Evaluating the Effectiveness of Worker Outreach and Education

Mary T. Deems, MPH; Patricia Coyle, MPH; Susan Payne, MA; Natalie Sacramento; Michael DiBartolomeis, PhD

Occupational Lead Poisoning Prevention Program (OLPPP), Occupational Health Branch, California Department of Public Health

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 level (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

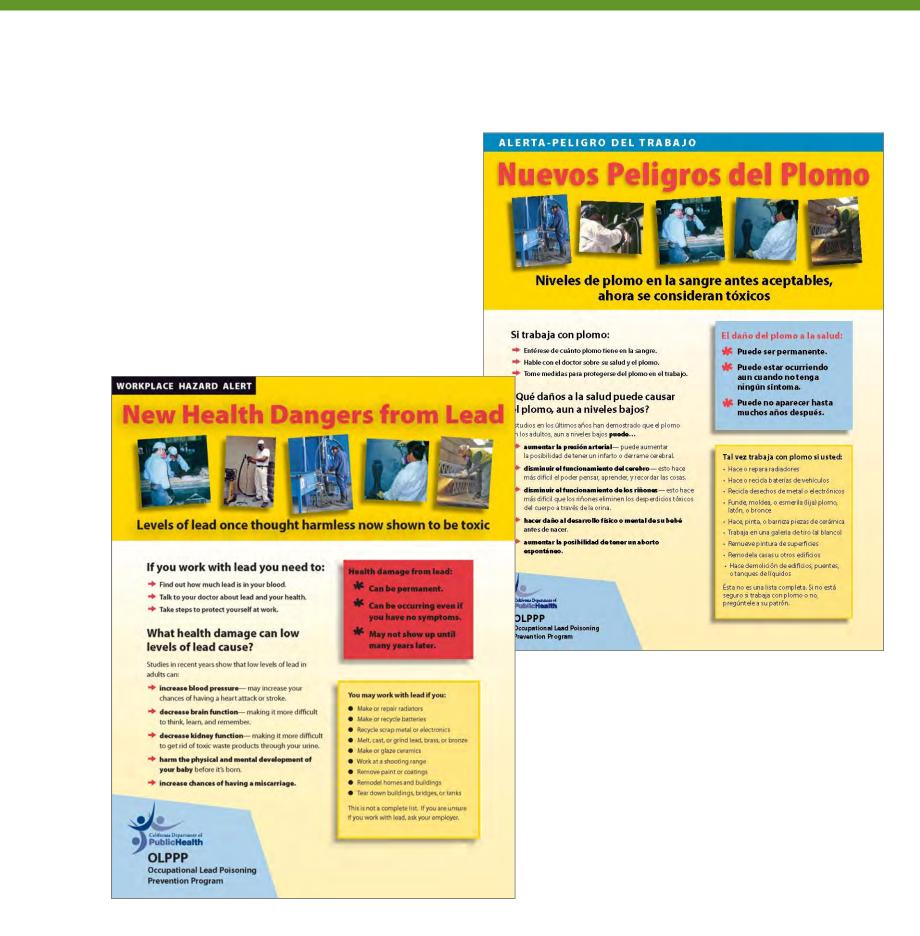
Need to know — Evaluation questions

- Are OLPPP's outreach methods reaching workers?
- Do current products communicate our core messages:
- 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?

