

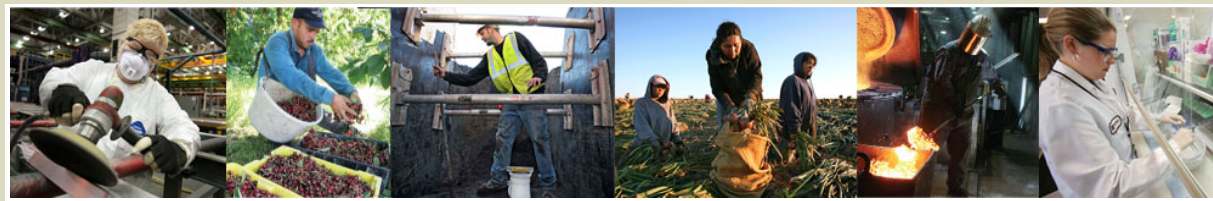
Evaluation of the *Work Safe, Home Safe* Social Marketing Campaign



Eric Jalonen, MPH

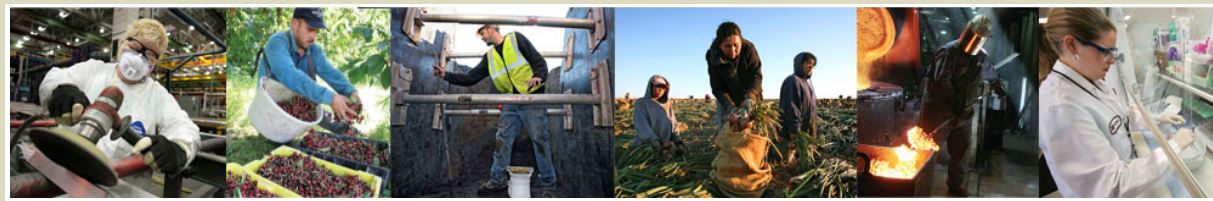
WA State Department of Labor and Industries

Safety and Health Assessment and Research for Prevention Program (SHARP)



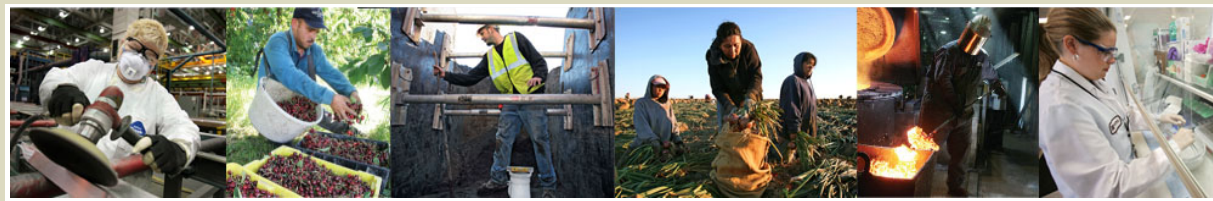
WA State and Occupational Injuries (2008)

- **Approximately 3 million workers⁽¹⁾**
- **5.7 per 100 Full Time Equivalents (FTEs)
nonfatal injuries or illness⁽¹⁾**
- **84 Occupational Deaths⁽²⁾**



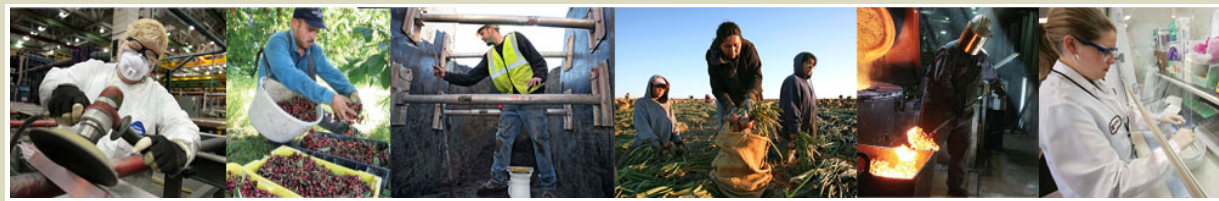
Costs of Occupational Injuries in WA State

- **State fiscal year 2008:**
 - **Approximately 120,000 accepted claims⁽³⁾**
 - **Approximately 7.5 million lost days of work⁽³⁾**
 - **63 fatal pensions awarded⁽³⁾**
 - **Approximately \$2 billion dollars paid claims⁽³⁾**



