

Small Business – Where Are You?

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KY Occupational Safety Health Surveillance Program/ KY Fatality Assessment & Control Evaluation Program

- **KY Injury Prevention & Research Center,
University of Kentucky, College of Public Health**
- **Funded by CDC/ NIOSH**
- **21 indicators of occupational injuries/ illnesses,
and & occupational fatalities**
- **KY ranks 8th for occupational fatalities!!**

KY FACE

- MVC's, agriculture, logging, highway construction, construction
- MVC's # 1 cause of occupational fatalities across all industries
- Investigate MVC's involving semi and dump truck drivers

Investigation

- **Pre-event, event, post-event activities**
- **Driver employment history/ record**
- **Autopsy & toxicology results**
- **Company history**
 - **Safety training**
 - **Fleet history: safety records, vehicle condition**

Usefulness of Information

- **Recommendations for prevention**
- **Produce reports and HazAlerts**
- **Disseminate materials to KY companies with workers in similar jobs**

Mailing

- **Reach new companies to introduce FACE materials**
- **Supplement safety training materials in established companies**

The Mailing

- 1700 mailing labels for transportation related companies in Kentucky
- Letter of introduction
- Survey card
- 4 articles on driver safety
 - CDC Fact Sheet: Work-related Roadway Crashes – Prevention Strategies for Employers
 - Face the Facts Haz Alert: Working Drivers Killed in Motor Vehicle Collisions Were Not Wearing Safety Belts
 - 2 KY FACE Report Summaries
 - Dump Truck Driver Dies After Unintentional Release of Asphalt
 - Passenger Dies When Semi-Truck Trailer Hits Cow in Roadway

Survey Questions

- 1. Received?
- 2. Were the materials read?
- 3. Reaction?
- 4. Which document was most useful?
- 5. Was the information difficult to understand?
- 6. Were the suggested recommendations feasible?
- 7. Did they implement any of the recommendations?
- 8. Did they make any changes not recommended in the materials?
- 9. How were the documents used?
- 10. Did they visit our website?
- 11. *How many employees are in the company?*
- 12. *No. of employees reached with these publications?*
- 13. *Where do you usually get your safety information?*
- 14. Suggestions for improvement of the materials
- 15. Comments
- 16. Email

113 Companies Surveyed

20 received & read the materials

- 9 managers**
- 11 owners**

93 did not.....

- 48 managers**
- 45 owners**
- 47 requested material to be resent**

Lost or Tossed

What happened to the materials?

- Receive safety materials for SALE daily
- Person no longer with the company
- Incorrect address
- Address correct; don't know what happened because I open EVERY THING FROM UK!!! GO CATS!

The 20 said:

Did they read it?

- **2 glanced at material**
- **17 read the material**
- **1 did not read**

Reactions:

- 1 material was not specific, wants everything produced in the future
- 4 did not remember
- 14 thought the materials were excellent/good

Favorite Documents

- **5 all documents were useful**
- **6 summaries and HazAlerts were the most useful**
- **1 did not use any material (out of business)**
- **7 did not remember**

How were the materials used?

- 1 did not remember
- 6 did not use
- 1 sent the information to corporate
- 12 used in training (weekly safety meeting, payroll stuffers, passed it around)

Feasibility of Recommendations

- 1 no
- 1 did not answer
- 2 did not remember
- 16 yes

Demographics

113 Companies Surveyed in Total

43 < 10 Employees

55 10 – 49 Employees

8 50 – 99 Employees

7 > 100 Employees

All of this to find out.....

Fewer than 10 Employees

- **Consultants: 10**
- **Insurance Companies: 9**
- **DOT: 9**
- **Corporate: 8**
- **None: 8**
- **Other: 7**

Interesting Group

- **No safety training because**
 - The drivers know what they are doing
 - We are self sufficient
 - Don't have to have one because all our drivers are contractors
 - Talks to each driver face-to-face daily
- **Other sources of safety information**
 - Other drivers
 - Church
 - Trade magazines/ newsletters

10 – 49 Employees

- **Consultants: 22**
- **Insurance Companies: 14**
- **DOT: 5**
- **Corporate: 16**
- **None: 7**
- **Other: 9**

50 – 99 Employees

- **Consultants: 2**
- **Insurance Companies: 2**
- **DOT: 0**
- **Corporate: 5**
- **None: 0**
- **Other: 2**

\geq 100 Employees

- **Consultants: 2**
- **Insurance Companies: 1**
- **DOT: 1**
- **Corporate: 4**
- **None: 0**
- **Other: 0**

How do we reach the small businesses??????

- **The consultants!**
- **Insurance companies**
- **Governmental agencies**

Why is it difficult to locate small businesses for outreach?

- **Limited program resources**
- **Industry turnover**
- **Limited business resources**
- **Time constraints of business owners**

Questions ??????

