



JA:2021-30. Constant Contact ® Readership Analytics: Lessons Learned

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ABSTRACT

Introduction: The Southeastern Coastal Center for Agricultural Health and Safety (SCCAHS) is the newest NIOSH AgFF research center, established in 2016. As a young Center with a large mandate, SCCAHS is learning about itself and its external environment, so it can develop and position itself strategically. Added complexity from the Center's extensive multidisciplinary nature and internal make-up spanning six academic institutions, adds the unique challenge to include participation for Center-wide planning activities.

Methods: In the summer and fall of 2019, the Center's Planning and Evaluation Core led a multi-phase "surfacing" activity in which internal and external actors' perspectives were considered through individual interviews and/or online surveys. These activities focused on exploring the Center's development thus far, how it operates currently, ideas for the future, and an assessment of perceived external trends. The combination of both internal and external perspectives is designed to help the Center understand the unique perspectives of its stakeholders while surfacing patterns of similarities and differences within them. External participation is uniquely helpful, because it offers the Center an opportunity to gauge how it is perceived by the many other stakeholders it interacts with, as well as to engage with outside perspectives about external trends. Additionally, including external stakeholders creates the opportunity for new and expanded participation in the organization's shared future.

Practical application: Individual participation by internal and external actors is anticipated to increase the sense of stakeholder ownership and empowerment for the Center's shared future. With the Center's first reapplication on the horizon, this surfacing activity is anticipated to be highly useful as the Center makes plans to further develop and expand into its catchment area. The data collected from this surfacing activity feed into Center planning activities, where results will be considered in developing strategic directions for its 2021 funding reapplication.

KEYWORDS

Organizational learning; strategic planning; SCCAHS; NIOSH

Disclosure statement

There are no conflict of interests.

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JA:2021-30. Constant Contact® Readership Analytics: Lessons Learned

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ABSTRACT

Purpose: With the increased adoption of digital communications to disseminate agricultural-related news and information, it is imperative to monitor and tailor the content based on actual user engagement and observed trends. This study assesses information gleaned through analysis of available reporting data – views, click-through rates, mobile access, story popularity – and what limitations exist within the analytics. Subscribers are automatically opted in for the e-Newsletter upon registering for AgInjuryNews.org. We monitor website and newsletter analytics to better understand the interests and behaviors of our users – agricultural safety and health stakeholders – and which topics engage them.

Methods: The AgInjuryNews.org e-Newsletter analytics were obtained through the Constant Contact website. We track user information, date, and time of interaction, as well as topics clicked on. We also assess all types of engagement rates of each published issue. We cannot track if users read the content or simply open the email and then close it. The open rate is also difficult to interpret, since certain e-mail servers do not download pictures within the e-Newsletter automatically, so if a subscriber does not manually click to download pictures within the e-mail, the Constant Contact software will not record it as an opened e-mail.

Results/Findings: The AgInjuryNews Constant Contact e-Newsletter has been published three times and key findings include: 1) 81–85% of opens are through desktop vs. mobile devices, 2) we have seen a low bounce rate average of 10%, and 3) the topics of interest, based upon user clicks, include AgInjuryNews.org, published peer-reviewed articles, and other farm-related fatality reports and summaries.

Practical Application: By presenting our Constant Contact lessons learned, we can share issues found, user behavior data, and what we have identified to be engaging content topics within this communications format. The AgInjuryNews Constant Contact Newsletter helps to keep registered users informed of pertinent initiative updates. Other organizations utilizing Constant Contact to regularly engage customers/members/readers with their content could benefit from what we have learned during this pilot project.

KEYWORDS

Constant contact; readership behavior; newsletter; agriculture; injuries; safety; media

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JA:2021-31. Does the Use of a Nasal Lavage Intervention Improve Pulmonary Function for Dairy Workers?

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ABSTRACT

Purpose: Dairy workers are at the frontline of exposure to bioaerosols, which typically contain bacteria and associated pro-inflammatory constituents (e.g., endotoxin). As such, dairy workers are at an increased risk for respiratory illness, most likely mediated through a strong proinflammatory response. Very few studies have systematically evaluated control strategies to reduce exposure and improve health. Given the challenges and limitations of implementing engineering controls, we propose the use of a low-cost and low-burden intervention. Hypertonic saline (HTS) was recently shown to