

# HOW TO PROMOTE AND EXPAND YOUR REACH:

**Strategies to effectively promote your  
resources, develop networks, and reach your  
target audiences**

**Presented by: Helen Schuckers & Dede Montgomery**



Oregon Institute of Occupational Health  
Sciences

## OUR GOAL

**To improve the safety, health and well-being of workers in Oregon and beyond through:**

- ❖ Total Worker Health<sup>®</sup> research
- ❖ Collaboration and outreach with partner organizations
- ❖ Dissemination of evidence-based programs



## TODAY'S TALK WILL ADDRESS:

- ❖ Oregon Healthy Workforce Center tools and toolkits
- ❖ Dissemination strategies
- ❖ Identifying target audiences & developing your pitch
- ❖ Connecting with community networks
- ❖ Strategies on how OHWC is reaching & engaging with end user



# **OHWC TOOLKITS & TOOLS**

# OUR 4 TOTAL WORKER HEALTH<sup>®</sup> TOOLKITS

**Safety & Healthy Improvement Program (SHIP)**  
for supervisors in any industry



**Promoting U Through Safety & Health (PUSH)**  
for young workers in any industry



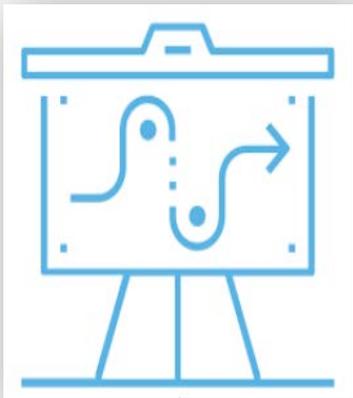
**BeSuper!** for supervisors and  
employees in Construction



**Community of Practice  
& Safety Support (COMPASS)** for  
home care workers



# OREGON HEALTHY WORKFORCE CENTER TOOLKIT COMPONENTS



Online training on safety, health & well-being

Behavior tracking to reinforce training concepts

Scripted group training & activities with social support

## PROMOTING U THROUGH SAFETY AND HEALTH (PUSH)

### Total Worker Health Toolkit for workers 14 to 24 years old

- **Online training** – 1-hour computer training with videos & examples on safety, communication, and health
- **Start the Conversation Activities** – 15 to 20-min activities covering different topics (i.e. violence in the workplace, know your rights, sun safety, stress)
- **Social media Tumblr page** – houses videos and images that are used to emphasize topics covered



### PUSH Outcomes

- ❖ Increased safety & health knowledge
- ❖ Liked by young workers
- ❖ Adopted by Portland Parks and Recreation

## SUPERVISOR TRAINING IN CONSTRUCTION (BE SUPER!)

### Total Worker Health toolkit for supervisors and employees in construction

- **Online supervisor training** – 1-hour training to help supervisors become better communicators, team builders, and supporters
- **Supervisor behavior tracking** – reinforce topics learned & track supportive goals for 2-weeks
- **Lifestyle Education Cards** – scripted activity to help employees learn healthy lifestyle choices

*Available in English or Spanish*



### Outcomes

- ❖ Reduced unhealthy behaviors (e.g. sugary and fatty food intake, caffeine)
- ❖ Increased safety compliance, grip strength and sleep duration
- ❖ Decreased wrist & forearm pain

# SAFETY & HEALTH IMPROVEMENT PROGRAM (SHIP)

## Total Worker Health Toolkit for supervisors and employees in any industry

- **Online supervisor training** – to support safety and work-life balance among employees
- **Supervisor behavior tracking** – reinforce topics learned & track supportive goals for 2-weeks
- **Team Effectiveness Process** – supervisor or manager-led action planning to improve work-life conflict, safety, and team effectiveness
- **Follow-up** – sessions to ensure what is learned is practiced



## SHIP Outcomes

- ❖ Reduced blood pressure
- ❖ Initially, reported weaker relationships with supervisors, saw increased team and work-life effectiveness, & family supportive supervisor behaviors

# COMMUNITIES OF PRACTICE AND SAFETY SUPPORT (COMPASS)

## Home Care Workers

- **Peer-led social support group** – Group of 5 to 10 home care workers who live or work near each other
- **Scripted peer-led group activities & lessons** – covers various healthy and safety topics (e.g. healthy eating, ergonomics, correcting hazards in a home)
- **Goal setting and behavior tracking** – reinforce topics learned & track of supportive goals & successes, which is shared in group meetings
- **Group problem solving** – to increase social support from other care workers



## COMPASS Outcomes

- ❖ Fewer loss days due to injury
- ❖ Safer work practices
- ❖ Increased fruit and vegetable intake

