

The Masonry r2p Partnership established to help CPWR develop a model industrywide partnership, demonstrates how such a partnership can leverage the influence of its core partners over industry practices across the country. A key finding from working with this partnership is the importance of having stakeholders establish safety and health priorities and identify practical solutions. The Partnerships

application in the construction industry. It has focused attention on topics such as radiofrequency (RF) radiation hazards, fall prevention, and mental health issues, and developed an ongoing coordinated national social media campaign #roofersafety365 to disseminate information on these issues.

Latino Falls Prevention Partnerships: UC Berkeley's Labor Occupational Health Program (LOHP) and the Philadelphia Area Project on Occupational Safety and Health (PhilaPOSH) established partnership models with labor, community, employer, government, and other partners to develop targeted strategies to prevent falls among Latino construction workers

™ LOHP used this partnership approach in Northern California to support the development of concepts and messages for a social marketing-based strategy to prevent falls from roofs. Working with the California state workers' compensation insurer, the Associated Roofing Contractors of the Bay Area, the United Union of Roofers, Waterproofers and Allied Workers and state agencies, LOHP used focus groups to test and recommend fall prevention messages and materials

™ PhilaPOSH explored potential partnerships in the Philadelphia area to support training and education strategies that address falls among Latino workers in residential construction. By convening meetings and training sessions and providing technical assistance, the group developed connections with Latino workers, local Latino contractor associations, OSHA, and the Philadelphia Power and Electric Company.

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Section 1: Identify and Involve Key Partners

1.1: Identify Stakeholders and Potential Partners

1.2: Assess Potential Partners

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