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

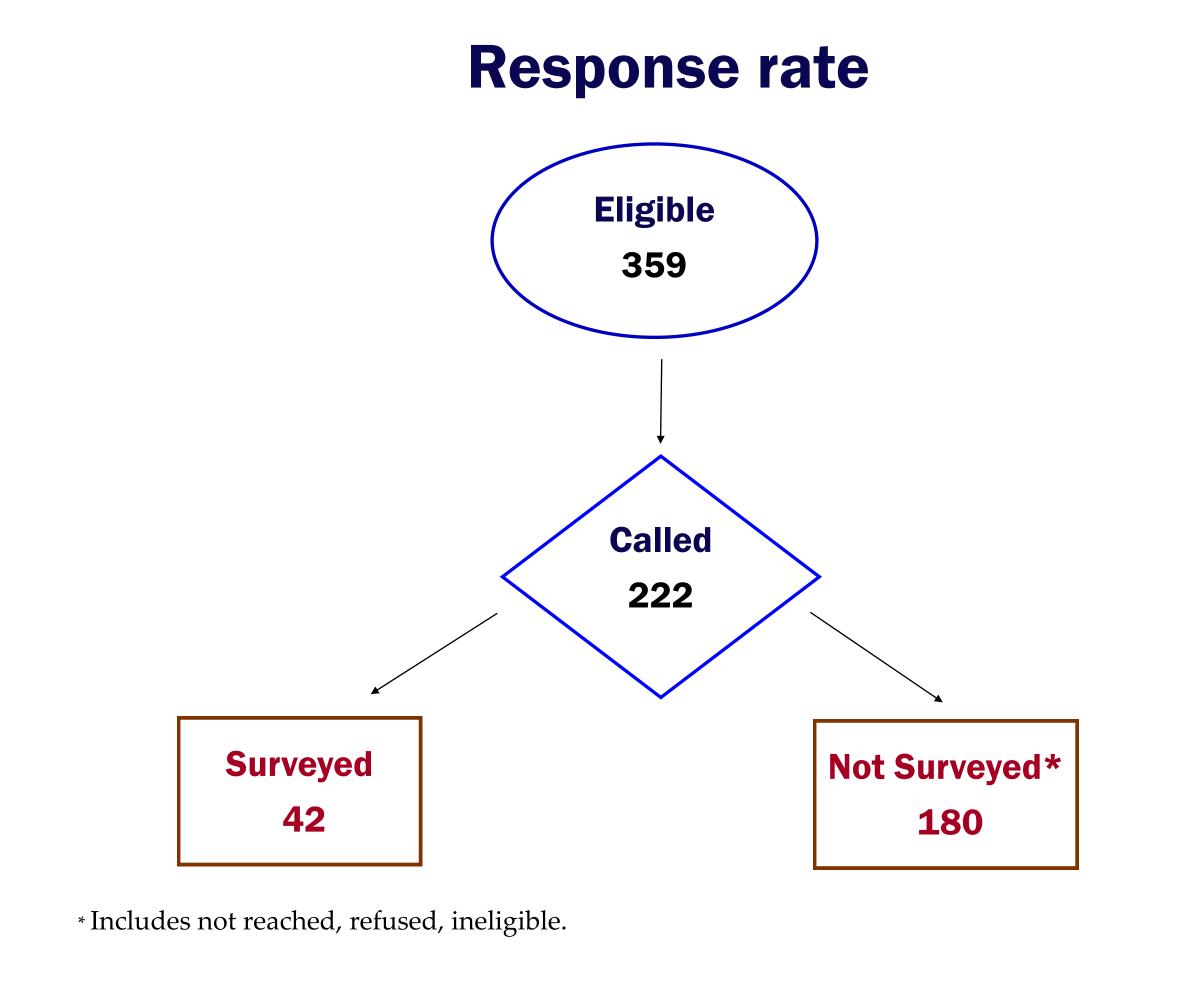


Telephone Survey Specifics

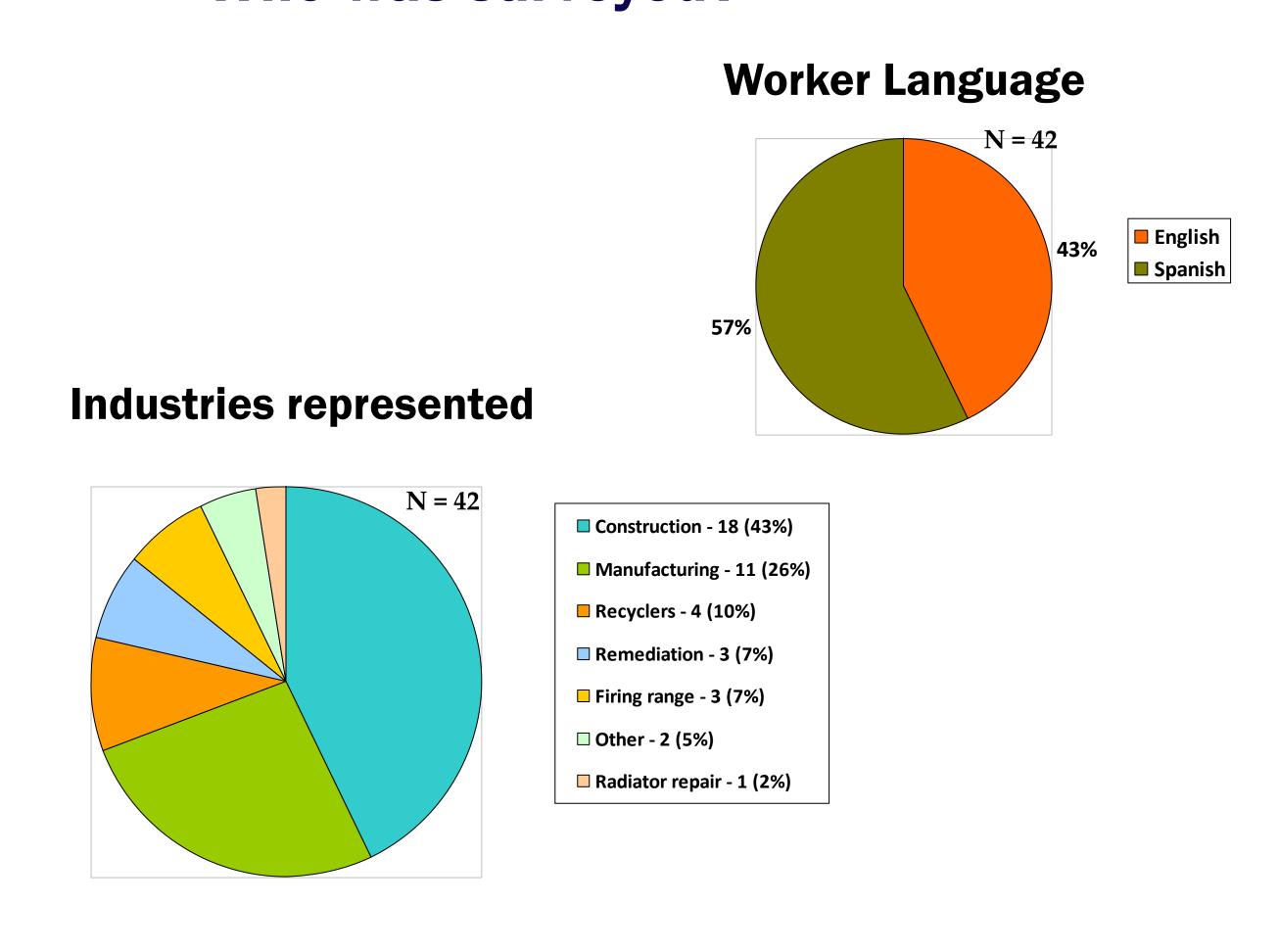
- Workers from Occupational Blood Lead Registry
- English and Spanish, men only
- Evening calls to worker home
- 10 minutes, 12 questions
- Incentive: raffle for \$150 VISA card

Results

Telephone Surveys



Who was surveyed?

