stock is available) at the OSHA website: <http://www.osha.gov/pls/publications/publication.html>.



From *Don't Fall For It!*

4. How can I find local partners to support my efforts?

You will know best what local sources will support the construction fall prevention campaign. Some groups that you may want to partner with are local community-based organizations, employers, employer associations, volunteer building groups, insurance companies, permit and licensing offices, cooperative extensions, and government organizations and safety and health organizations. Check the www.stopconstructionfalls.com website that provides a list of Campaign partners to see if one or some of the partners are in your area. Please review Appendix A “Ideas for a Local-Level Saturation Effort,” on Page 7 for a table of information that provides a more comprehensive listing of possible local partnering organizations.

5. How can I tell if I made a difference?

Evaluate your campaign

After spending time and resources on the campaign, you may want to find just what impact all that work has had. Your partners may appreciate the fact that you took an extra step to show them what was accomplished. You may have funding organizations that require you to “report back” on the activities and their impact.

For us, the people and organizations behind the *Safety Pays, Falls Cost* Campaign, evaluation is important to show that the campaign is successful in preventing construction fall injuries and fatalities. We’re asking you to keep records of your activities and share your successes with us so that we can share your approach and work with others. For examples of ways to evaluate your progress, please see “Ideas for Evaluating Your *Safety Pays, Falls Cost* Campaign” on Page 13. You also can get additional ideas by viewing some local success stories that are included “Success Stories” on Page 18. You’ll find ideas – and resources – you can use to create your own activity – and success story! Help us add to those stories!

Together we CAN eliminate construction falls!

Contact us at falls@cpwr.com for additional information.

Using Local Partners: Ideas for a Local-Level Saturation Effort

Below is a list of organizations with a brief description of their function, plus ideas to incorporate their existing activities and mission into a Fall Prevention Campaign activity. The “Ask” is the request you’d make to the organization to support your efforts or join as a campaign partner.

Type of organization	Role(s)/Ask
Local OSHA office	OSHA Area Offices have staff that support outreach efforts. To find the local compliance assistance staff in your area, see: http://www.osha.gov/dcsp/compliance_assistance/cas.html OSHA’s compliance assistance staff can share and disseminate campaign materials and they support local outreach efforts. Invite OSHA speakers or technical experts to events. OSHA staff can promote training and outreach events through their extensive contacts.
OSHA Consultation Program	OSHA Consultation programs work with small employers and they actively support OSHA’s compliance assistance and outreach goals. Find your local program through the directory of consultation programs at: http://www.osha.gov/dcsp/smallbusiness/consult.html . The consultation program can provide speakers, host events, share digital files and print existing campaign materials.
OSHA State Plan Office	OSHA’s State Plan States are listed at http://www.osha.gov/dcsp/osp/index.html . There is a list of training materials developed by State Plan States, see: http://www.osha.gov/dcsp/osp/trainmat.html . For example, the State of California has developed some recent guidance on the erection of scaffolds. These sites can be reviewed by members supporting the campaign, especially in the development of new materials. State Plan States could also be contacted to distribute campaign materials, especially if they could be co-branded with the State’s logo.

