

## “Safety Pays, Falls Cost”: A Social Marketing Campaign Promoting Fall Prevention

### **Preventing falls in residential construction: Effectiveness of engaging partners for a national social marketing campaign**

*Everly Macario, Sandra Wills Hannon, Robin Baker, Christine M. Branche, and Christina Trahan. American Journal of Industrial Medicine, August 2015.*

#### **Overview**

Falls from heights (specifically ladders, roofs, and scaffolding) are the leading cause of fatalities in construction. NIOSH, OSHA and CPWR jointly launched a social marketing campaign and recruited 70 partners to promote the **Safety Pays, Falls Cost** campaign among targeted audiences, aiming to reduce falls in small residential construction. Researchers surveyed partners before, during, and after the campaign to determine their readiness, concerns, and level of engagement.

#### **Key Findings**

- Social marketing is an underutilized and promising approach for the dissemination of construction safety and health best practices.
- Leveraging trusted partners' access to the **Safety Pays, Falls Cost** campaign's target audiences was key to the campaign's reach.
- Government-labor-management partnerships are a feasible method for disseminating campaign materials and messages with a limited budget.
- The quality of partner engagement was enhanced when campaign organizers provided partners with regular “nudges,” using tools like an electronic newsletter and live webinars.
- In-depth local and regional partnerships were effective in carrying out intensive campaign activities tailored to specific communities.

To become a **Safety Pays, Falls Cost** campaign partner and/or to get involved in the **Safety Pays, Falls Cost** campaign, visit [stopconstructionfalls.com](http://stopconstructionfalls.com)

#### **For more information, contact:**

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#### **See abstract:**

<http://bit.ly/1JHZcrw>

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