Evaluating the Effectiveness of Worker Outreach and Education
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Background and Purpose
OLPPP has never conducted an extensive evaluation of its educational outreach and materials in > 20 years of work.

OLPPP activities
- California Adult/Occupational Blood Lead Registry (“Registry”) – 56,000 blood lead levels (BLL) results received annually
- Educates workers, employers, health care professionals, others about lead safety
- Monthly mailings to workers with elevated BLLs (≥ 10 µg/dL):
  - Letter with individual’s BLL result
  - Worker Hazard Alert
  - List of jobs and hobbies where lead is present
- Need to know – Evaluation questions
  - Are OLPPP’s outreach methods reaching workers?
  - Do current products communicate our core messages?
  - Your employer must protect you from lead.
  - 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?

Methods

Worker Evaluation Methods
- Key informant interviews
- Brief follow-back telephone surveys
- Focus groups with workers
- Distribution tracking and web metrics
- Stakeholder meeting to discuss results

Telephone Surveys

Telephone Survey Specifics
- 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

Results

OLPPP’s core messages come across?
- “Did anything specific stand out to you?”

Did workers look at the materials we sent?
- Which materials did they look at?

Who was surveyed?
- Who did workers talk to about the info we sent them?

Telephone Surveys

Why was surveyed?

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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.

Reaching Workers

OLPPP should explore other forms of getting our information to workers, including sources mentioned in the survey.

How should we communicate with workers about health and safety?

Next Steps

Focus groups with workers from Registry
- Focus groups with workers who have not been BLL tested
- Stakeholder meeting to review results
- Additional data collection from case-managed workers

Evaluate program’s outreach and education to employees
- Use information from evaluation for strategic planning and to develop communication plan
- For more information, future evaluation results: Mary Deems, mary.deems@cdph.ca.gov