<p>OSHA Alliance Program</p>	<p>OSHA's Alliance program participants work with OSHA to develop compliance assistance resources, share information with workers and employers and educate them about their rights and responsibilities under the OSHAct. For information on the Alliance Program, see: http://www.osha.gov/dcsp/alliances/index.html A local alliance could be formed around the campaign, and this may be a way to recognize the efforts of local partners.</p>
<p>OTI Education Centers</p>	<p>The OTI Education Center is a national network of nonprofit organizations authorized by OSHA to deliver occupational safety and health training to the private sector. Currently there are 25 OTI Education Centers comprised of 44 member organizations located through the country. They offer OSHA numbered course and they also can develop and deliver contract training. Several OSHA courses are designed for the construction industry. The course descriptions for these courses can be found at: http://www.osha.gov/dte/edcenters/course_description.html for detail on each of these courses and a map and location for all of the OTI Education Centers see: http://www.osha.gov/dte/edcenters/map.html OTI Education Centers since they work closely with OSHA can offer other support to local campaigns.</p>
<p>OSHA Outreach Construction Trainers</p>	<p>OSHA Construction Outreach trainers are expected to teach fall hazards for at a minimum of one hour and 15 minutes in either the 10-hour or 30-hour construction outreach training. Outreach instructors must follow OSHA's objectives and must test the students on the focus four training topics. Existing materials are posted at: www.osha.gov/dte/outreach/construction/focus_four/index.html Local outreach trainers can provide training support for your local campaign.</p>
<p>Susan Harwood Grantees</p>	<p>OSHA funds Susan Harwood grants. Several of them cover fall protection hazards. The Harwood grantees often cover non-English speaking workers and campaign material could be shared and disseminated through these grantees. Information about the Susan Harwood program can be found at: www.osha.gov/dte/sharwood/index.html.</p>
<p>OutreachTrainers.org</p>	<p>Outreach Trainers is a private organization that includes many OSHA outreach trainers. The website allows the user to find a trainer based upon location, qualifications and background. See: http://outreachtrainers.org/client/trainer_results.aspx for additional information.</p>

NIOSH ERC	NIOSH is a co-sponsor of the campaign, and NIOSH Educational Resources Centers can be found at: http://niosh-erc.org/courses/locator.shtml NIOSH ERCs can support the campaign through technical expertise, creating and printing local-specific training resource material, and promoting outreach and training events.
Academic Partners	Local academic partners can help promote and provide technical experts at events. They may also have graduate students who can participate in a work study project on a local campaign.
COSH group/other nonprofit training organization/union partner	Local community and worker organizations can create and print local-specific training and resource materials. They can promote or conduct trainings/host training events, and provide technical/training experts at events. Information dissemination (at related events, through direct mailing, website, newsletter, etc.)
Safety Stand Down	Safety Stand Downs can be used when there have been a number of fatalities in an industry. For more information, see the You Tube Safety Stand Down 2012. Also, sample agendas for OSHA's Focus Four are available on line. This approach to the campaign would take significant planning, but if the community is supportive of the concept, it can be very effective.
United Support and Memorial for Workplace Fatalities	USMWF works closely with victim's families after a workplace fatality. See http://usmwf.org/ for additional detail. Campaign information could be shared with this organization to help educate workers about fall hazards. Also, working in partnership with an organization like USMWF can help increase the media presence for the campaign. The USMWF might also provide access to family members who may be willing to serve as a spokesperson for your local campaign or provide testimonials to support your media outreach efforts.
American Society of Safety Engineers (ASSE)	ASSE is an association of occupational safety and health professionals who work to create a safer work environment by preventing workplace fatalities, injuries and illness. ASSE is a national sponsor of the <i>Safety Pays, Falls Cost</i> Campaign, and local chapters can be found at: http://www.asse.org/membership/findachapter.php . ASSE may be able to provide local safety experts to participate in special community events or safety demonstrations.
National Safety Council	The National Safety Council is a nonprofit organization whose mission is to save lives by preventing injuries and deaths at work, home and in communities. The NSC often advances its mission by partnering to

