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Authors

This survey was conducted through CPWR – The Center for Construction Research and Training, as part of its work with the research to practice (r2p) Working Group, a partnership between OSHA-NIOSH-CPWR.

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INTRODUCTION

METHODS

An online qualitative survey was developed and emailed to 46 individuals identified by 1) the r2p Working Group, 2) a literature review of efforts to reach and influence small residential contractors' safety and health practices, and 3) recommendations from other stakeholders. Survey recipients were asked to complete the online survey and to voluntarily participate in a follow-up phone interview. Twenty-one (21) of those contacted completed the survey, and a convenience sample of nine respondents participated in follow-up interviews. Respondents

Effectiveness of Dissemination Efforts

Respondents used a variety of measures in their anecdotal descriptions of effective and ineffective dissemination efforts. The following markers of effectiveness were developed to analyze their responses:

- A. Quality of the product produced
- B. Amount of information or number of resources distributed
- C. Amount of information received by the target audience
- D. Number from target audience who sought more information
- E. Number from target audience who changed practices

Overall, respondents were most likely to rely on (C) the amount of information received by the target audience as an indicator of having an effective reach or influence. Half of researchers used multiple markers to define effectiveness. Few industry-affiliated respondents, and zero CBO respondents, used multiple markers to define effectiveness.

Promising Dissemination Strategies

contractors' safety and health practices. This included all CBO respondents, and 75% of researchers. Industry-affiliated respondents were split on how likely this approach would be to reach and influence small residential contractors: 50% said very or somewhat likely and the remaining half selected very unlikely or somewhat unlikely.

Retail Outlet Outreach

Retail outlet outreach was another strategy viewed as promising with 71% of all respondents saying retail outlet outreach was very likely or somewhat likely to influence small residential contractors' safety and health practices, including 84% of researchers and two-thirds of industry-affiliated respondents (66%). In contrast to the Marketing Campaigns strategy, which seemed to reflect a more enthusiastic response, respondents were more likely to select retail outlet outreach as a somewhat likely to be effective strategy.

Advertising

A majority of all respondents (57%) said that advertising was very likely or somewhat likely to influence small residential contractors' safety and health practices, but none of the industry-affiliated respondents or CBOs, and only 17% of the researchers indicated it was very likely to be effective. A third of respondents said this approach was somewhat or very unlikely to be effective. Researchers were more likely to say this approach was somewhat unlikely (41%) to be effective.

Social Media

Social media was viewed as the least promising approach with none of the respondents (0%) believing it to be very likely and only 38% believing it to be somewhat likely to influence small residential contractors. More than half (57%) of respondents, including two-thirds of the industry-affiliated respondents, felt that social media was somewhat or very unlikely to influence small residential contractors. Only 5% of respondents said they were not sure about social media's potential to reach and influence small residential contractors, and this group was made up exclusively of researchers.

Some respondents suggested other dissemination strategies and intermediaries, which they rated as very likely or somewhat likely

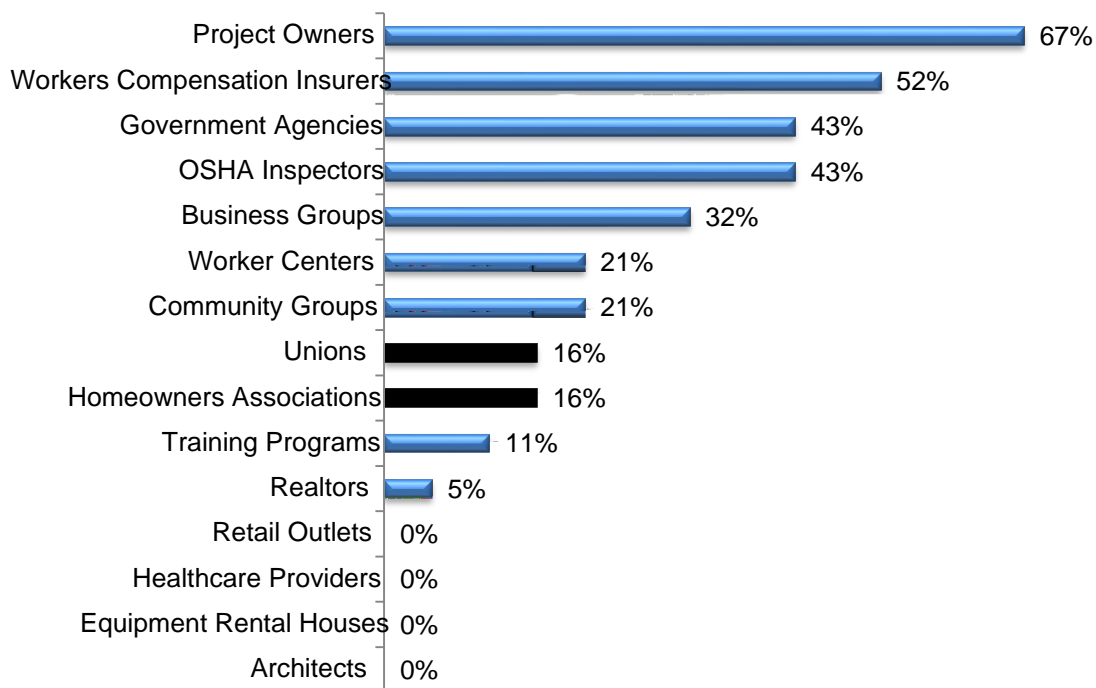
Top Influential Entities

Respondents were asked to indicate which three entities, from those listed in the graph below, they felt would have the most influence on the safety and health practices of small residential contractors.