WA State's Department of Labor and Industries

- **Three divisions:**
 - State OSHA program
 - Insurance Services (Workers' Compensation)
 - Employment Standards
- **Prevention Activities**
 - Consultation services
 - Identification of new hazards
 - Targeted prevention programs
 - Lost Youth Speaker Series
 - Social marketing campaigns



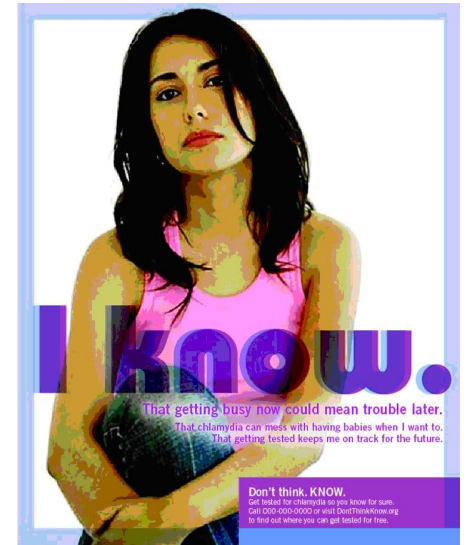
Social Marketing

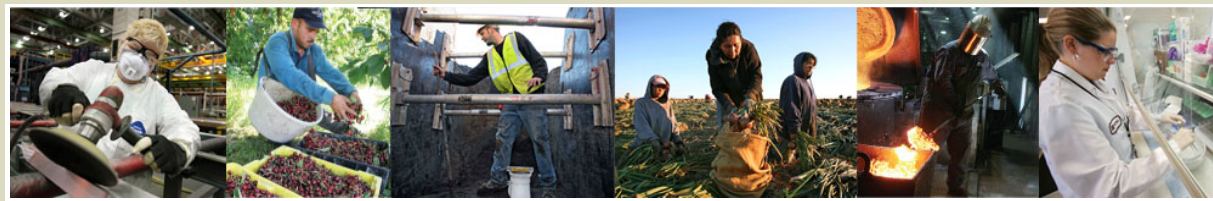


**National
Enforcement
Mobilization**



May 24 - June 6, 2010

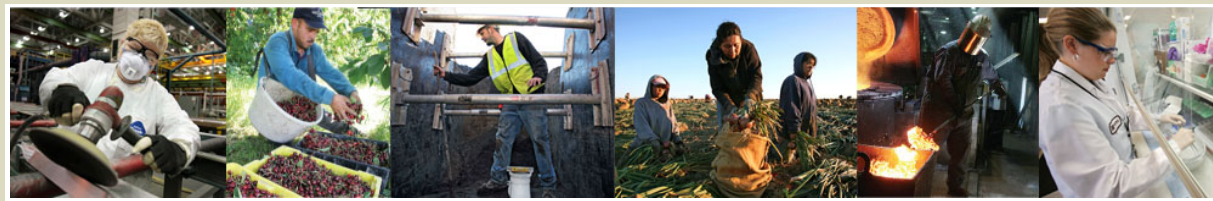




Work Safe, Home Safe Origins

- **Worksafe Victoria Homecomings Campaign**
- **Most important reason for being safe**