# WORKPLACE SAFETY, HEALTH & WELL-BEING TOOLS

## OR-Face Toolbox Talks

One-page educational guides with action plans to help prevent workplace injuries and fatalities



## Health Impacts Safety Guides

One-page educational guides with action plans on how health can impact safety on the job



# WORKPLACE SAFETY, HEALTH & WELL-BEING TOOLS

## Get Healthier Lifestyle Education Cards

Team discussion cards to help employees learn and build solutions for healthier lifestyles on and off the job



## Start the Conversation

Supervisor-led team activities to engage young workers in safety, communication and healthy lifestyle behaviors



These tools are also included in our toolkits  
(BeSuper! & PUSH)

# WORKPLACE SAFETY, HEALTH & WELL-BEING TOOLS

## Bi-annual Symposia

Low-cost symposia and free recordings of invited speakers in occupational safety, health and well-being

Examples of symposia topics:

- How to Create and Sustain a Culture of Safety
- Diversity and Inclusion in the Workplace: Impact on worker health and well-being
- Navigating Mental Health in the Workplace



**Fall Symposium – Thursday, Nov 30<sup>th</sup>**

Working title - From Awareness to Action: The psychology of emergency preparedness & response in the Pacific Northwest

# WORKPLACE SAFETY, HEALTH & WELL-BEING TOOLS

## OccHealthSci Resource Directory

Free online library of educational resources, tools and trainings for occupational safety, health and well-being



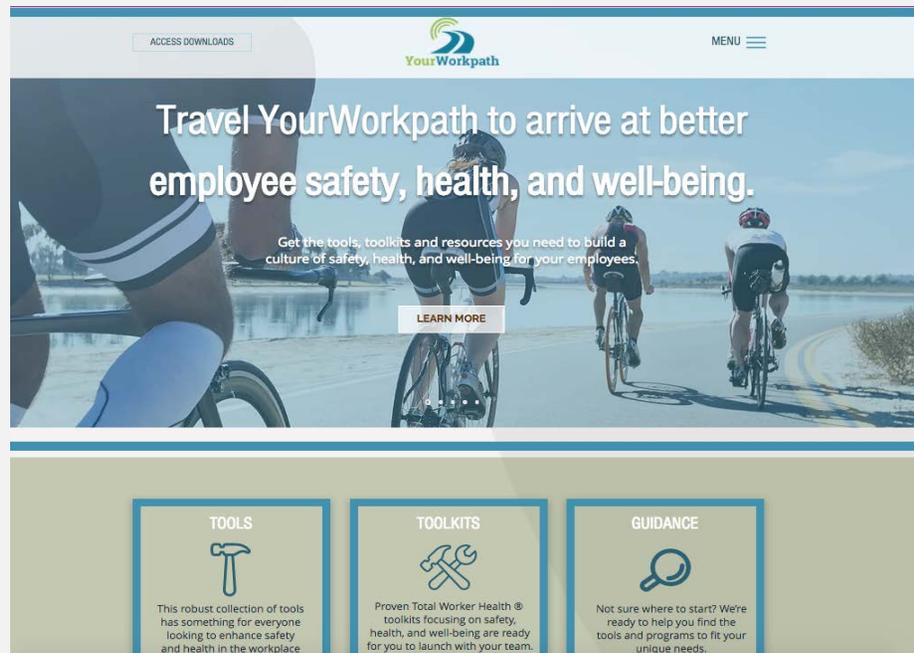
**Sign up for our newsletter for occupational safety, health and well-being**

[www.ohsu.edu/oregon-institute-of-occupational-health-sciences/](http://www.ohsu.edu/oregon-institute-of-occupational-health-sciences/)

## **OUR DISSEMINATION STRATEGIES**



## OUR NEW DISSEMINATION WEBSITE YOURWORKPATH.COM



- ❖ Launch date July 2018
- ❖ Sustainable & effective dissemination platform
- ❖ User friendly & engaging website with lay audience-friendly language
- ❖ Metrics on tool and toolkit access & downloads



## YOUR WORKPATH DISSEMINATION PROGRAM

Commitment	Exchange
1-3 organizations recruited for each toolkit	Free access to digital files and/or scripted training in total worker health
Three follow-up sessions	End of program catered lunch and focus group that will include health and well-being incentives
1 to 3 month participation	Real-world case study and testimonials

- ❖ Work to create cultural shifts and advocating of resources
- ❖ Feedback on how to improve current/future intervention design

# ONE PAGERS

## PUSH: Promoting U Through Safety & Health

Young workers are more likely to be injured on the job and less likely to advocate for their rights. PUSH is a toolkit designed for organizations to reduce workplace injuries, increase healthy habits, and build communication skills. In turn, these outcomes will result in a healthy and productive young workforce.

