## Marketing for Improved Working Conditions: The Domestic Worker and Heat Campaigns

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#### CAMPAIGN GOALS

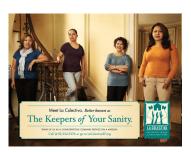
- · Transform the perception of domestic work.
- · Support safe, dignified jobs for domestic workers.
- · Promote use of non-toxic cleaning products.

#### TARGET AUDIENCE

- · Employers
- · Domestic workers

#### STRATEGY

- · Promote the strength and dignity of domestic workers themselves.
- · Highlight the mutual benefits of safe jobs for employers and workers.
- · Position La Colectiva as a resource.



### FORMATS

Pride

- · Ads on public transit
- · Billboard and posters
- · Social networking Facebook
- · Earned media, on TV, radio and print
- Website (lacolectivasf.org)
- · Postcards

#### OTHER CAMPAIGN ELEMENTS

- · Guided by Women's Leadership Group
- · Worker training in media, green cleaning
- · Employer handbook and sample contract
- Photo exhibit featuring workers' personal stories (later used in advocacy for California Domestic Worker Bill of Rights)



#### KEY OUTCOMES

- 74% of employer survey respondents recalled seeing the ads. Most at transit stations.
- Very positive reactions to the ads 70% of employers "liked them a lot."
- · Marked increase in number of jobs.
- Marked increase in number of Colectiva members. Positive reaction among women to ads and message.
- · Women's sense of pride seeing themselves pictured so visibly theme of increased confidence.
- · Leadership and media skills developed by women.





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877-99-CALOR 🚥

#### CAMPAIGN GOALS

- · Promote workers' adoption of heat illness prevention measures.
- Improve access to water, shade, breaks and training as required by Cal/OSHA's heat standard.
- Create a community "norm" action for prevention needed in the workplace and community.

#### TARGET AUDIENCE

- Non-English-speaking workers primarily in agriculture, construction and landscaping
- · Supervisors and employers



### STRATEGY

- Promote prevention measures as "simply part of the job."
- Create an environment supportive of prevention and link heat safety to positive outcomes.
- Strong imagery of workers practicing behaviors with confidence.

#### KE

- Billboards, ads on transportation vans, lunch trucks and in neighborhood shops
- Radio

FORMATS

- · Branded promotional items
- Website (www.99calor.org)
- · Posters and post cards

#### OTHER CAMPAIGN ELEMENTS

- Parallel employer training and enforcement effort by Cal/OSHA
- Outreach, education and train-the-trainer sessions carried out throughout state
- Low literacy educational materials developed in five languages
- · Worker hotline for easier reporting

#### KEY OUTCOMES

- Worker awareness of heat illness prevention significantly increased. 87% of workers reported exposure to media.
- Vast majority responded positively to campaign messages.
- Workers reported changes in behavior.
   More were drinking water, resting in the shade and talking with supervisors.
- Employers and community representatives also reported exposure to campaign.
- Outreach and training to engage local organizations resulted in reaching 6,000 – 8,000 workers during summer.

## Contributions of a Social Marketing Framework



At a training session, a group of workers complained about not having water or shade – something you would not have seen in past. The campaign empowers people to know this is the law.

-Community outreach worker





Lessons learned from these campaigns:

## Analysis of target audience's perceptions of benefits and constraints is key to:

- help frame messages that resonate and are motivating
- identify environmental factors that need to be addressed.

Social marketing requires us to think beyond knowledge change to address attitudes that in turn influence behaviors.

Developing an effective media mix involves selecting the best media formats and placement – e.g. we prioritized ads for times/places when employers and workers were most likely to think about issue (on way to work, near the worksite).

The broad visibility of a campaign helps **create community support**. Promotes job safety as a family and community health

Audience segmentation is important, yet posed a challenge in both campaigns. Both employers and workers are pivotal to workplace change so we did not want to focus only on one audience. In heat campaign we identified a "top line" message that resonated with both.

Workers felt tremendous pride and enthusiasm seeing themselves portrayed in these visible campaigns – in essence being part of their communities' narrative.

A media campaign needs to be conducted in conjunction with other efforts to impact the work environment (education, enforcement).

A facilitated participatory process enhances the outcome – provides a way for marketers to understand workers' perspective and for workers to effectively use media.

I was so moved seeing our photographs on BART and the bus. The bus driver recognized me and said "Hey, you're the one in the picture." I feel so much happiness and pride to be part of La Colectiva.

-Domestic worke