Work Safe, Home Safe Campaign

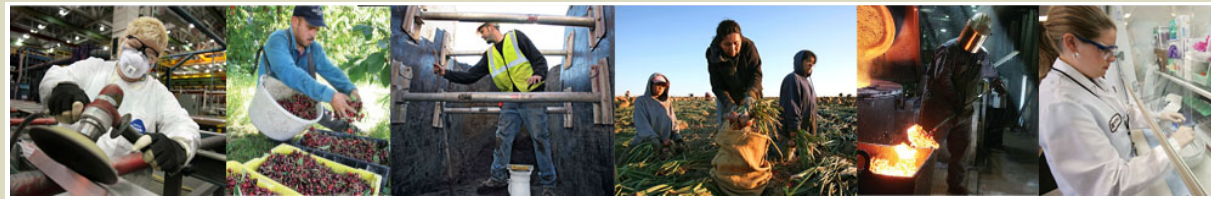
- **Components**

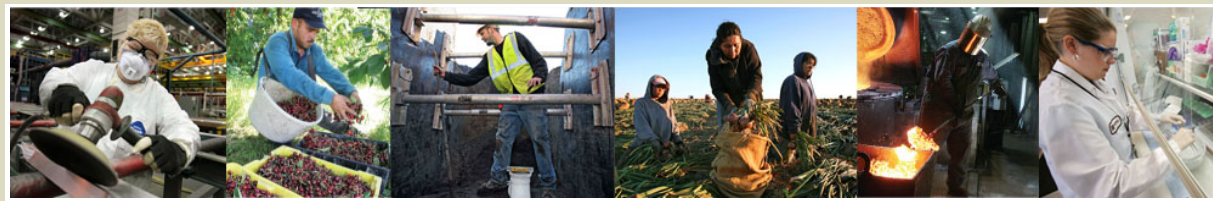
- **Media Spots**

- **Television, radio, and internet**

- **Mailings**

- **140,000 sent out in quarterly rates report**

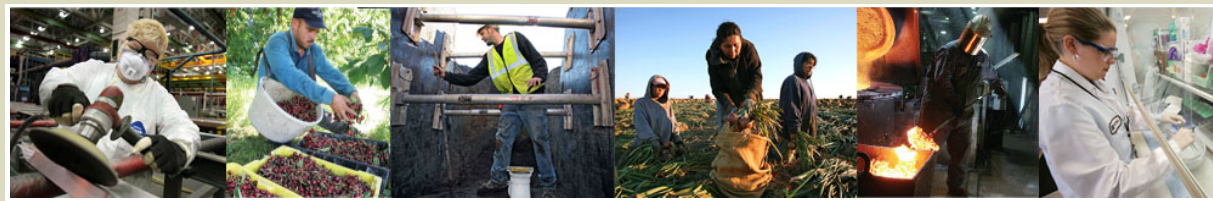




Method of Evaluation

- **Data Collection**
 - Random number generated phone survey
 - Survey Algorithm

- **Analysis**
 - Dichotomization of Variables
 - Chi Square analysis



Demographics

■ 900 Survey Participants

– Gender

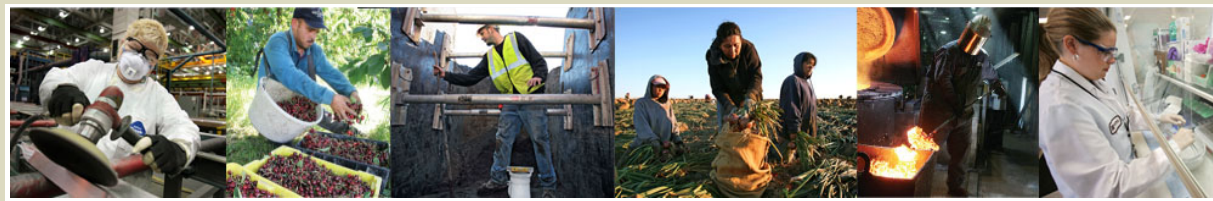
- 51% Female, 49% Male

– Race

- 82% White, 6% Hispanic, 3% Black, 10% Other

– Age

- 31% 18-34, 33% 35-49, 32% 50 and older



Demographics

– Employment Status:

