

“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

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See abstract:

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

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