

Safety and Health Investment Projects FINAL REPORT REQUIREMENTS

The purpose of the final report of your SHIP project is to:

1. Evaluate and document the achievements, challenges, and shortcomings of the project for the constructive benefit of others interested in learning from SHIP projects; and
2. Provide the Division of Occupational Safety and Health with information that shows:
 - the outcomes specified in the project application were met; and
 - the grant was used for the purpose(s) for which it was approved and in accordance with relevant WAC rules and any special conditions or requirements; and
 - the outputs of the project has been disseminated as specified in the application.

The report format has four sections:

1. Cover Sheet
2. Narrative Report (Part I)
3. Financial Information (Part II)
4. Attachments (Part III)

Please provide complete and detailed information in the final report. If you have questions, please call your SHIP grant manager.

REMINDER!!! All products produced, whether by the grantee or a subcontractor to the grantee, as a result of a SHIP grant are in the public domain and can not be copyrighted, patented, claimed as trade secrets, or otherwise restricted in any way.

Radio Safety Campaign
Assigned SHIP grant #20092E00106
Funding Period: May 1, 2010-June 1, 2011

Project Contact Person: John Sandifer
Email address: John@safejob.org

Applicant Organization/Partners/Collaborators: Labor Neighbor Radio

July 29, 2011

Author of report: John Sandifer



Funding and support for this project has been provided by the State of Washington, Department of Labor & Industries, Safety & Health Investment Projects.

[Grantee] is solely responsible for the content of and views expressed in this report and related materials unless they have been formally endorsed by the Washington State Department of Labor and Industries.

PART I

Final Report Narrative

Organization Profile

Labor Neighbor Radio is a Washington non-profit corporation formed for the purposes of educating and informing the public regarding working family issues and events. It is guided by a Board of Directors and Administered by the President, the Secretary-Treasurer, volunteer and paid staff.

Abstract

In this, its second grant year, the Radio Safety Campaign continued to research, produce and air radio announcements, part of a state-wide campaign, to inform the public of workplace safety events, trends and dangers. This was done around a general theme: "What is being done to keep Washington Workers safe?"

Purpose of Project

The goal was to produce a minimum of one radio announcement per month, for twelve months, which would promote safety and health at the workplace. Each radio announcement (spot) was aired over multiple radio stations to reach a wide audience within the State of Washington. In many cases each paid spot was matched by the station with another airplay without charge, since this was in the public interest.

Statement of the Results

With the receipt of funding, the project started in July, 2010, and aired one spot per month over a network of in-state radio stations, through June,

	<p>2011. Primary radio stations utilized were in Seattle, Bellingham, Mt. Vernon, Everett, Tacoma, Spokane, Wenatchee, Yakima, Walla Walla, Tri-cities, Kelso, Port Angeles and other cities. Subjects of spot announcements included: (1) Workers Memorial Day (2) Anacortes Refinery Investigation (3) Workplace Bullying (4) Workplace Violence (5) VPP Award for Industrial Safety (6) Silos and Confined Spaces (7) Results of Tesoro Investigation (8) Actions in Emergencies (9) State Supplied Safety Training (10) Accident Prevention Plans (11) State Fatality Report/Memorial (12) SHIP Grants. Major findings: Department of Labor and Industries sources were very cooperative in providing input for spots and suggesting subject matter.</p>
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Evidence of the results	<p>In prior project we took pains to offer listener incentives to demonstrate that radio listeners react favorably to calls for action. Having provided that proof (and having been funded for it) we did not repeat during this phase. However, we did monitor hits to the website and noted that there were significantly increased "hits" after radio spots referred to the website, where listeners could hear the spots again and/or be linked to appropriate safety materials on the L&I site.</p>
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Project's promotion of prevention	<p>Attached chart A summarizes 2,798 paid spots run on the associated stations. With additional un-paid spots, we believe that listeners were exposed to 5,596 spots which promoted safe practices during the</p>
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	campaign. Based on known audience numbers and populations, this is significant penetration.

