

Kentucky 2015 Fall Prevention Campaign



The Kentucky Labor Cabinet's Occupational Safety and Health (OSH) Program enjoyed a comprehensive and very successful 2015 Fall Prevention Campaign that concentrated on raising awareness of fall hazards, collaboration with partners, training, and a two (2) weeklong Stand-Down in conjunction with OSHA's National Stand-Down. It was a great success!

Kentucky's 2015 campaign built off the efforts of its successful 2013 and 2014 campaigns. The 2015 effort began five (5) weeks prior to the national May Stand-Down with the dissemination of [weekly announcements](#), in English and Spanish, to Kentucky employees and employers urging their participation in the Stand-down. Each week featured a different announcement and all were distributed by email via the Cabinet's distribution list of over 4,000 recipients as well as the Cabinet's social media pages. The announcements were posted on the Labor Cabinet's dedicated [Fall Prevention Campaign webpage](#).

Kentucky also developed and printed Fall Prevention Campaign [postcards](#) that were mailed to approximately 2,000 employers across the state. A [message](#) from Secretary Larry L. Roberts promoting and encouraging participation in the Stand-Down accompanied the postcards and the announcements. The message was sent to employers and labor organizations throughout the Commonwealth and posted on the webpage.



Through a collaborative effort with LAMAR Advertising Company, seven (7) [billboards](#) appeared in five (5) cities across the Commonwealth promoting the Stand-Down. The billboards were in place a week prior to, and during, the Stand-Down, receiving over 183,000 impressions per week.

The Labor Cabinet participated at worksite events in two (2) different cities during the national May 4-15 Stand-Down. Kentucky OSH Program staff members distributed fall prevention campaign materials and provided training using the [KYOSH IMPACT](#) vehicle. Over 300 employees received



hands-on training that demonstrated how to properly pre-wear inspect, dawn, fit, and clean a wide variety of fall protection equipment such as harnesses, lanyards,



and self-retracting lifelines. Defective equipment was also demonstrated to illustrate “what to look for” as well as provide real life examples of “what can go wrong” with the equipment when not properly used.

English and Spanish print media, radio, and television outlets picked up the campaign efforts. Kentucky OSH Program staff members were featured during the Stand-Down.

Kentucky’s Fall Prevention Campaign webpage provided links to cost-free fall prevention resources from www.StopConstructionFalls.com, NIOSH, CPWR - The Center for Construction and Research, and OSHA. Kentucky employers were invited to “Stand Up and Be Recognized!” by the Labor Cabinet for their participation in the campaign. Twenty-three (23) employers and one (1) union were [recognized](#) on the Cabinet’s website.

The webpage also featured real life stories and two (2) of the Cabinet’s [online training modules](#),



“[Introduction to Fall Protection](#)” and “[Introducción a la Protección Contra Caídas En Español](#).” The cost-free modules address topics such as common causes of falls, when fall protection is required, philosophies of fall protection, anatomy of a fall, and details on the



common ways to provide fall protection. A certificate of completion is available for those that successfully completed a module.

Kentucky’s 2015 Fall Prevention Campaign did not end with the May Stand-Down. For six (6) weeks following the Stand-Down, the Kentucky OSH Program continued its focus on specific fall hazards. [Flyers](#) addressing aerial lifts, scaffolding, fall protective equipment, ladders, and steel erection fall protection were posted on the campaign webpage and distributed weekly via the Cabinet’s email distribution list and social media.

Over 1,200 employees participated in the campaign directly with the Labor Cabinet through the involvement of twenty-three (23) employers. OSHA reports that over 4,100 Kentucky employees participated in the Stand-Down through notification at OSHA’s [National Safety Stand-Down webpage](#).