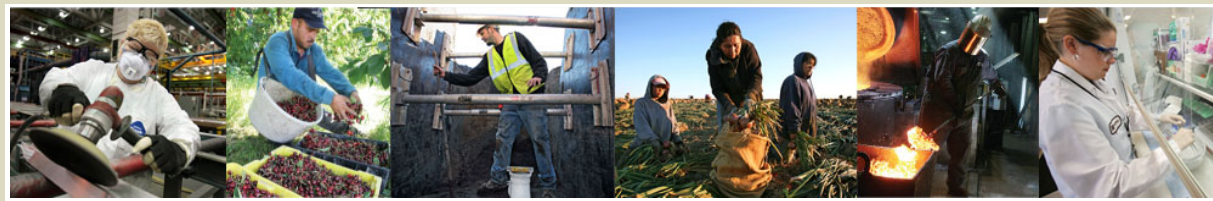
- 47% Currently Employed

– Education

- 35% Graduated College, 58% Graduated High School,

– Income

- 23% <\$25K, 49% \$25-\$75K, 28% >\$75K

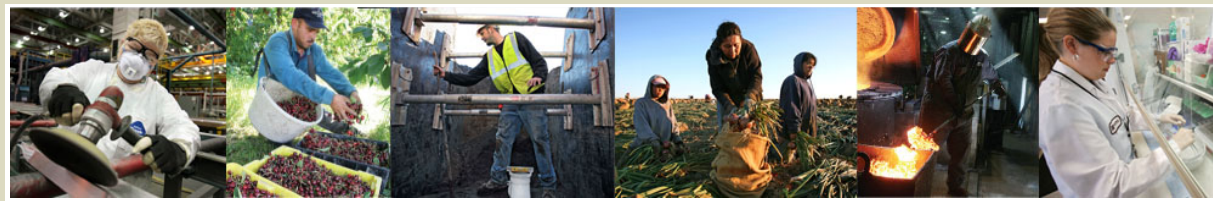


Demographics

- **Evenly distributed across 3 regions**
 - **WWA (33%), EWA (35%), Metro Seattle (32%)**

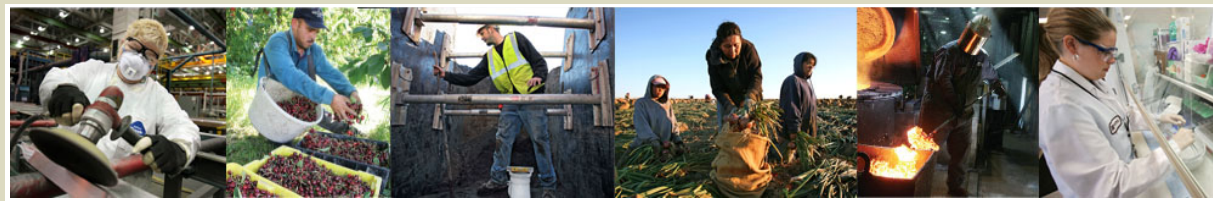
- **35% remembered advertisement**

- **72% familiar with L&I**



Effectiveness of campaign

- **Three questions used to measure effectiveness.**
 - **Campaign message effective**
 - **Discuss workplace safety**
 - **Take personal action to improve safety**

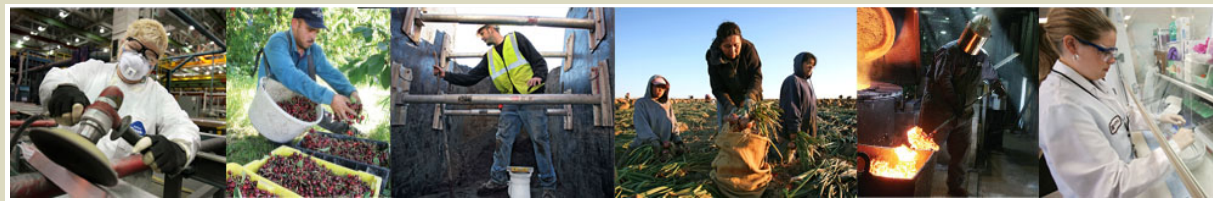


Found campaign message effective

- **Gender:**
 - Females (84%) vs. Males (70%) ($p=.004$)

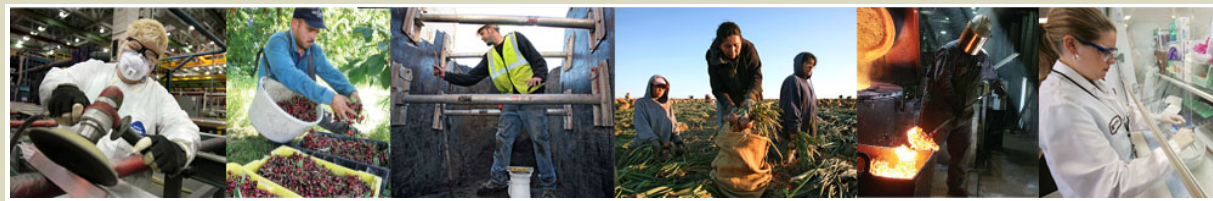
- **Age:**
 - 18-34 (60%) vs. 35 and older (86%) ($p<.001$)

