

Social Media Toolkit

Title: Workplace Safety

For use during week 31

Launch Date: 8/3/2020

Introduction

**Describe content of toolkit.*

**Describe background of topic*

**Describe the source(s) for the toolkit content*

This toolkit contains information and communication tools to be used by local public health agencies on the topic of workplace safety, providing information on how to safeguard against some of the most common workplace hazards.

The Centers for Disease Control and Prevention, in concert with the National Institute for Occupational Safety and Health (NIOSH) recognize a variety of workplace-related hazards and provide recommendations what individuals can reasonably do to protect themselves in the workplace.¹ This includes recommendations on Personal Protective Equipment (PPE) -including gloves, gowns, and respirators- that workers in many occupations should wear to protect themselves from environmental hazards, as well as how to sterilize and reuse such equipment. Also included are measures to protect against chemical and environmental exposures in the workplace, of which there are many, including advice on asthma and cancer risk.²

The number of possible medical conditions potentially resulting from workplace exposures is vast, with perhaps some of the most common including cancer, COPD and asthma, infectious diseases, including mosquito and tick-borne illnesses, as well as traumatic injuries.³ It is important for workers to, in addition to knowing and understanding their risks, be able to respond to injury and hazard in an expeditious and appropriate manner.⁴ There are a wide variety of occupations exposing workers to risk, an expansive listing of which is kept by the National Institute for Occupational Safety and Health.⁵ What specific levels of hazard, and what protective measures employees should take, may be highly dependent upon their specific line of work and day-to-day working conditions. While not exhaustive, the Centers for Disease Control and Prevention and National Institute for Occupational Safety and Health may provide further guidance to employees curious about their specific industries.⁵

The information found in this week's toolkit has been obtained from the Centers for Disease Control and Prevention and the National Institute for Occupational Safety and Health. Photos, videos, graphics, and captioning are provided, tailored for use on social media platforms, such as Facebook, Twitter, and Instagram. Guidance is provided on how, and with what frequency, to make posts.

Target audience/high-risk subsets

**Describe target audience*

**Describe high-risk or sub-populations, if appropriate*

All workplaces should, in theory, preoccupy workers with some thought to maintaining safety in the workplace. However, a list of fields is maintained by the National Institute for Occupational Safety and Health on their website⁵ and includes:

- Agriculture, Forestry, and Fishing
- Aviation
- Cleaning and Custodial
- Construction
- Dry-cleaning
- Medical and Dental
- Emergency Medical Services
- Mining
- Long-Haul Trucking
- Outdoor work

- Small Business(multiple)
- Solid Waste
- Trenching and Excavating
- Welding

The above list should not be considered exhaustive.

Target Audience Needs/Issues/Considerations

**Include considerations that the opposition may provide*

Workplace safety regulations and protections have been enacted at both the state and federal level. They can often become complex legal matters. It should also be noted that labor relations and contract issues may play a part in many cases where a dispute arises.

Supporting Campaigns

**Include organizations that would have credible information and would be likely to have their own campaigns*

[Centers for Disease Control and Prevention](#)
[National Institute for Occupational Safety and Health](#)






References

- 1) Cdc.gov. 2020. *CDC - The National Institute For Occupational Safety And Health (NIOSH)*. [online] Available at: <<https://www.cdc.gov/niosh/index.htm>> [Accessed 22 April 2020].
- 2) Cdc.gov. 2020. *Workplace Safety And Health Topics - Hazards & Exposures | NIOSH | CDC- NIOSH*. [online] Available at: <<https://www.cdc.gov/niosh/topics/hazards.html>> [Accessed 22 April 2020].
- 3) Cdc.gov. 2020. *Workplace Safety And Health Topics - Diseases & Injuries | NIOSH | CDC*. [online] Available at: <<https://www.cdc.gov/niosh/topics/diseases.html>> [Accessed 22 April 2020].
- 4) Cdc.gov. 2020. *Workplace Safety And Health Topics - Emergency Preparedness & Response | NIOSH | CDC*. [online] Available at: <<https://www.cdc.gov/niosh/topics/emergency.html>> [Accessed 22 April 2020].
- 5) Cdc.gov. 2020. *Workplace Safety And Health Topics - Industries & Occupations | NIOSH | CDC*. [online] Available at: <<https://www.cdc.gov/niosh/topics/industries.html>> [Accessed 22 April 2020].

Toolkit Content

Please list: Developer(s) Affiliation(s) Title(s)	Sterling Shriber, Northeast Ohio Medical University																													
Estimated time used to create	5.5 hours																													
Date submitted	4-23-2020																													
DUE date & TARGET date for release (Monday)	Due: 4/24/2020 Target: 8/3/2020																													
Approvals (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format & language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 15%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Dr. Amy Lee, MD</td> <td>8/2/2020</td> <td>AL</td> <td>AL</td> <td></td> </tr> <tr> <td>Kim Trowbridge, MPH, MCHES, CHC</td> <td>7/20/2020</td> <td>KT</td> <td>KT</td> <td>KT</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>					Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Dr. Amy Lee, MD	8/2/2020	AL	AL		Kim Trowbridge, MPH, MCHES, CHC	7/20/2020	KT	KT	KT										
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	Approvers Instructions <ul style="list-style-type: none"> • Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred. • Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits 																													
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Content recency All messages in this toolkit were generated in [April/2020] and contain up-to-date information prior to the launch date.																														
Accuracy Sources of all data are provided (all credible sources) YES																														
Social Media Platforms Included	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Platform</th> <th style="width: 15%;">Ideal number</th> <th style="width: 25%; background-color: #ffff00;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td style="text-align: center;">5</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Twitter</td> <td style="text-align: center;">10</td> <td style="text-align: center;">10</td> </tr> <tr> <td>Instagram</td> <td style="text-align: center;">5</td> <td style="text-align: center;">5</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td style="text-align: center;">10</td> <td style="text-align: center;">10</td> </tr> <tr> <td>Video (YouTube)</td> <td style="text-align: center;">Optional</td> <td style="text-align: center;">0</td> </tr> <tr> <td>Print media (e.g. press release)</td> <td style="text-align: center;">Optional</td> <td style="text-align: center;">0</td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td style="text-align: center;">Optional</td> <td style="text-align: center;">0</td> </tr> </tbody> </table>				Platform	Ideal number	In this toolkit	Facebook	5	5	Twitter	10	10	Instagram	5	5	Hashtags (for Twitter or Instagram)	10	10	Video (YouTube)	Optional	0	Print media (e.g. press release)	Optional	0	Other (list): Photos Blog post ideas	Optional	0		
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FACEBOOK