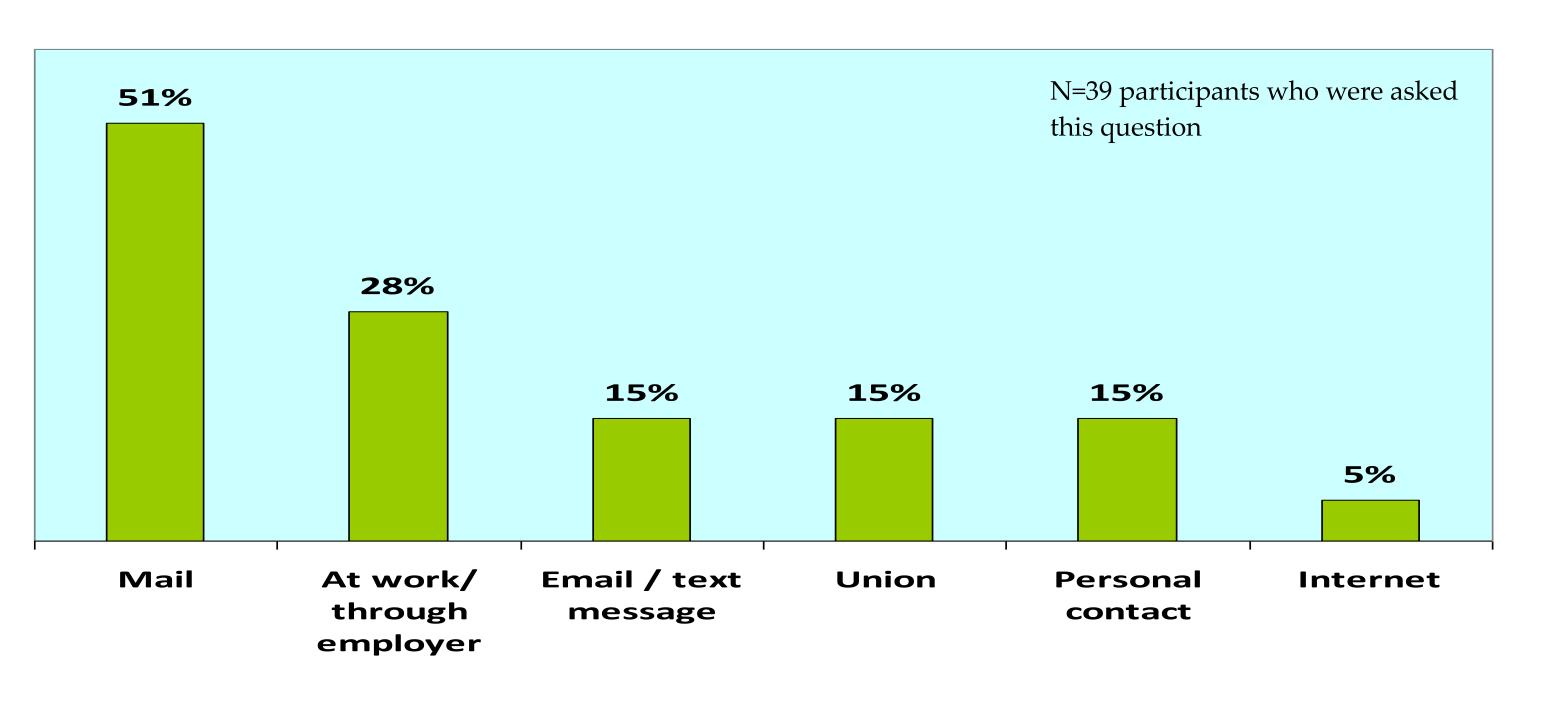


Reaching Workers

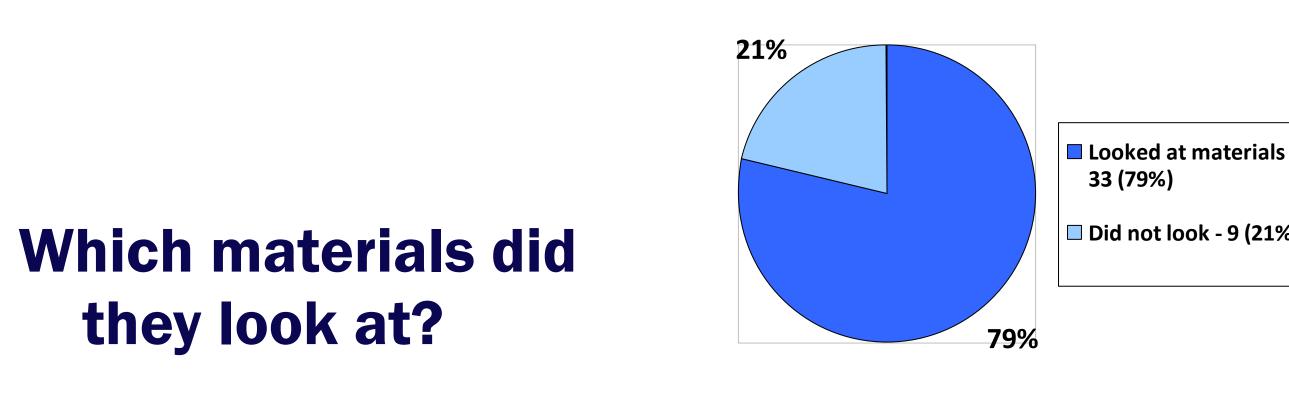
- OLPPP should explore other forms of getting our information to workers, including sources mentioned in the survey.
- Need more information about what workers prefer and why.