- **Income:**
 - <\$25K (65%) vs. \$25K-\$75K (90%) ($p<.001$)
 - \$25K-75K (90%) vs. >\$75K (64%) ($p<.001$)



Found Message Effective

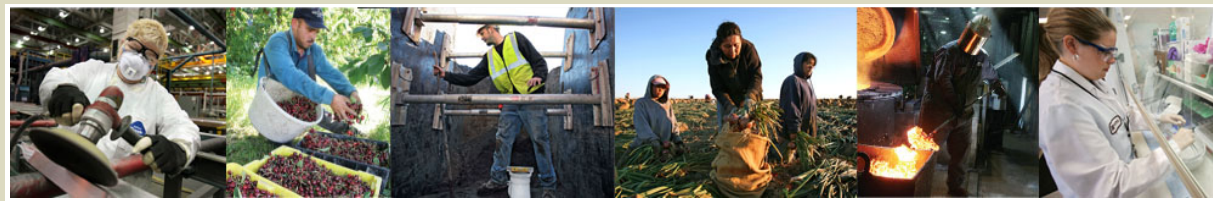
- **More willing to take action**
 - Yes (92%) vs. No (62%) ($p < .001$)
- **Familiarity with L&I**
 - Familiar (83%) vs. Unfamiliar (71%) ($p < .001$)
- **L&I cares about workers' health**
 - Agree (89%) vs. Disagree (53%) ($p < .001$)



Found Message Effective

- **L&I trusted source for information:**
 - Agree (93%) vs. Disagree(53%) ($p<.001$)

- **Opinion of L&I:**
 - Favorable (94%) vs. Unfavorable (60%) ($p<.001$)

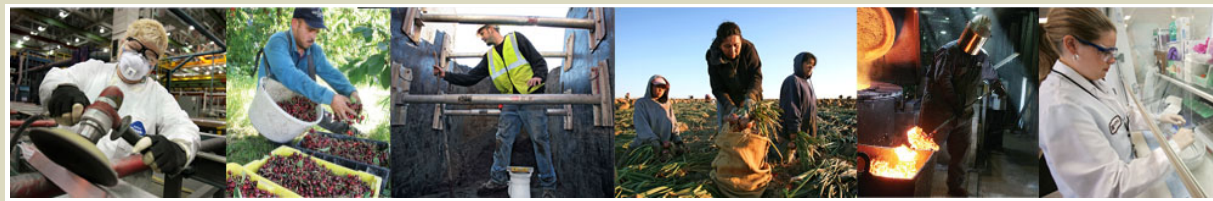


Discussed workplace safety

- **Gender:**
 - **Males (21%) vs. Females (10%) (p=.012)**

- **Employment status:**
 - **Active (32%) vs. Inactive (11%) (p<.001)**

- **Education:**
 - **Non college grad (19%) vs. College grad (8%) (p=.022)**

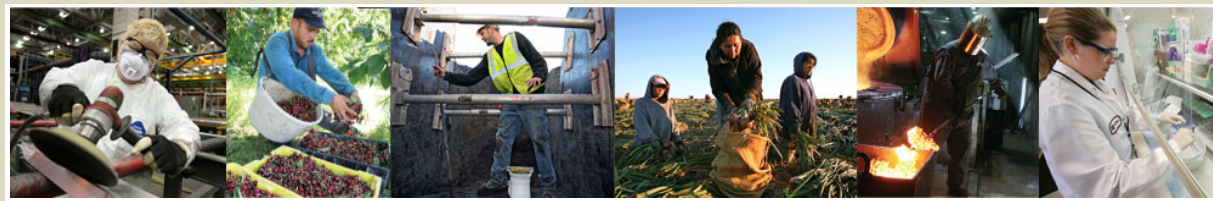


Discussed workplace safety

- **Income:**
 - <\$25k (8%) vs. \$25-\$75k (21%) (p=.019)