### What does the PUSH toolkit offer?

- 1-hour online training to educate young workers on safety, communication and health
- Supervisor-led "Start the Conversation" activities on workers' rights, safety and health
- Social media prompts to facilitate understanding of learned concepts

### What are people saying about PUSH?

**PUSH participants reported:**

- 69% improvements in health and safety on the worksite
- 63% positive change in safety and health behaviors
- 73% would recommend the training to a coworker

**Testimonial:**

"...we believe that using PUSH as a standard training for new hires is a wise investment in our employees. Not only does it enhance the training that we require for all workers, but the online format allows us to save time and money that we would otherwise need to spend on in-person training."

**Barbara Aguon, Safety Manager  
Portland Parks and Recreation**

### More about PUSH

PUSH is a self-paced and ready-to-use toolkit. It can take between 1 and 6 hours from start to finish. All components of the toolkit are free except for an annual license for the online training. Contact us for education & non-profit discounts.

Trial one-time use: \$20  
2 to 9 Trainees: \$250  
10 to 49 Trainees: \$500  
50 to 99 Trainees: \$1,000  
100 or 500 Trainees: \$5,000

### Ready to get started or have questions?

**Helen Schuckers  
Dissemination Liaison**

✉ schucker@ohsu.edu  
☎ (503) 494-2425  
🌐 yourworkpath.com

**OREGON HEALTHY WORKFORCE CENTER**  
A NIOSH CENTER OF EXCELLENCE

PUSH was a NIOSH-funded Total Worker Health® project. A Total Worker Health® approach is one that jointly addresses workplace safety and health hazards with illness prevention to reduce injury, improve safety and enhance worker well-being.

A single page that provides information about your organization or a particular product and/or service.

## Summer Dissemination Intern survey project

- ❖ How informative?
- ❖ How feasible to implement?
- ❖ Ranking most important to least important information
- ❖ Visual quality of infographic
- ❖ How can we improve?

## EXAMPLE OF ONE PAGER STRUCTURE

### Who and What?

- ❖ Short pitch or explanation
  - ❖ Identify audience
- ❖ What you are promoting
  - ❖ Use of icons

# PUSH: Promoting U Through Safety & Health

Young workers are more likely to be injured on the job and less likely to advocate for their rights. PUSH is a toolkit designed for organizations to reduce workplace injuries, increase healthy habits, and build communication skills. In turn, these outcomes will result in a healthy and productive young workforce.

### What does the PUSH toolkit offer?



1-hour online training to educate young workers on safety, communication and health



Supervisor-led "Start the Conversation" activities on workers' rights, safety and health



Social media prompts to facilitate understanding of learned concepts

# EXAMPLE OF ONE PAGER STRUCTURE

## Why?

- ❖ Making the case
- ❖ Testimonial
- ❖ The evidence-base
- ❖ Outcomes

## Where?

- ❖ Addresses how to access information & materials
- ❖ Contact information

### What are people saying about PUSH?

#### PUSH participants reported:

- 69%** improvements in health and safety on the worksite
- 63%** positive change in safety and health behaviors
- 73%** would recommend the training to a coworker



#### Testimonial:

"...we believe that using PUSH as a standard training for new hires is a wise investment in our employees. Not only does it enhance the training that we require for all workers, but the online format allows us to save time and money that we would otherwise need to spend on in-person training."

**Barbara Aguon, Safety Manager  
Portland Parks and Recreation**

### More about PUSH

PUSH is a self-paced and ready-to-use toolkit. It can take between 1 and 6 hours from start to finish.

All components of the toolkit are free except for an annual license for the online training. Contact us for education & non-profit discounts.

Trial one-time use: \$20  
2 to 9 Trainees: \$250  
10 to 49 Trainees: \$500  
50 to 99 Trainees: \$1,000  
100 or 500 Trainees: \$5,000

### Ready to get started or have questions?

**Helen Schuckers  
Dissemination Liaison**

✉ schucker@ohsu.edu  
☎ (503) 494-2425  
💻 yourworkpath.com



PUSH was a NIOSH-funded Total Worker Health® project. A Total Worker Health® approach is one that jointly addresses workplace safety and health hazards with illness prevention to reduce injury, improve safety and enhance worker well-being.