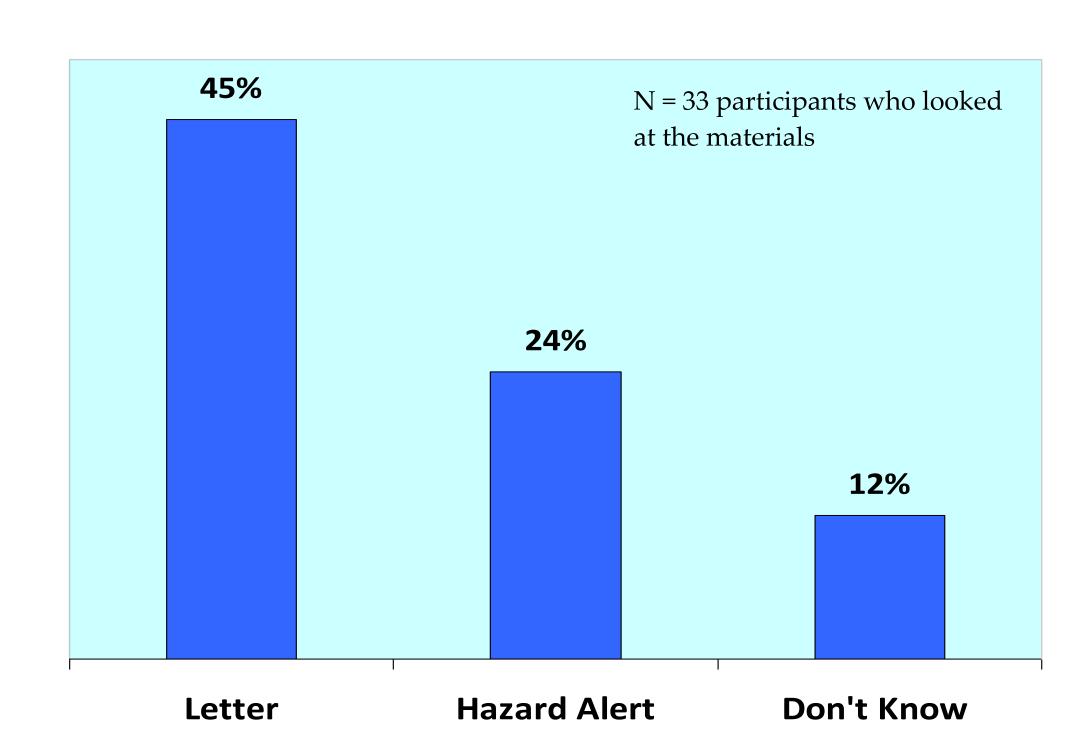


How should we communicate with workers about health and safety?



Did workers look at the materials we sent?