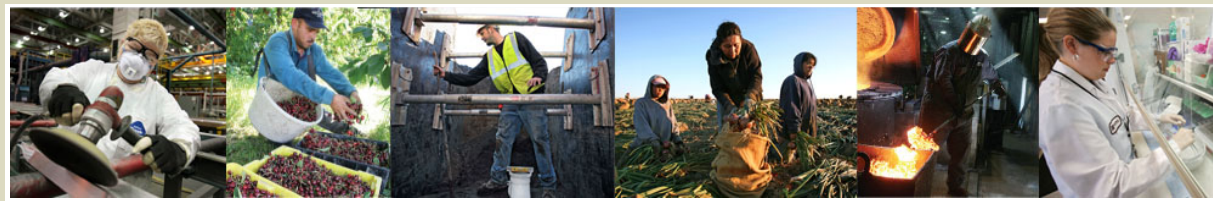
- **Willing to take action**
 - Yes (28%) vs. No (1%) (p<.001)

- **Familiarity with L&I**
 - Familiar (19%) vs. Unfamiliar (7%) (p=.007)



Willing to take action

- **Active employment:**
 - Yes (77%) vs. No (51%) ($p < .001$)
- **Education:**
 - College Grad (41%) vs. Non College Grad (59%) ($p = .005$)
- **Income:**
 - 25-75K (60%) vs. >75K (35%) ($p = .004$)

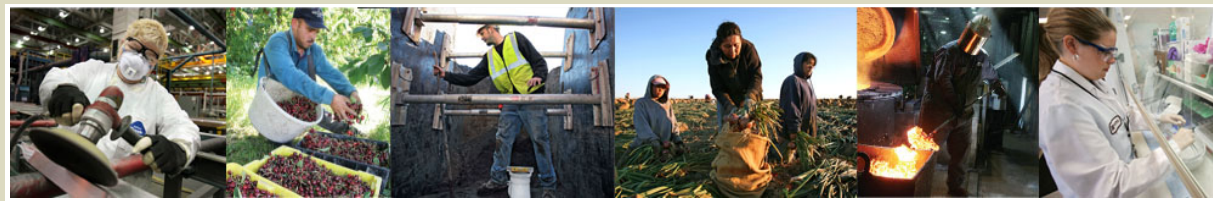


Willing to Take Action

- **Found message effective**
 - Agree (62%) vs. Disagree(27%) ($p<.001$)

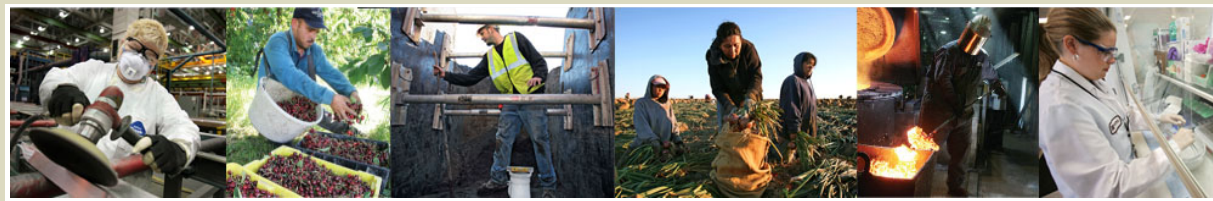
- **Discussed workplace safety**
 - Yes (96%) vs. No (45%) ($p<.001$)

- **Familiar with L&I**
 - Familiar (66%) vs. Unfamiliar (30%) ($p<.001$)



Willing to Take Action

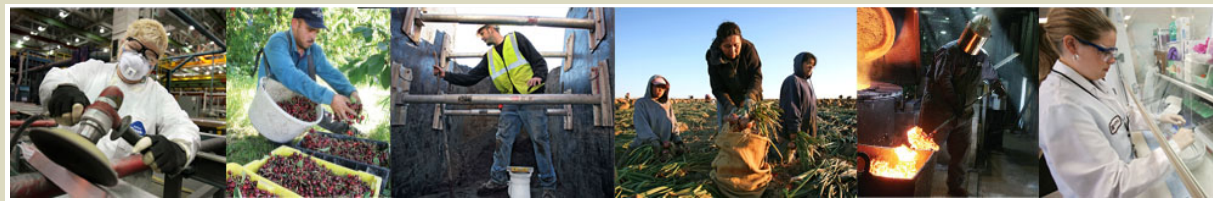
- **L&I cares about workers' health**
 - Agree (66%) vs. Disagree (20%) ($p < .001$)
- **L&I trusted source**
 - Agree (66%) vs. Disagree (41%) ($p < .001$)
- **L&I could do more to protect workers**
 - Agree (65%) vs. Disagree (36%) ($p < .001$)
- **Opinion of L&I**
 - Favorable (75%) vs. Unfavorable (41%) ($p < .001$)