Overall the top most influential entities identified by respondents were project owners, workers compensation insurers, followed by government agencies and OSHA Inspectors, which tied for third place, though responses varied substantially by type of respondent.

- x Researchers were more likely to view project owners as a top influential entity.
- x Industry-affiliated respondents were more likely to view business groups and project owners as top influential entities.
- x CBO respondents were more likely to view worker centers as a top influential entity.

Graph 3. Percent of respondents who selected the following as the top influential entities



Project Owners

Sixty-seven percent (67%) of all respondents selected project owners as one of the top three entities that have the most influence on small residential contractors' health and safety practices, including:

- x 75% of researcher respondents
- x 66% of industry-affiliated respondents
- x 33% of CBO respondents

Workers Compensation Insurers

Fifty-two percent (52%) of all respondents indicated workers compensation insurers were top influential entities with regard to small residential contractors' health and safety practices, including:

- x 66% of researcher respondents
- x 50% of industry-affiliated respondents
- x

x

Training Programs

Fourteen percent (14%) of all respondents indicated training programs were top influential entities with regard to small residential contracts

Challenges

Lack of Buy-in and Interest:

- x Generating buy-in for a safety and health hazard can be difficult unless the hazard is already an industry concern.
- x Intermediary groups may lack interest in participating in a safety and health dissemination effort.
- x In the absence of specific and on-going guidance from the owner, contractor, or other influential entities there's no incentive to do anything beyond the status quo.
- x Lack of enforcement can influence lack of buy-in.
- x Small residential contractors may lack interest in reading traditional print media products.

Lack of Partnership Support and Resources:

- x Lack of support from organizational leaders can reduce the strength of a partnership formed to influence small residential contractors' safety and health practices.
- x Lack of incentives or a dedicated champion.
- x Existing political, financial, or other issues among potential partners.
- x Concerns that a collaboration involving a government agency could lead to inspections and fines may inhibit participation from certain groups.

Contractor Perceptions:

- x Perception that it will take too much time, money, and/or staff resources.
- x Concern that sharing information about incidents or near-misses could result in fines or legal issues if an accident or injury occurs in the future.

CONCLUSION & NEXT STEPS

This survey offered insights into the top entities with influence over small residential contractors, (project owners, workers compensation insurers, and government agencies, including OSHA), and promising dissemination strategies (policy approaches and regulatory mandates, marketing, and retail outlet outreach). It also raised several questions and areas where further research exploration and research may be needed, such as:

1. Influential entities and small residential contractors. The survey suggested that overall, project owners and workers compensation insurers are considered top influential entities.
 - x Are there potential models for engaging workers compensation insurers in prevention efforts?
 - x Are there potential models for engaging project owners in prevention efforts?
 - x Who do small residential contractors perceive them as top influential entities over their safety and health practices? How can we best identify these entities?
2. Small residential contractors. We learned that respondents, particularly industry-affiliated respondents, indicated marketing campaigns and retail outlets are potentially effective dissemination strategies. Yet no respondents indicated retail outlets as top influential entities.

- x Where do small residential contractors actually go for materials? (Big box stores vs. specialty supply houses)
- x Are retail outlets perceived as knowledgeable resources among small residential contractors and workers?
- x

Appendices

This appendix includes selected examples of dissemination efforts to reach and influence small residential contractors' safety and health practices, the survey tool used in the study, and an additional table on dissemination strategy ratings by

³/₄ Renovation, Repair and Painting Program

<http://www2.epa.gov/lead/renovation-repair-and-painting-program>

Bill Passed to Require Lead Safe Information at Illinois Hardware Stores

The University of Illinois School of Public Health led an initiative called Lead Safe Illinois. Local

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Dust-control Usage: Strategic Technology Intervention, or "DUSTI," is an intervention developed with the goal of improving the adoption of engineering controls that reduce exposure to silica. The project tested the efficacy of different approaches to diffusion of the technology and barriers to its effective use. One focus of the effort looked at influencing small builders through the creation of "technology champions" within the firms and providing training on productivity and customer satisfaction, health information, and regulatory drivers.

³/₄Project Description

<http://www.oshrc.centers.vt.edu/projects/descriptions/DustControlUsage.html>

Trenching Safety Training in Kentucky

NIOSH coordinated a half-day trenching safety training in collaboration with the Kentucky Labor Cabinet, Associated General Contractors (AGC) of Kentucky, a rigging consultant, a trench box leasing company, and a community college. The training targeted small construction businesses in Kentucky and included both classroom and hands-on demonstration components with the goal of raising awareness of safe trenching practices among small contractors. Survey results indicated participants found the training useful and planned on applying it to their business.

The partnership initially

Q7 Why do you believe this dissemination effort was not as successful?

Q8 Were there any materials developed (e.g. promotional, recruitment etc.) for any or all of your effort(s) that you would be willing to share?

- Yes
- No

Q9 Do you have evaluation findings from any of your outreach or dissemination efforts with residential contractors that you would be willing to share?

- Yes
- No

Q10 Do you know of others who have conducted safety outreach or dissemination efforts targeting residential contractors that we might be able to contact to learn of their experiences?

- Yes [Please provide any contact information available]
- No

Appendix C

Table 2. Number of respondents who rated a dissemination strategy Very Likely (VL), Somewhat Likely (SL), Somewhat Unlikely (SU), and Very Unlikely (VU) to reach residential contractors and influence their safety and health practices

CBO