	<p>make an impact. You can find its local affiliates at: http://www.nsc.org/nsc_near_you/Pages/find_nsc_near_you.aspx. NSC may be able to provide local safety experts to participate in special community events or safety demonstrations.</p>
<p>American Industrial Hygiene Association</p>	<p>AIHA serves the needs of environmental health and safety professionals practicing industrial hygiene in government, labor, academic institutions or industry. Industrial hygienists can support the technical needs of a local project. For information on finding a local chapter of AIHA see: http://www.aiha.org/insideaiha/localsections/Pages/default.aspx AIHA may be able to provide local safety experts to participate in special community events or safety demonstrations.</p>
<p>Local health departments, either city or county</p>	<p>Local health departments can help support the campaign with staff, website and social media as well as printing materials and arranging for presenters at outreach events.</p>
<p>Community-based organizations (CBOs), such as Habitat for Humanity, faith-based community groups</p>	<p>CBOs usually provide community service and action planning services for the community. CBOs since they are tied to the community can be an integral partner in hosting or cosponsor local events; promoting outreach or training, or disseminating information. Some organizations such as Habitat for Humanity sponsor construction projects and they enhance awareness of the local falls campaign.</p>
<p>Local Transit organizations</p>	<p>The National Campaign has posters and other media that can be tailored for the local area. An important part of the campaign is to raise awareness and having the message publically available helps reach that milestone. Local organizations may provide free or low cost space for campaign information.</p>
<p>Equipment rental company</p>	<p>Local equipment rental companies may have a vested interest in ensuring that their equipment is used safely by contractors. They may be willing to participate in a local <i>Safety Pays, Falls Cost</i> Campaign by doing one or a combination of the following:</p> <ul style="list-style-type: none"> • Host/cosponsor training or other event on-site (or at another site). • Disseminate campaign information (e.g. hang posters in their facilities, provide literature at counters, bag stuffers, and place campaign information on their website). • Provide training and educational materials for every rental of related equipment (e.g. scaffolding, lifts, etc.).

	<ul style="list-style-type: none"> • Produce and distribute co-branded promotional or giveaway items. • Promote your events (hang campaign announcements and fliers).
Distributor	<p>Distributors of equipment, ladders and scaffolds may have a vested interest in ensuring that their equipment is used safely by contractors. They may be willing to participate in a local <i>Safety Pays, Falls Cost</i> campaign by doing one or a combination of the following:</p> <ul style="list-style-type: none"> • Host/cosponsor training or other event on-site (or at another site). • Disseminate campaign information (e.g. hang posters in their facilities, provide literature at counters, bag stuffers and place campaign information on their website). • Provide training and educational materials for every rental of related equipment (e.g. ladders, PFAs, scaffolding, lifts etc.). • Product and distribute co-branded promotional or giveaway items. • Promote your event (let campaign hang event announcements/fliers).
Local/Chain hardware store	<p>The local chain hardware or home improvement store may have a vested interest in ensuring that their equipment is used safely by contractors. They may be willing to participate in a local <i>Safety Pays, Falls Cost</i> campaign by doing one or a combination of the following:</p> <ul style="list-style-type: none"> • Host/cosponsor training or other event on-site (or at another site). • Disseminate campaign information (e.g. hang posters in their facilities, provide literature at counters, bag stuffers, and place campaign information on their websites). • Provide training and educational materials for every rental or purchase of safety related equipment (ladders, scaffolding, lifts, etc.). • Produce and distribute co-branded promotional or giveaway items. • Promote your events (let campaign hang event announcement/fliers). • Information dissemination (hang posters, literature at counter, bag stuffers, advertisements, website). • Provide training and educational materials with every purchase of related equipment (e.g., ladders, PFAS, guardrail, etc.). • Promote events (let campaign hang event announcements/fliers). • Produce & distribute cobranded promotional or giveaway item.

<p>Chamber of commerce</p>	<p>The local chamber of commerce might be willing to participate in your local <i>Safety Pays, Falls Cost</i> campaign by doing one or a combination of the following:</p> <ul style="list-style-type: none"> • Promote campaign events, information dissemination to members (website, direct mailing). • Invite related speakers to business-to-business or other related networking events. • Host campaign event.
<p>Permit & licensing offices</p>	<p>Permit and licensing offices might be willing to participate in your local <i>Safety Pays, Falls Cost</i> campaign by doing one or a combination of the following:</p> <ul style="list-style-type: none"> • Disseminate information (e.g. hang posters, distribute literature on counter). • Promote events (allow campaign partners to post/distribute fliers/announcements). • Provide educational information/materials with permit paperwork for activities at heights, e.g. re-roofing, windows replacement, renovations, etc.
<p>Gas station/convenience store</p>	<p>Gas stations, convenience stores and food trucks might be willing to participate in your local <i>Safety Pays, Falls Cost</i> campaign by doing one or a combination of the following:</p> <ul style="list-style-type: none"> • Produce and distribute co-branded promotional or giveaway items. • Promote events (let campaign hang event announcements/fliers).