Discussion

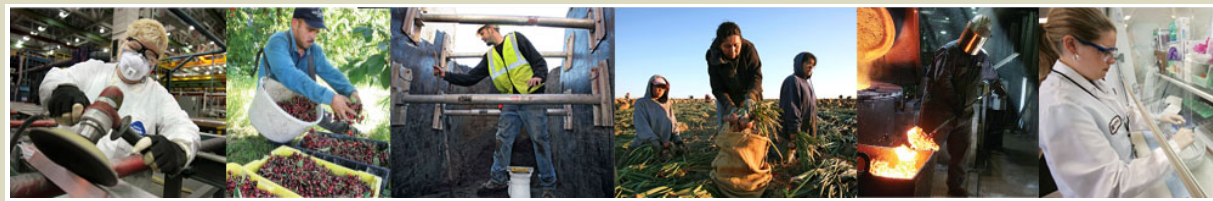
- **Potential benefits: Raising awareness**
 - **Campaign effectiveness and willingness to take action**

 - **Relationship between discussing workplace safety and willingness to take action**



Potential benefits: Improving public image

- **Effectiveness of message and**
 - **L&I cares about workers' health**
 - **L&I a trusted source**
 - **Favorable opinion of L&I**

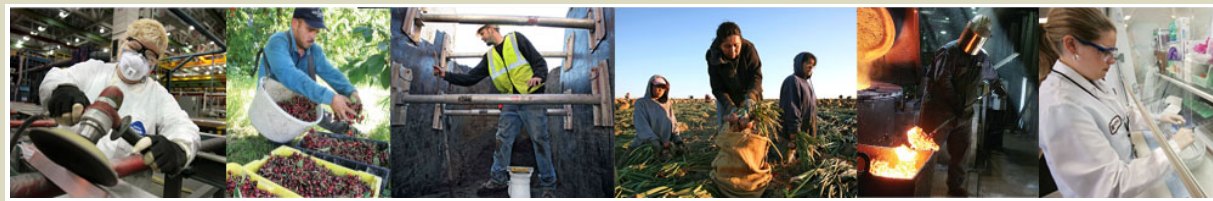


Strengths

- **Novel intervention for occupational safety**
- **Cost**
 - Adaptation
 - Media Company Rates
 - Stakeholder Endorsement

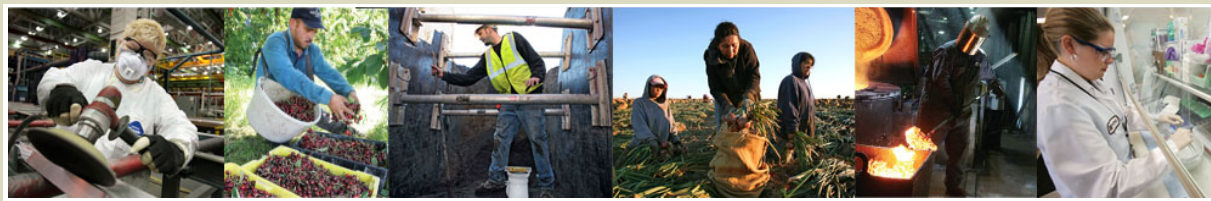
Weaknesses

- **Phone survey pitfalls**
 - Recall bias
 - Limited participation
 - Question development and algorithm
- **Analysis**
 - Level of statistical analysis
- **Adaptation**
 - Diversity of commercial



Recommendations

- **Utilize second running of campaign to do in depth evaluation**
- **Create and evaluate new social marketing campaigns**
- **More government agencies use social marketing campaigns**



References

1. Bureau of Labor and Statistics.
<http://www.bls.gov/iif/oshwc/osh/os/pr086wa.pdf>
2. Bureau of Labor and Statistics.
<http://www.bls.gov/iif/oshwc/cfoi/tgs/2008/iiffi53.htm>
3. Washington State Department of Labor and Industries. *2008 Year in Review Washington Workers' Compensation System*. Olympia : Washington State Department of Labor and Industries, 2009.