



## KEY FINDINGS FROM RESEARCH



Researchers interviewed 50 key informants representing construction contractors and labor union representatives, and held focus groups

### Key Findings

- **Knowledge and Awareness:** Whether or not they correctly understood the term “ergonomics,” most participants were familiar with the problem of WMSDs.
- **Attitudes:** Contractors were uninterested in trying any solution that would Attitudes:

■ **Messaging:** Contractors were motivated best by messages about productivity and saving money, but trade employees and their unions responded to messages concerning the impact of WMSDs on workers’ health and ability to work and support their families. For a campaign for improved ergonomic practices to succeed, it would need to address the very different concerns held by contractors and workers.

Conclusions:

The barriers to implementing ergonomic change in the industry, while not insurmountable, will require the participation and cooperation of all levels of the industry: contractors, unions and workers. For each major obstacle that was outlined in this study, the construction professionals we interviewed offered a variety of solutions. This study shows that people know what needs to be done, but they need help in overcoming inertia and facing the juggernaut that is the construction industry.