## VIDEOS



- ❖ Explainer videos
- ❖ User guides
- ❖ Animated videos



# INSTITUTE PODCAST



- ❖ Inform community on how work can affect safety, health, and well-being
- ❖ Discuss public health significance of occupational health
- ❖ Making science accessible for all through sharing of basic and applied science

The image is a screenshot of a Spotify profile page for the user 'OccHealthSci'. At the top, there is a navigation bar with 'Home', 'Collection', a search bar, and a 'Try Pro' button. The profile header features a circular profile picture showing a cityscape with a snow-capped mountain in the background, and the name 'OccHealthSci' in a black box. Below the header, there are tabs for 'All', 'Tracks', 'Albums', 'Playlists', and 'Reposts'. A 'Spotlight (0/5)' section is visible, with an 'Edit Spotlight' button and a description: 'Highlight your best tracks and playlists: put them in Spotlight so that your audience will find them first when they visit your profile.' Underneath, a 'Recent' section displays a track titled 'Mitch Turker Podcast' by 'OccHealthSci'. The track has a play button icon, a duration of '12 minutes', and is marked as '# Science' and 'Private'. A waveform visualization is shown below the track title, with a progress bar at the bottom right indicating '51:28'. There are 'Share' and 'More' buttons below the track.

## DISSEMINATION WORKGROUP



- ❖ Monthly workgroup that address the process & challenges related to moving research into practice, and dissemination into the marketplace
- ❖ Discuss and share dissemination best practices & strategies through team-based discussions
- ❖ Guest speakers & hosting workshops