Ideas for Evaluating Your Local *Safety Pays, Falls Cost* Campaign

Tracking your local *Safety Pays, Falls Cost* Campaign activities – large or small – is essential for understanding how many resources (staff time, money) you invested in your local campaign as well as how much of an impact your local campaign had and how things are improving in your local community. The information can affect your future funding-seeking efforts. It is extremely important to document, in writing, as many details as possible about each of your local campaign activities.

There are two types of evaluation – qualitative (e.g. observations, anecdotes, stories, focus groups, interviews) and quantitative (e.g. tracking the numbers of materials disseminated, surveys). Both offer advantages and disadvantages.

1. Metrics – Make your activities count!

Let us know about the good work you are doing. List the local *Safety Pays, Falls Cost* Campaign activities you engaged in and any media coverage you secure. You can duplicate the easy tracker below.

You could track the number of:

- Press events.
- Trainings.
- Presentations.
- Displays.
- Mailings.
- E-mail blasts.
- Advertisements
- Public service announcements.
- Campaign partners.
- Campaign speakers and spokespersons.
- Page views (hits) to your campaign website.

- Materials (e.g. posters, brochures, videos, toolkits, checklists, original campaign photographs, interviews, artwork) downloaded or ordered from your local campaign website.
- Materials distributed to target audiences by partnering organizations.
- Attendees/participants at events such as partner campaign or organization activities.

You can document the achievements of your *Safety Pays, Falls Cost* Campaign:

On a monthly or quarterly basis, record the achievements of the campaign. Below is an example of what to record.

Activity	Audience/#reached	Comments
Media Coverage	Audience Reach	Comments

2. Feedback – Find out what your audience thinks

Use a simple form to ask for feedback from your audience. Pass out the comment form at events and collect them. Share the summary of comments you receive. Sample questions that you could ask event attendees are provided on the next page. You are free to reproduce this form and use at all your campaign events.

Safety Pays, Falls Cost

Event Evaluation Form

Please answer the questions below using the following scale for all ratings.

Ratings 5 4 3 2 1
 Very high High Average Poor Very Poor

1. How would you rate the overall quality of the event? _____

2. How would you rate the **quality** of the information provided at this event? _____

3. How would you rate the **usefulness** of the information provided at the event? _____

4. Can you give an example of how you will use this information?

5. How did you hear about this event?

6. Please share any additional comments you would like to make about any aspect of the event.

Thank you for participating!

Your comments are very helpful and will be put to use.



3. Informal Feedback Sessions – Go to the source.

Bring together a group of small construction contractors/owners/foremen/ and/or workers/laborers and get their input on the campaign materials you distributed and/or the campaign events they participated in. Use the core discussion questions below and add your own. Consider doing feedback sessions at the beginning and end of your local campaign to see how things changed.

Core feedback questions:

1. Have you seen or heard about the *Safety Pays, Falls Cost* Campaign? If so, where?
2. How useful are/were the *Safety Pays, Falls Cost* materials for you? (fact sheet, stickers, posters, information cards, etc.)? How have you/will you use them?
3. In your opinion, what do small construction contractors need to do an excellent job of preventing falls from heights (such as ladders, roofs, and scaffolds)?
4. What ideas do you have to get this information out to all small construction contractors and workers in our community?