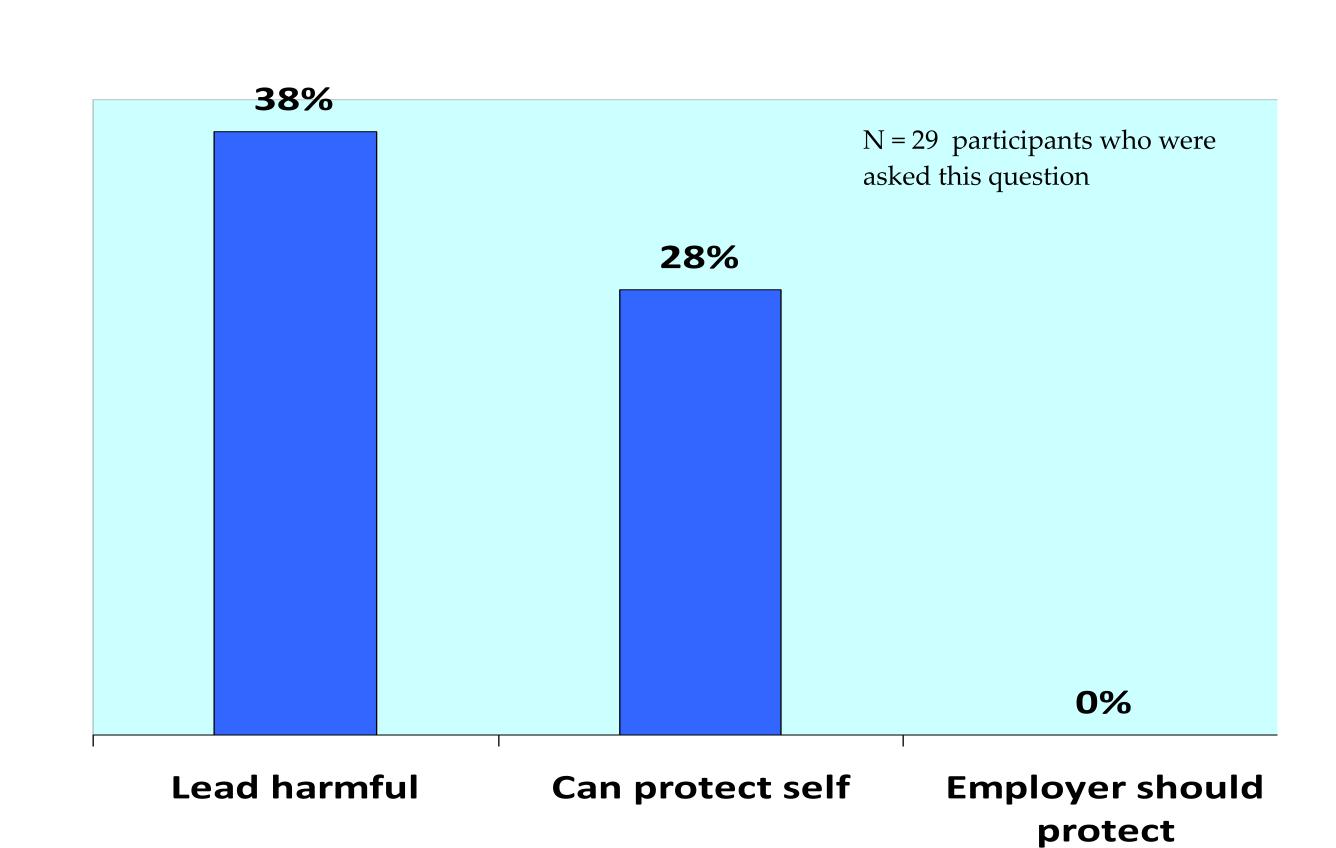


we sent them?

N = 35 participants who were

asked this question

Do OLPPP's core messages come across? "Did anything specific stand out to you?"