	Infographic	Website	Caption (if provided)	When accessed	Permission
Facebook 1		https://www.cdc.gov/niosh/topics/silica/images/Silica.jpg	Silica dust and particulate matter can be harmful to your health and cause breathing problems down the road. Make sure you are taking precautions at work and wearing masks when needed.	4-20-2020	Centers for Disease Control and Prevention
Facebook 2		https://www.cdc.gov/niosh/topics/buyquiet/infographics/images/2_Age_Comparison768.jpg	Construction workers are at high risk for work-related hearing loss. Protecting yourself from noise on the job can be easy, and it is important!	4-20-2020	Centers for Disease Control and Prevention
Facebook 3		https://www.cdc.gov/niosh/topics/buyquiet/infographics/images/444_1_Did_You_Know1600.jpg	Hearing loss	4-20-2020	Centers for Disease Control and Prevention
Facebook 4		https://static.wixstatic.com/media/7084e0_8ec2e1a06b9041ada7ad379888be1dfc~mv2.png	Keep workers safe on the road	4-20-2020	Centers for Disease Control and Prevention
Facebook 5		https://www.cdc.gov/nceh/radiation/emergencies/00_images/infographics/Workplace_Radiation_Incidents.jpg	Workplace radiation incidents	4-20-2020	Centers for Disease Control and Prevention

TWEETS

Twitter best practices

- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

Tweet 1	#Noise is one of the most common workplace hazards. Being exposed to frequent noise can cause hearing loss. Make sure to take steps to protect yourself. #BuyQuiet
Tweet 2	Eye injuries can be common on the job in some fields. Use the ABCS of #EyeSafety. A- Assess your hazards in the workplace. B- Be sure your eyewear fits properly. C- Comply with eye safety requirements.
Tweet 3	Some working environments can put you at risk of lung diseases over the long term, such as asthma and COPD. Take steps to know your risks and protect yourself when necessary.
Tweet 4	Construction workers are at heightened risk for hearing loss. Many have the hearing of an individual twice their age. Protect your ears on the job.
Tweet 5	#LadderSafety is important at work. Make sure you are taking steps to prevent falls.
Tweet 6	#Fatigue can lead to workplace accidents that can put you and others at risk. Make sure you are well-rested before clocking in.
Tweet 7	Is your workplace too loud? You may be at risk of hearing loss. Talk to your employer about buying quieter tools and machinery, such as drills and saws. The CDC provides resources to #BuyQuiet. https://bit.ly/34XxEh1
Tweet 8	Did you know that there are over 300 compounds known to cause work-related asthma? Take steps to know your risk and treat the problem if it arises. https://bit.ly/2XUVoRm
Tweet 9	Depending on what you do for work, you may need to wear personal protective equipment (PPE) on the job. Learn more about PPE and if you may need it!
Tweet 10	Depending on your job, you may be at higher or lower risk of workplace accidents and hazards. Think about potential hazards at your worksite and know your risk. Check with the CDC for risks specific to your job: https://bit.ly/2VsrBOH

INSTAGRAM

Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 1		https://www.cdc.gov/niosh/topics/buyquiet/infographics/images/4_Billboard768.jpg	Did you know that one of the most common work-related injuries is hearing loss? Take steps to protect yourself on the job.	4-21-2020	National Institute for Occupational Safety and Health (NIOSH)
Instagram 2		https://www.cdc.gov/niosh/topics/noise/infographics/images/8_Noise All Workers LG Nov 24.jpg	Noise	4-21-2020	National Institute for Occupational Safety and Health (NIOSH)
Instagram 3		https://www.nsc.org/portals/0/Documents//Fatigue%20Images/RiskiestWorkSchedules-Infographic.jpg	You work schedule may put you at risk for fatigue. Take steps to keep yourself well-rested.	4-21-2020	National Safety Council
Instagram 4		https://www.pinterest.com/pin/525373112766897986/	Stop construction falls!	4-21-2020	National Institute for Occupational Safety and Health (NIOSH)
Instagram 5		https://www.pinterest.com/pin/525373112768691234/?autologin=true	ABCs of eye injury prevention	4-21-2020	National Institute for Occupational Safety and Health (NIOSH)

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#Safety
Hashtag 2	#WorkplaceSafety
Hashtag 3	#FallPrevention
Hashtag 4	#NoiseReduction
Hashtag 5	#NIOSH
Hashtag 6	#OSHA
Hashtag 7	#HearingLoss
Hashtag 8	#WorkSafe
Hashtag 9	#StaySafe
Hashtag 10	#BuyQuiet