WAIT, WHAT?

Safety Training Materials That Everyone Can Understand

Clayton Sinyai, Ph.D.
Communications Research Manager
Safety Training Materials That Everyone Can Understand

What We’ll Discuss:

1. What are **readability** and **suitability**?
2. **4 big questions to answer before** you start writing
3. **3 major tips to use when** you are writing
4. **Tools and resources** that can help you prepare safety training materials your audience will understand
MAINTENANCE AND REPAIR: Tenant will, at Tenant’s sole expense, keep and maintain the Premises in good, clean and sanitary condition and repair during the term of this Lease and any renewal thereof. Tenant shall be responsible to make all repairs to the Premises, fixtures, appliances and equipment therein that may have been damaged by Tenant’s misuse, waste or neglect, or that of the Tenant’s family, agents or visitors. Tenant agrees that no painting will be done on or about the Premises without the prior written consent of Landlord. Tenant shall promptly notify Landlord of any damage, defect or destruction of the Premises or in the event of the failure of any of the appliances or equipment. Landlord will use its best efforts to repair or replace any such damaged or defective areas, appliances or equipment.

- Is the vocabulary too difficult for some or all of the audience?
- Are the sentences long and hard to follow?
Suitability

- Does the format and layout make the main message easy to find?
- Does it look like a lot of work to read?
- Do illustrations help drive home the message?
- Is there a clear and specific call to action?
Tools to Assess Readability and Suitability

CDC Clear Communication Index Score Sheet

Using the Score Sheet
The Index has a total of 20 items in 4 parts. These 20 items are presented as questions.
- Questions 1-11 in Part A apply to all materials.
- Questions 12-20 in Parts B, C, and D may not apply to all materials.
- Choose one answer for each item you score.
- Only use a point when all instances of an item in the material meet the criteria.

More detailed descriptions and examples of each item can be found in the User Guide.

Part A: Core
The items in this section (1-11) apply to all materials.

<table>
<thead>
<tr>
<th>Questions</th>
<th>Score (Check one per question)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Does the material contain one main message statement?</td>
<td>□ Yes = 1 □ No = 0</td>
</tr>
<tr>
<td>2. Is the main message at the top, beginning, or front of the material?</td>
<td>□ Yes = 1 □ No = 0</td>
</tr>
<tr>
<td>3. Is the main message emphasized with visual cues?</td>
<td>□ Yes = 1 □ No = 0</td>
</tr>
<tr>
<td>4. Does the material contain at least one visual that conveys or supports the main message?</td>
<td>□ Yes = 1 □ No = 0</td>
</tr>
<tr>
<td>5. Does the material include one or more calls to action for the primary audience?</td>
<td>□ Yes = 1 □ No = 0</td>
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July 2014
Heat Stress in Construction
Hazard Alert

Heat is a serious hazard in construction. Your body builds up heat when you work and sweats to get rid of extra heat. But sometimes your body may not cool off fast enough. This can happen if you are up on a roof pouring hot asphalt or you are lifting heavy loads.

Too much heat can make you tired, hurt your job performance, and increase your chance of injury. You can get skin rash. You can also get:

- **Dehydration.** When your body loses water, you can't cool off fast enough. You feel thirsty and weak.
- **Cramps.** You can get muscle cramps from the heat even after you leave work.
- **Heat exhaustion.** You feel tired, nauseous, headachy, and giddy (dizzy and silly). Your skin is damp and can look muddy or flushed. You may faint.
When we asked the apprentices what the card’s MAIN MESSAGE was, readers of the new card were...

- **Three times as likely** to mention taking breaks in the shade on hot days
- **Three times as likely** to mention drinking water frequently
- **Four times as likely** to mention wearing light, breathable clothes in hot weather
How can I make sure MY training materials are communicating my message clearly?
The “Big Four” Questions

1. **WHO** is your primary audience?
The “Big Four” Questions

- **WHO** is your primary audience?
- **WHAT** do you know about their reading skills and background knowledge?
The “Big Four” Questions

- **WHO** is your primary audience?
- **WHAT** do you know about their reading skills and background knowledge?
- **WHAT** do you want your audience to do?
The “Big Four” Questions

- **WHO** is your primary audience?
- **WHAT** do you know about their reading skills?
- **WHAT** do you want your audience to do?
- **WHAT** is your main message statement?
Each year, thousands of workers get sick from heat exhaustion and heat stroke. Some even die. But you can protect yourself and feel better as you work by dressing for hot conditions and taking frequent breaks for water and shade.
The “Big Four” Questions

- **WHO** is your primary audience? *Construction workers who work in hot conditions*
- **WHAT** do you know about their reading skills? *About 25% of them have limited English-language reading skills*
- **WHAT** do you want your audience to do? *Protect themselves by dressing for the weather, drinking water, and taking breaks in cool or shaded areas*
- **WHAT** is your main message statement? *Each year, thousands of workers get sick from heat exhaustion and heat stroke. Some even die. But you can protect yourself and feel better as you work by dressing for hot conditions and taking frequent breaks for water and shade.*
Tip #1: Keep Focused

1. Main Message
2. Call to Action
3. There’s no #3
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Am I in danger?

OSHA says that each year, thousands of workers get sick from heat exhaustion or heat stroke. *Some even die.*

**You are at risk if you:**
- Work in hot and humid conditions;
- Do heavy physical labor; and
- Don’t drink enough water.

This risk is greater for workers who are not used to the heat.

**But you can protect yourself** and feel better as you work by dressing for hot conditions and taking frequent breaks for water and shade.

Source: [https://www.osha.gov/SLTC/heatstress/](https://www.osha.gov/SLTC/heatstress/)
Tip #2: Start with a Summary

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Tip #3: Use Subheadings

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Protect Yourself!

1. Dress for hot conditions
   - Wear clothes that are:
     - Light-colored (white, etc.)
     - Loose-fitting
     - Lightweight
   - Wearing heavy protective clothing or personal protective equipment may increase your risk, you may need more frequent breaks for rest and water.

2. Drink Water
   - Drink water every 15 minutes when working in hot conditions.
   - DO NOT wait until you are thirsty to drink water.
   - DO NOT drink alcohol and AVOID caffeine.

3. Take Breaks
   - Take frequent rest breaks in shaded, cooled or air-conditioned areas.
   - If you see a co-worker with symptoms of Heat Exhaustion, speak up.
   - If you see a co-worker with symptoms of Heat Stroke, seek medical attention immediately!
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Workers who received the new card were:

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Resources to Improve Your OSH Training Materials

- Readability Calculators (here’s one: https://www.online-utility.org)

- The CDC Clear Communication Index (https://www.cdc.gov/ccindex/index.html)


- YOUR INTENDED AUDIENCE!
In Conclusion...

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Communications Research Manager
CPWR – The Center for Construction Research and Training

csinyai@cpwr.com