Other local campaign evaluation ideas.¹

- Administer a baseline survey to assess knowledge, awareness, exposure to the *Safety Pays, Falls Cost* campaign brand and campaign materials), perceptions, and behaviors related to working safely from heights before your launch your local campaign activities.
- Administer a post-campaign survey (or a “follow-up” survey) to assess changes in knowledge, awareness, exposure (to the *Safety Pays, Falls Cost* Campaign brand and campaign materials), perceptions, and behaviors related to working safety from heights after your launch your local campaign activities.
- Track information about fall-related incidents at small construction sites in your local community, such as the number of falls, visits to hospitals, fatalities, and/or days away from work as a result of a fall-related injury.
- Develop local media tracking systems to document the number of local news and feature stories published or aired on the topic of small construction work-related falls, fatalities, and other related information.
- Keep a journal to capture each and every communicate with local campaign participants, partners, stakeholders, etc. They may have observations while at small construction sites. Campaign staff members may also glean key information worthy of reporting in campaign journal notes.

¹ We recommend a trained researcher to design and conduct these evaluation projects. Local universities and colleges may have professors and researchers who would be willing to partner with you to conduct evaluation studies. Of, f there are sufficient resources, you could secure a research firm to design and conduct the evaluation of the campaign using one of or a combination of the research methods discussed in this section.

- Take photographs of “real” safe and unsafe construction practices for inclusion in training, demonstrations, and information dissemination.
- Summarize lessons learned in a “Best Practices” library and offer recommendations for future strategies.

Share your campaign evaluation results!

Please share your local campaign results with the national campaign team.
Send your findings to falls@cpwr.com.

Success Stories

Massachusetts Fatality Assessment and Control Evaluation (MA FACE) Project

Background:

Since falls are the leading cause of fatal occupational injuries in Massachusetts, the MA FACE group made this campaign a local priority. The MA FACE group already had a workgroup of government, labor, insurance community and academic stakeholders involved on this topic, so the plan was to build on the existing partnership.

Materials Distribution and Dissemination:

- Press-ready fact sheet on falls in MA co-branded with partners.
- Had the MA Department of Health signed on as a campaign partner and used @MASSDPH to publicize on Twitter.
- Updated three educational brochures and developed a fourth on personal fall arrest systems. The project used a health graduate communications to work on these brochures.
- Brochures available in English, Spanish and Portuguese.
- Shared brochures with 350 community building inspectors. Follow-up from this group resulted in ordering 13,000 copies to make them available to contractors.
- Distributed brochures and campaign poster to seven worker centers.
- MA Department of Health sends materials to its database of 28,000 contractors.

Intensive Local Outreach:

The project team joined with the OSHA Consultation Program to plan to conduct outreach training to roofers. The project is working with OSHA staff to explain enforcement procedures in residential construction and to offer free training to contractors. The plan is to offer 6 training sessions in April, including one in Spanish.

To build momentum, the project will advertise the campaign. They will display the

posters on MA DOT digital billboards. They are also working on displaying the poster on city buses; the space for this was donated. The project continues to use social media, and possible leafleting at Home Depot.

Evaluation:

MA FACE developed a brief evaluation for attendees at trainings, as well as a material evaluation/request form included with dissemination mailings. Website/blog hits, tweets and re-tweets are being tracked, and the web monitored for any pick up of campaign-related content by the press or other groups.

Impact:

A key impact measure is the leveraging of resources and strengthening the working relationships with partners.

Montgomery County Maryland Bus Transit Project

Background:

Local champions of the Fall Campaign worked with Montgomery County government to set up a bus transit awareness campaign. Buses in Montgomery County, Maryland were the first transit system to support the campaign by including posters in buses.



How the local campaign worked:

If you want to reach construction workers with a fall protection message, a good approach is to use the transit system to create awareness. Since many workers use the transit system to get to work either by bus or subway, it is an excellent outreach tool. In a few parts of the country, local groups took the fall protection materials, and used them to develop public service messages in buses and subway systems. The posters were customized with a local telephone number. Space can be donated, and in some cases, local government even paid for printing of materials. Printing costs are minimal; at one poster per bus, you would probably need a few hundred posters at a cost of less than \$1,000. In addition to reaching construction workers, such outreach raises public awareness of the problem with falls in construction which can help influence homeowners and policy makers.

If you are interested in doing a transit outreach project, contact the campaign for help to customize a poster for your local area. Contact the campaign at falls@cpwr.com.