

Evaluating the Effectiveness of Worker Outreach and Education, Poster, APHA Annual Meeting October 2012

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The Occupational Lead Poisoning Prevention Program (OLPPP) has never conducted an extensive evaluation of its educational outreach and materials in > 20 years of work.

OLPPP activities (partial list)

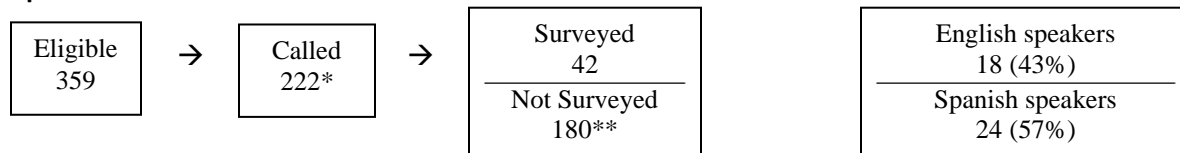
- California Adult/Occupational Blood Lead Registry (“Registry”) – 56,000 blood lead level (BLL) results received annually
- Educates workers, employers, health care professionals, others about lead safety
- Monthly mailings to workers with elevated BLLs ($\geq 10 \mu\text{g}/\text{dL}$):
 - Letter with individual’s BLL result
 - Worker Hazard Alert
 - List of jobs and hobbies where lead is present

Evaluation questions

- Are OLPPP’s outreach methods reaching workers?
- Do current products communicate our core messages:
 - Lead damages your health; you may be exposed to lead at work.
 - Your employer must protect you from lead.
 - You (workers) can take steps to protect yourself from lead.
- Are we using media formats that our audience prefers?

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| <p><u>Worker Evaluation Methods</u></p> <ul style="list-style-type: none"> • Key informant interviews • Brief follow-back telephone surveys • Focus groups with workers • Distribution tracking and web metrics • Stakeholder meeting to discuss results | <p><u>Telephone Survey Specifics</u></p> <ul style="list-style-type: none"> • Workers from Occupational Blood Lead Registry • Follow-back phone surveys 1-2 weeks after monthly mailing • English and Spanish, men only • Evening calls to worker home • 10 minutes, 12 questions • Incentive: raffle for \$150 VISA card |
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Response Rate



*Some workers not called due to returned letters, industry saturation, time/resource constraints.

**Includes workers not reached, wrong numbers, refused, ineligible.

Telephone Survey Questions

1. Did you receive our letter and materials?
2. Did you look at the information we sent?
3. What did you think about it?
4. What did you look at?
5. Did anything specific stand out to you? (5a. Do you remember where you saw that?)
6. Did you talk to anyone about what we sent you?
7. What did (she, he, they) have to say about it?
8. How do you feel about getting information about job safety or your health in the mail?
9. (if participant only read the letter) ... Was there a particular reason why you didn’t read the other materials that we sent you?

10. If you think about your health and your family's health in general, how do you usually get that type of information? ...not just job safety?
11. What do you think would be a good way to reach workers like you with this information?
12. We want to make sure that we talk to people who do different types of work. Would you mind telling me the kind of work you do?

Did workers look at the materials we sent? (N=42)

| Yes | No |
|----------|---------|
| 33 (79%) | 9 (21%) |

What materials did workers look at? (N=33 who reported they looked at something in the mailing)

| Letter | Hazard Alert | Jobs and Hobbies | "all" | Don't know |
|----------|--------------|------------------|---------|------------|
| 15 (45%) | 8 (24%) | 4 (12%) | 5 (15%) | 4 (12%) |

Who did workers talk to about the info we sent them? (N=35 who were asked this question)

| Spouse | Coworkers | Boss | H&S mgr. | Supervisees | Other relative | No one |
|----------|-----------|---------|----------|-------------|----------------|---------|
| 12 (34%) | 13 (37%) | 7 (20%) | 2 (6%) | 2 (6%) | 4 (11%) | 4 (11%) |

Did OLPPP's core messages come across (Question 5)? (N=29 who were asked this question)

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| • CORE MESSAGE: Lead is harmful; you can be exposed to lead at work | 11 (38%) |
| • CORE MESSAGE: Your employer must protect you from lead | 0 (0%) |
| • CORE MESSAGE: You (workers) can take steps to protect yourself from lead | 8 (28%) |
| • My own BLL test result level (was contained in the letter) | 5 (17%) |
| • Take home lead exposure – lead from work can poison family members at home | 8 (28%) |
| • Nothing stood out | 5 (17%) |

Themes mentioned by workers (at any point during survey) (N=42)

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| • Take home lead exposure – lead from work can poison family members at home | 13 (31%) |
| • My own BLL test result level (was contained in the letter) | 9 (21%) |
| • Worker has received this info before (often at work); it's a good review | 10 (24%) |
| • I don't get this information from other sources (at work, for example), so good to receive it. | 4 (10%) |
| • It's good that this was sent by CDPH/state health dept.; carries more weight, can show it to employer, doctor, etc. | 3 (7%) |

How should we communicate with workers about health and safety? (N=39 who were asked this question)

| Mail | At work/ via Employer | Email/text | Union | Personal contact | Internet |
|----------|-----------------------|------------|---------|------------------|----------|
| 20 (51%) | 11 (28%) | 6 (15%) | 6 (15%) | 6 (15%) | 2 (5%) |

Limitations

- Very small number of survey participants.
- Lack of testing leads to underrepresented industries.
- Workers whose employers BLL test (recruited from Registry) may have better conditions, more compliance with health and safety regulations.
- Bias - self-selected group of participants may be more motivated, more informed about workplace safety.
- Cannot say with certainty that worker knowledge is from our materials, not other sources.

Next Steps

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| <ul style="list-style-type: none"> • Focus groups - workers from Registry. • Focus groups - workers never BLL-tested. • Stakeholder meeting to review results. | <ul style="list-style-type: none"> • Data collection from case-managed workers. • Evaluate outreach and education to <u>employers</u>. • Use information from evaluation for strategic planning and to develop communication plan. |
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For more information, future eval. results: Mary Deems, mary.deems@cdph.ca.gov; www.cdph.ca.gov/programs/olppp