# WHERE WE ARE GOING

Improve current & future interventions



Partnerships



Basic Science Dissemination



Marketing & key messages



Create dissemination framework



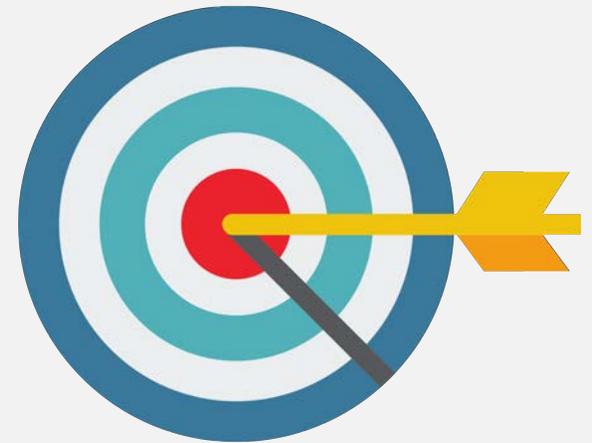
Key performance indicators & metrics



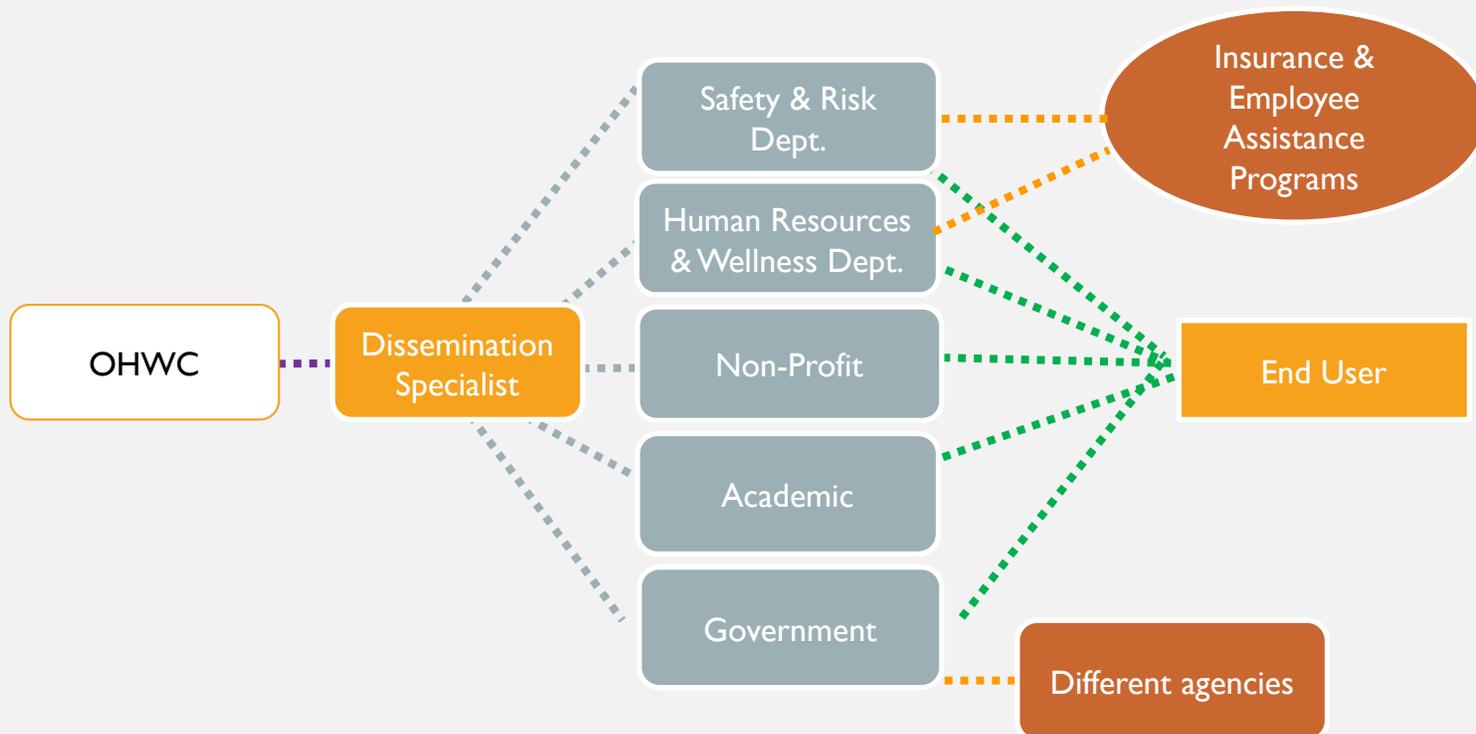
**IDENTIFYING YOUR TARGET AUDIENCE  
& DEVELOPING YOUR PITCH**

## YOUR AUDIENCE LEADS TO YOUR PITCH

- Identifying your target audience to reach the right audience
- Develop a pitch & campaign for your audience
- Branch out and find your sub-audiences
- Tailor messaging



# OHWC REACHING OUR TARGET AUDIENCE



# DEVELOPING YOUR PITCH WITH LEAN CANVAS



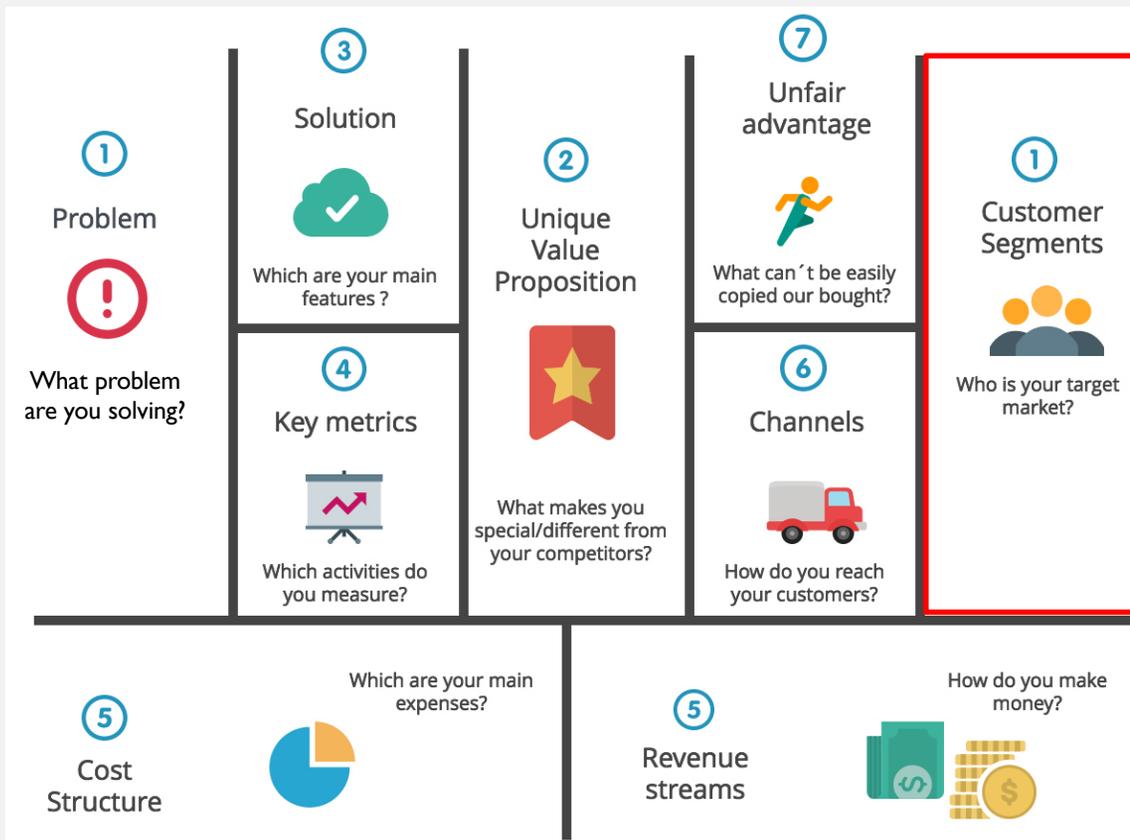
Credit: OHSU Tech Transfer & Business Development

