




Table 6 - Addressing MSDs in the Construction Industry: A Social Marketing Approach



 Wednesday, November 6, 2019

 12:30 PM - 2:00 PM

Abstract

Construction workers who manually lift and move materials on job sites are at a high risk of developing sprain and strain injuries. Overexertion injuries are a leading cause of disabling injuries in the construction industry, resulting in lost work days and productivity, and placing a financial burden on injured workers and their employers. Although research exists on ways to prevent these injuries, use of the findings has not been widespread. In response, we are using a social marketing approach to address this persistent hazard. Social marketing applies marketing principles to identify and address barriers to change. We developed a Construction Safety & Health Social Marketing Toolkit and used it to guide the development of a social marketing program focused on reducing injuries associated with manual materials handling. We identified the barriers and facilitators to using safer materials handling practices and equipment, developed resources to address these barriers, and created marketing materials to raise awareness of the program and promote its use. We then evaluated the resources developed to address the barriers through a pilot with a small group of contractors and intermediaries. Through this pilot we gathered direct feedback about their experiences with the tools and materials, and their suggestions for improvement. We will discuss the social marketing program developmental process, findings from the pilot, and next steps in fully implementing the program.

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Learning Areas

Administer health education strategies, interventions and programs
Implementation of health education strategies, interventions and programs
Occupational health and safety
Planning of health education strategies, interventions, and programs

Learning Objectives

Describe how a social marketing approach can be used to address an occupational hazard. Identify strategies from the Construction Safety & Health Social Marketing Toolkit that can be applied to other sectors and initiatives.

Keyword(s)

Occupational Health and Safety

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