

WHAT

The mission of WCAHS is to improve the health and safety of those in the agricultural industry through research, education, and outreach. Communication and dissemination of translational research findings are central to this goal.

QUESTION

How can important safety information be tailored for each audience and delivered in a way that is meaningful, impactful, and actionable?

WHO

The agricultural stakeholder audiences in the West are broad and vary linguistically, culturally, politically, and economically.



HOW

- A systematic review of current WCAHS stakeholder audiences and their communication methods to determine:
 - Where each audience accesses health and safety information
 - What information is meaningful to them
 - Which method of delivery is most impactful
- Informational interviews and informal discussions with agricultural industry representatives
- Focus groups with community health workers (or promoters) and farmworkers
- Evaluate analytics for each online communication platform (e.g. MailChimp, Instagram, Facebook, Twitter, Google)

RESULTS

- WCAHS has a diverse stakeholder audience with varied strategies for obtaining and integrating occupational health and safety information.
- Engagement with WCAHS varies substantially by communication platform and stakeholder group.
- Safety messages are most successful when targeted to key gatekeepers such as academic investigators in need of funding, ag organizations, supervisors, crew leaders, promoters, and farmworker organizations rather than growers or farmworkers specifically.

	Facebook	Twitter	Instagram	Email	Direct Mail	Community Meetings	Outreach Events	Newsletters
Academic Investigators, Departments	✓	✓	✓	✓				
Industry, Ag Organizations		✓	✓	✓				
Supervisors, Crew Leaders, Safety Officers, Small Farmers				✓	✓	✓		✓
Promoters, Farmworker Organizations				✓		✓	✓	✓
Growers		✓		✓				
Farmworkers						✓	✓	

CASE STUDIES

- In October 2016, WCAHS created a Spanish language Facebook page aimed at connecting with the farmworker audience. After two years of regular posting and utilization of paid advertisements, the page analytics showed consistently low engagement. Feedback from focus groups indicate that, while this audience is on Facebook, they use the platform to connect with family and trusted community organizations, and not to access occupational health and safety information from organizations such as ours. The WCAHS Spanish Facebook page was discontinued in December 2018.
- One method of communication that has proven consistently effective is our Spanish language Outreach and Training newsletter, *Próximamente*. Key audiences include safety officers, small farmers, promoters, farmworker organizations, and training attendees. In just over a year, our subscriber list has increased by 162%. The average open rate is 46% compared to 21% for all other industries. The average click rate is 12% compared to 2% for all other industries. Monthly content includes a list of upcoming community events, WCAHS trainings, and timely regulatory reminders, such as key components of the Cal/OSHA Heat Illness Prevention Standard.