

Digital Delivery of Occupational Safety and Health Content: Making Research Easy to Use and Easy to Steal

Prolific as they are, smaller businesses have higher rates of injuries, illnesses, and fatalities. Because there are so many of these firms, it is difficult for occupational safety and health agencies to reach them all with the needed help. By involving intermediary organizations in their outreach activities, OSH agencies can provide resources to small enterprises. If the resources they provide are easy to use and easy for intermediary organizations to localize, the OSH interventions are more likely to be adopted by the small business owners who receive them. When products are available digitally, costs are lower, small businesses and intermediaries can more easily repurpose them, peer groups can share them more broadly. Safety products that are easy to use and easy to steal are more likely to see wide adoption.