

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

Suzanne Teran, MPH, Labor Occupational Health Program, UC Berkeley | Charlie Cardillo, Underground Advertising | Robin Baker, MPH, Labor Occupational Health Program, UC Berkeley



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

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



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.



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



FORMATS

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

Contributions of a Social Marketing Framework

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 issue.

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.

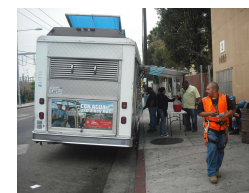
Workers felt tremendous pride and enthusiasm seeing themselves portrayed in these visible campaigns – in essence being part of their communities’ narrative.

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.



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



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 worker