



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

Garrett Burnett, MS, MBA, and Thomas Cunningham, PhD
National Institute for Occupational Safety and Health
Small Business Assistance and Outreach Program

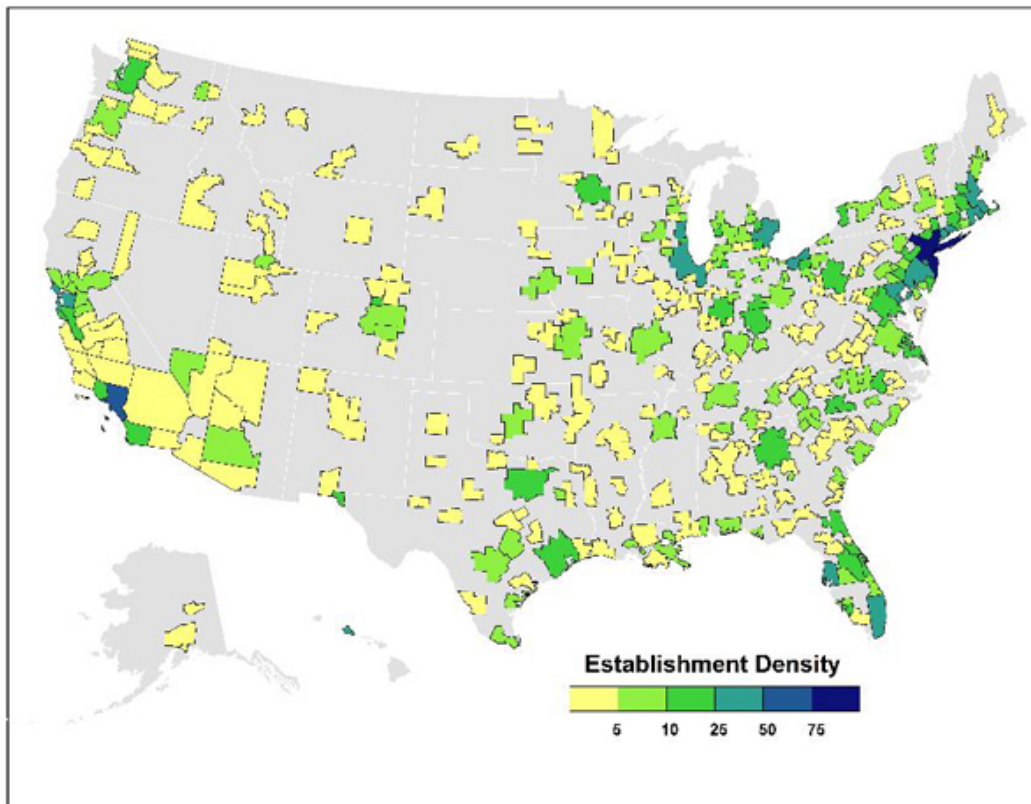
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The Initiator : Business Ratio Paradox

- ▶ Initiators: Government agencies, universities
 - ▶ Generate lots of research
 - ▶ Small number of initiators
- ▶ Small businesses: Owners, managers
 - ▶ Can't possibly consume all that research
 - ▶ Thousands and thousands of businesses

Breadth of Small Business



Intermediaries

- ▶ Accountants, financial advisors, legal aids, insurance companies, occupational health experts, human resource representatives, marketing agencies, peer networks, workers' compensation departments, labor unions, municipal authorities, bureaucratic departments, health care service providers, equipment or material suppliers, trade associations, and vocational schools
- ▶ Bridge the gap between initiators and businesses

Social Exchange

- ▶ Each party must gain value from each relationship
 - ▶ Initiators <-> Intermediaries
 - ▶ Intermediaries <-> Businesses
- ▶ Expectation of reciprocity
- ▶ Exchanges are economic AND social

Making Useful Stuff

- ▶ Translation
- ▶ Distribution
- ▶ Adoption
- ▶ Digital Content

Defining “Small”

- ▶ Newness: No safety culture or infrastructure
- ▶ Centralized Power: The owner is dominant and difficult to challenge
- ▶ Dearth: All resources go toward production
- ▶ Isolation: Rarely inspected, few peers
- ▶ Distorted Perception: Misunderstanding of statistics

Translation

- ▶ Cannot simply reuse products intended for large businesses
- ▶ Must recast safety research as practical, step-wise solutions
- ▶ Can be implemented inexpensively and immediately
- ▶ “Turn-key” solutions that non-experts can act on
- ▶ Tied to production
- ▶ Limited to the biggest hazards

Translation Wisdom from Stephen Hawking

- ▶ Speaking about “A Brief History of Time”
- ▶ “Someone told me that each equation I included in the book would halve the sales. I therefore resolved not to have any equations at all.”

Distribution

- ▶ Face-to-face is most effective
- ▶ Relationships and past interactions matter
- ▶ “Brand loyalty” uses an open feedback loop
- ▶ The source of information matters
- ▶ Business owners look to “familiar outsiders”

Adoption

- ▶ Keys to adoption
 - ▶ Solution needs to be simple enough
 - ▶ Business needs to have the capacity to adopt
- ▶ Three factors
 - ▶ Regulation
 - ▶ Incentives
 - ▶ Information
- ▶ Barriers
 - ▶ Cost
 - ▶ Time
 - ▶ Can't see results (*lack of injuries*)

Digital Content

- ▶ Fast, low-cost one-to-many distribution
- ▶ Real-time feedback
- ▶ Localized content
- ▶ Designing for theft

Localized Content

- ▶ Reinvention encourages adoption
- ▶ Intermediaries know their audiences
- ▶ Companies know their own needs

Designing for Theft

- ▶ Build with “repurposing” in mind
- ▶ Select compatible channels and file formats
- ▶ Embedded content
- ▶ Rebranding for brand loyalty
- ▶ Intermediaries become information brokers

Getting Research Used

- ▶ Consider what makes a business small (5 factors)
- ▶ Allow local versions
- ▶ Encourage theft
- ▶ Follow up on what was stole and what was abandoned

Further discussion

- ▶ Garrett Burnett
- ▶ Tom Cunningham