

## F1.3

### Title: A Social Network Analysis of the National Campaign to Prevent Falls in Construction

Authors: Eileen Betit, Danielle Varda, Jessica Bunting, Chris Trahan Cain, Dean McKenzie, Elizabeth Garza, Scott Earnest, Christine Branche

**Background:** Falls are a leading cause of injuries and deaths in construction. In 2012, OSHA, NIOSH and CPWR (lead organizations) launched the National Campaign to Prevent Falls in Construction (Campaign) to raise awareness of fall hazards and prevent injuries and deaths. The Campaign and associated National Safety Stand-Down have been successful, but evaluation efforts have been limited to the lead organizations' reach. In 2017, the OSHA-NIOSH-CPWR r2p Working Group worked with the Center on Network Science (CNS) to pilot use of Social Network Analysis (SNA) to evaluate the Campaign. The SNA focused on identifying the Campaign's network (partners), the audiences' reached, how partners work together, the benefits and challenges of participation, and opportunities to strengthen the network.

**Methods:** In 2017, an online survey was conducted using CNS' PARTNER Tool, which includes a validated survey instrument, data collection methodology, and evaluation framework. The Campaign survey was customized to include the 19 PARTNER questions and 13 additional questions. It was distributed via email to 157 partners identified by the lead organizations. The latter represented a "bounded" network. As part of the survey, these partners were asked to list the organizations they work with on the Campaign and answer questions about their relationships with those organizations. The organizations identified included new organizations that represent the broader "informal" network created through the Campaign.

**Results:** Of the 157 partners surveyed, 77 (49%) responded. The most common reason for becoming involved in the Campaign was an invitation from a lead organization (60%), but the most common reason for staying involved was to demonstrate an organizational commitment to safety (57%). The 77 respondents listed an additional 117 organizations as partners, for a total of 274 unique Campaign network partners. Excluding the lead organizations, the remaining partners reported reaching between 36 and 2,500,000 individuals a year. The majority engaged in Campaign activities leading up

to or during the annual Stand-Down. The most common activities were distributing or posting materials, articles or blog posts, and email promotions. Fewer partners reported time- or resource-intensive activities, such as equipment audits or falls safety drills. The top benefits to participating were being part of a national campaign (80%); access to materials (70%); increased opportunities to share resources (67%); motivation to focus on fall safety (66%); and improved relationships with other stakeholders (66%). The challenges most often cited included time constraints (35%); uncertainty about the impact (33%); and being able to generate interest (33%). For outcomes, roughly 3 out of 4 partners said they have seen "a fair amount" or "a great deal" of change around fall prevention and overall safety and health initiatives within their organization or the industry. Despite the majority reporting a positive change, several partners expressed doubts about whether those most at-risk are being reached.

**Discussion:** The SNA provided important insights into the size of the audience reached through the Campaign network, the types of organizations involved and activities undertaken, benefits and challenges, and opportunities to help the network develop further and function more effectively.

## F1.4

### Title: Using Stakeholder Feedback to Create an Online Network for Building Research to Practice (r2p) Capacity

Authors: Jessica Bunting, Eileen Betit

**Background:** The construction industry is highly decentralized, creating unique challenges for communicating safety and health information and sharing resources with stakeholder audiences. There are many individuals and organizations concerned about improving safety and health; however, on their own they only have the ability to reach a limited number of audiences with safety and health information and products. By working with industry partnerships and on other collaborative efforts, CPWR found when we are able to tap into others' networks, we can reach a higher number and wider variety of audiences than any one group can on their own. Recognizing the barriers to sharing network contacts, CPWR began exploring the development of a Construction Safety & Health Network, which would bring together safety and health minded individuals and organizations, establish a central platform for

# NOIRS

National Occupational Injury  
Research Symposium

**SYMPOSIUM PROGRAM**  
**October 16-18, 2018**  
**Morgantown, WV**