# LEAN CANVAS = PRODUCT & MARKET



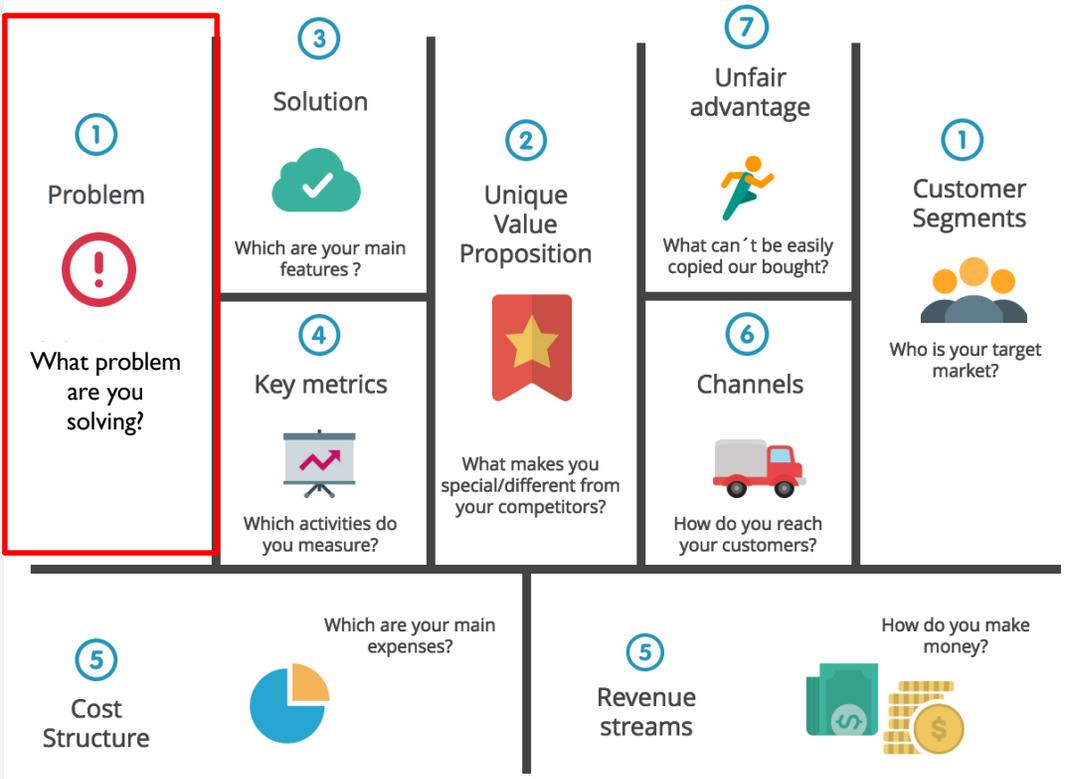
Credit: OHSU Tech Transfer & Business Development