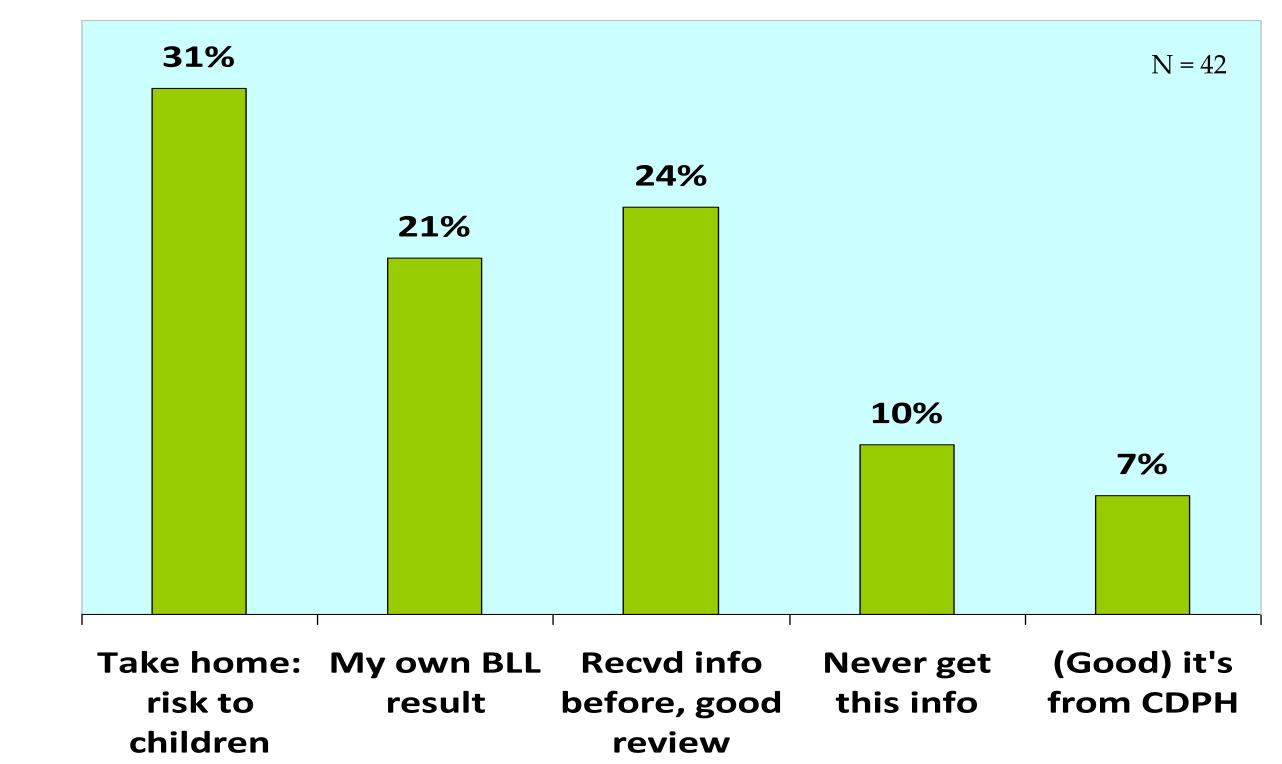


Limitations

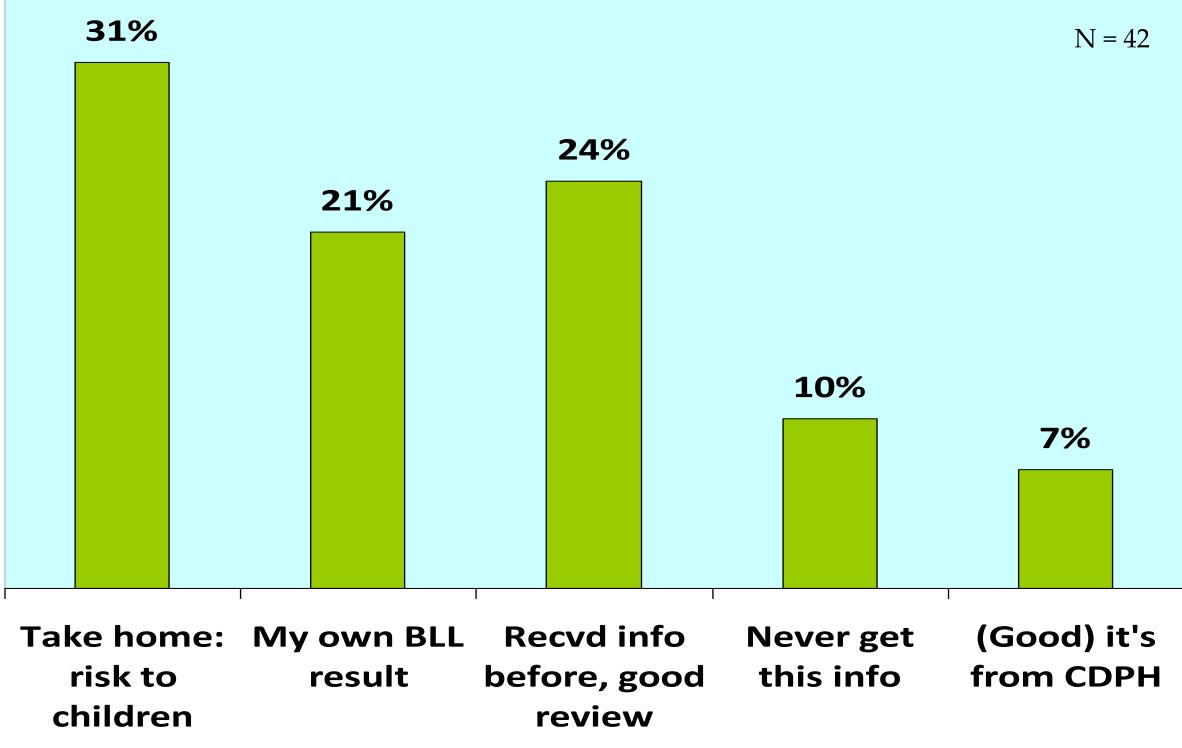
- Very small number of survey participants.
- · Lack of testing leads to underrepresented industries.
- Workers whose employers BLL test (recruited from Registry) may have better conditions, more compliance with health and safety regulations.
- Bias self-selected group of participants may be more motivated,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

