Developing Educational Materials for Homecare Workers and their Clients

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PROJECT OVERVIEW

Homecare workers, who provide personal care and housekeeping services to elderly, disabled or ill individuals, constitute one of the fastest growing occupational groups. Homecare workers are 90% female, predominantly poor, around 50% are racial/ethnic minorities and face one of the highest occupational injury rates.

Partnership for Safety is a 5-year community-based participatory intervention project to improve the safety and health of homecare workers and the consumers (clients) they serve. Project partners included NIOSH, the Labor Occupational Health Program at UC Berkeley, SEIU United Longterm Care Workers Union, and the Public Authority for In-Home Supportive Services Program in Alameda County, California. The Project team developed a Homecare Worker Safety Handbook and training workshop in English, Spanish, and Chinese designed to give workers and their clients the tools they need to identify potential hazards in the home and implement needed solutions. We also developed and implemented a social marketing campaign to promote the new materials.

Focus groups, stakeholder meetings and key informant interviews contributed to the development of culturally appropriate materials which communicate simple and low cost solutions to safety problems. A homecare worker/consumer leadership group provided input during the development of social marketing messages and the design of educational materials. These community leaders also conducted home visits to fellow workers/clients to test the prototype materials.

We are conducting a randomized controlled evaluation to examine the impact of the materials on worker awareness of hazards and knowledge about and ability to make improvements in the work environment



DISCLAIMER: The findings and

conclusions in this presentation have not

been formally reviewed by the National

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and should not be construed to represent any

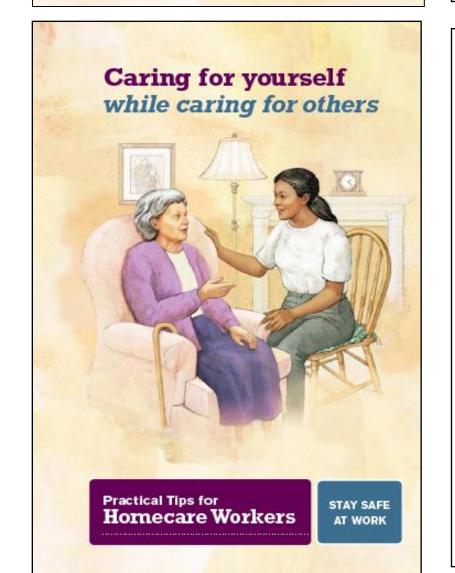
TRAINING WORKSHOP OBJECTIVES

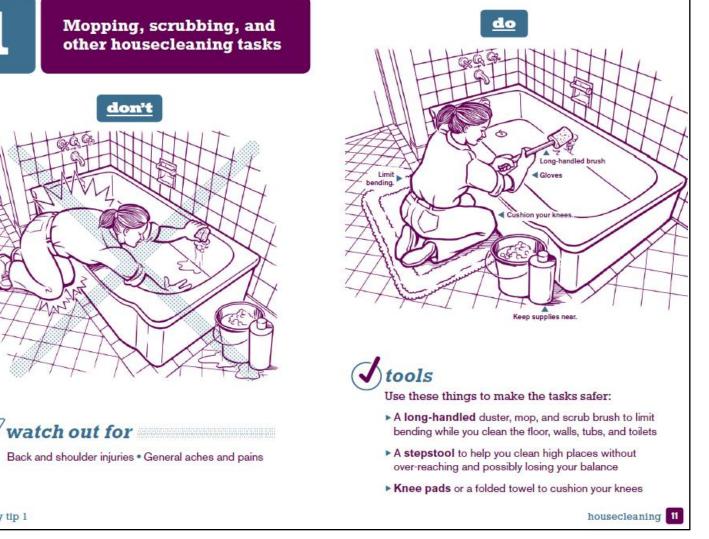
- •To increase understanding of the importance of homecare worker health and safety
- •To prepare people to use the handbook
- •To promote effective communication with consumers
- •To promote access to local resources for help

HOMECARE WORKER HANDBOOK

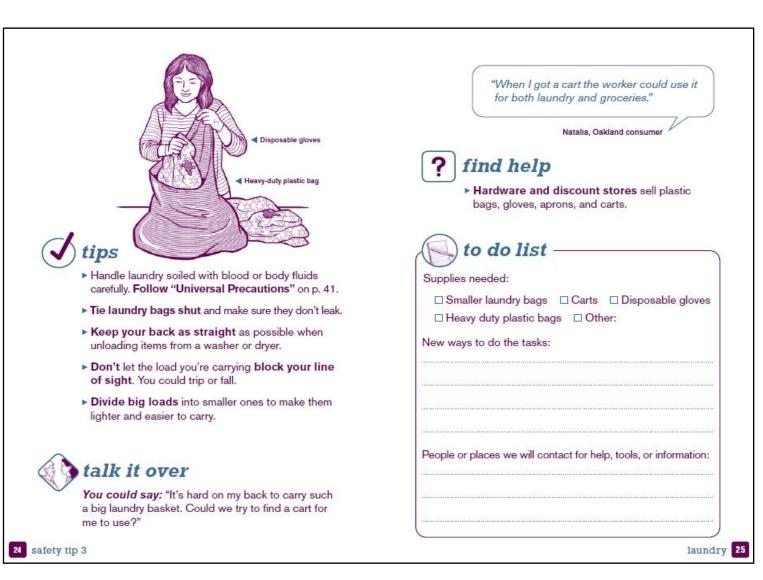












WORKER AND CONSUMER LEADERS FIELD TEST THE HANDBOOK

Goal:

■To engage homecare workers and consumers in the field-testing of the handbook and suggesting improvements





Methods:

- •We trained a select number of worker and consumers leaders through a day-long interactive training including role-plays and practice interviews
- •Each leader completed 5 field interviews with peers
- •10 peer interviewers completed 50 interviews

SOCIAL MARKETING CAMPAIGN

Goals:

- •Raise awareness about the importance of addressing health and safety
- •Motivate workers and consumers to use the handbook

Strategies:

- •Word of mouth- worker to worker
- Posters in central locations
- •Grocery bags with key message
- •Postcards for in person distribution and direct mail
- •Spreading word through union meetings and agency trainings
- Partnering with community organizations









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