# LEAN CANVAS: CUSTOMER SEGMENTS



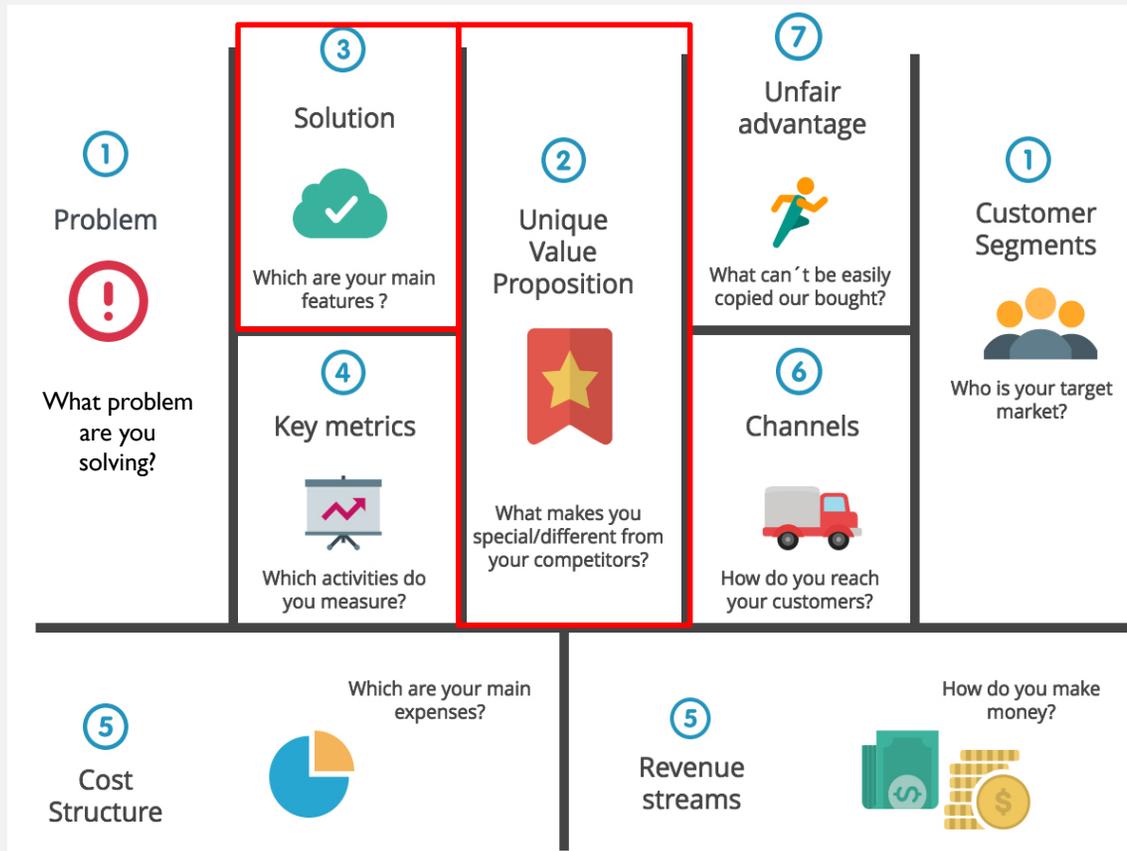
Credit: OHSU Tech Transfer & Business Development

# LEAN CANVAS: PROBLEM



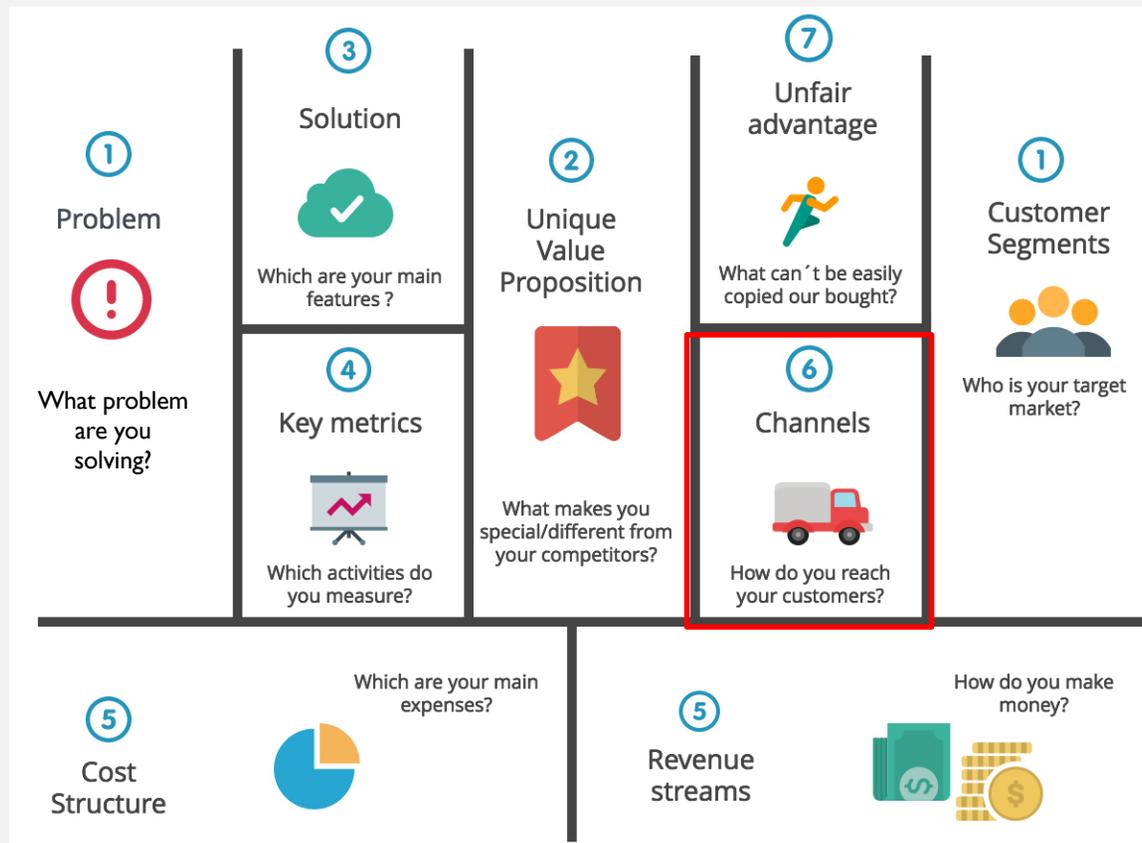
Credit: OHSU Tech Transfer & Business Development