- Follow-back phone surveys 1-2 weeks after monthly mailing

Who did workers talk to about the info



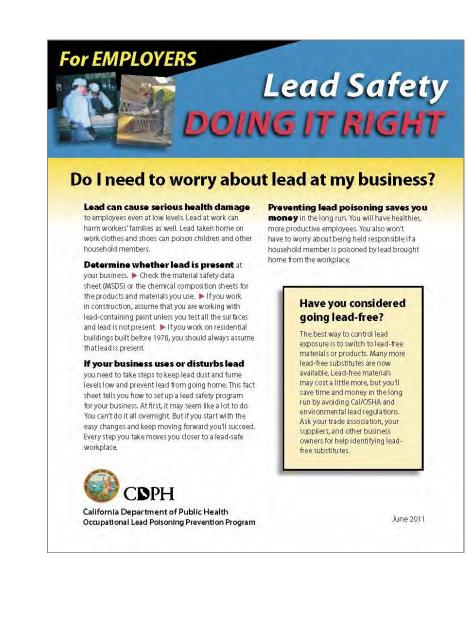
Themes mentioned by workers

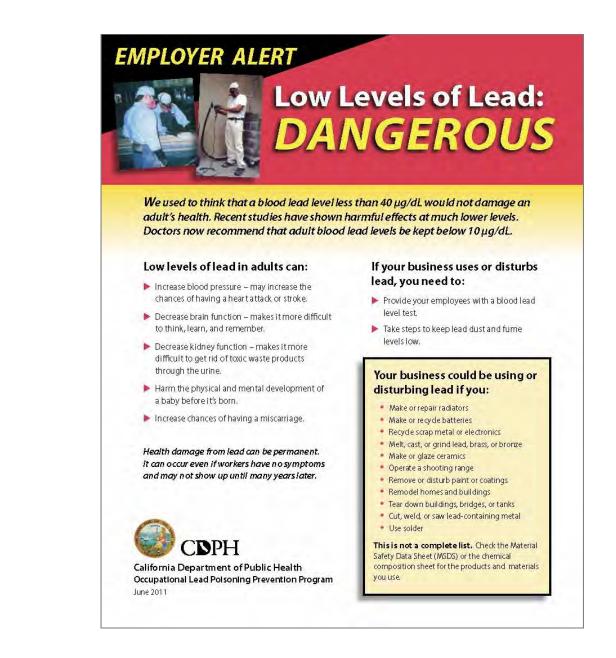


Next Steps

- 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 <u>employers</u>
- Use information from evaluation for strategic planning and to develop communication plan
- For more information, future evaluation results: Mary Deems, <u>mary.deems@cdph.ca.gov</u>