# LEAN CANVAS: SOLUTION & VALUE PROP



Credit: OHSU Tech Transfer & Business Development

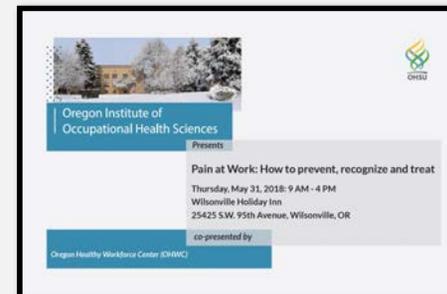
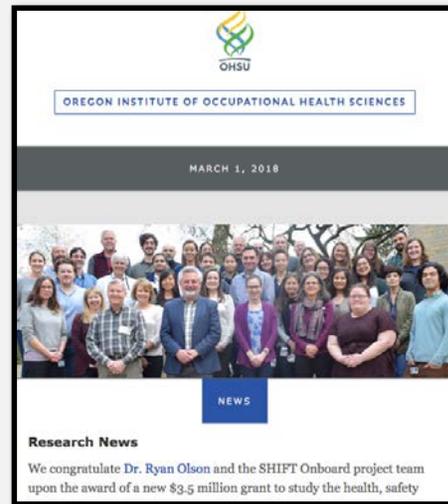
# LEAN CANVAS: CHANNELS



Credit: OHSU Tech Transfer & Business Development

**CONNECTING WITH COMMUNITY NETWORKS**

# OUTREACH CENTRAL HIGHLIGHTS



## EXAMPLES OF CONTACTS & ORGANIZATIONS WE HAVE PARTNERED WITH

- OHSU
- Comcast
- City County Services
- Owens-Corning
- OEA Choice
- SafeBuild Alliance
- Governor's Occupational Safety & Health (GOSH )
- City of Hillsboro
- Oregon Young Employee Safety (OYES)
- Safe Jobs Oregon
- ASSE national
- Portland HR Management Assoc.
- Fortis Construction
- General Sheet Metal
- InLine Construction
- Portland Parks and Recreation
- SEIU 503
- KBOO Radio
- PyschArmor Institute
- Trimet
- Portland Bureau of Transportation
- Portland Water Bureau
- American Hearth Association
- Samaritan Health
- US Forest Service
- Dept. of Defense
- Oregon Home Care Commission
- Faith Community Nursing

**STRATEGIES ON REACHING &  
ENGAGING WITH END USER**

# SOCIAL MEDIA AT OCCUPATIONAL HEALTH SCIENCES

New links & topics



People, events, toolkits & research



Weekly posts & comments



Follower, tweets, retweets & men/ons

Likes, Fans, comments & shares

Partners: Workers – Employers – Families -- Funding Organizations – Agencies – Academic Institutions – Associations – Community-Based Organizations → Impact

## OUTREACH ACTIVITIES

Foster connections with community partners to include diverse and vulnerable audiences

Learn the needs of stakeholders and facilitate exchange of intervention ideas

Identify avenues to disseminate Total Worker Health<sup>®</sup> tools & toolkits

Stimulate engagement and educate audiences in Total Worker Health<sup>®</sup>

# QUESTIONS?

**Helen Schuckers:**  
schucker@ohsu.edu  
(503) 494-2425

**Dede Montgomery**  
montgomd@ohsu.edu  
(503) 494-3522



[facebook.com/occhealthsci.ohsu](https://facebook.com/occhealthsci.ohsu)



[twitter.com/ohsuocchealth](https://twitter.com/ohsuocchealth)



[linkedin.com/groups/8505351](https://linkedin.com/groups/8505351)



[blogs.ohsu.edu/occupational-health-sciences](https://blogs.ohsu.edu/occupational-health-sciences)



Oregon Institute of Occupational Health  
Sciences