Relevant processes	The process of producing and airing radio spots is not rocket science, but is best accomplished by using professional researchers, writers, producers, announcers, engineers and the like. A major factor in replicating the work is the understanding that radio stations do not give adequate play to PSA (free) spots. To guarantee air time, and adequate scheduling, the air time must be paid. The major portion of this grant was for purchases of air time.

Lessons Learned	<p>(1) Radio stations are anxious to participate and often provide discounted rates and/or free air play, once contacts are made.</p> <p>(2) Dept. of Labor & Industries is the single best source for workplace safety information in the state.</p> <p>(3) Department is also very busy, so approaches need to be concise.</p> <p>(4) Deadlines are extremely important when recording and scheduling radio spots.</p> <p>(5) This project may have benefited from more advance notice by L&I about upcoming safety seminars, reports, activities or trends.</p> <p><i>Lessons outlined should not relate to SHIP grant processes.</i></p>

Measures to judge success	Our website, www.safejob.org , was one significant way of receiving
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	<p>listener input. We theorized if we could stimulate visits to the website using radio spots, then the safety content of the spots had also been digested. We believe the project covered significant safety subjects and trends. It met all deadlines over the length of the project.</p>

<p>Uses</p>	<p>How might the products of your project be used within the target industry at the end of your project?</p> <p>Radio spots are generally topical and have a limited shelf-life</p> <p>Is there potential for the products of the project to be used in other industries or with different target audiences? Some spots are evergreen in their content. Many can serve as models for future production.</p>

<p>Product Dissemination</p>	<p>Outline of how the products of the project have been shared or made transferrable.</p> <p>Many of the radio spots were posted on websites, including www.laborneighborradio.com and safejob.org.</p> <p>Additionally, they were made available to L&I for posting on additional sites as desired.</p> <p>This involved paying professional announcing talent an additional fee for internet usage.</p>

Feedback	During a period when we asked website visitors for comments or suggestions about safety, we got interesting responses, some of which are included in Attachment B.

PART II

SAFETY AND HEALTH INVESTMENT PROJECTS ***SHIP Final Expenditure Report*** ***Budget Summary***

Project Title: **Radio Safety Campaign**

Project # : **20092E00106**

Contact Person: **Chris Comte**

Start Date: **July 1, 2010**

Report Date: June 28, 2011

Contact #: **206 282**

2506

Project Completion July 1, 2011

Date:

1.	Total budget for the project		\$ <u>250,000.00</u>
2.	Total SHIP Grant Award		\$ <u>234,254.47</u>
3.	Total of SHIP Funds Used		\$ <u>229,873.13</u>
4.	Budget Modifications (if applicable)		\$ <u>0.00</u>
5.	Total In-kind contributions		\$ <u>6,000.00</u>
6.	Total Expenditures (Lines 3 + 4 + 5)		\$ <u>235,873.13</u>

Instructions:

- Complete the Supplemental Schedule (Budget) form first (on the next page).
- The final report must include all expenditures from date of completion of interim report through termination date of grant
- Indicate period covered by report by specifying the inclusive dates
- Report and itemize all expenditures during specified reporting period per the attached supplemental schedules
- Forms must be signed by authorized persons (see last page)
- Forward one copy of the report to **(Name), SHIP Project Manager, PO Box 44612, Olympia, WA 98504-4612.**

SAFETY AND HEALTH INVESTMENT PROJECTS
SHIP Final Expenditure Report
Supplemental Schedules (Budget)

Project Title: Radio Safety Campaign

Project # : 20092E00106

Contact Person: Chris Comte

Report Date: June 29, 2011

Contact #: 206 282
2506

Total Award \$: 250,000

ITEMIZED BUDGET -- How were SHIP award funds used to achieve the purpose or your project?

	Budgeted for Project	Amount Paid Out	Difference
A. PERSONNEL	\$95,648.00	\$84,622.68	\$11,025.32

Explanation for Difference and other relevant information:

Labor costs to record and produce radio spots were lower than anticipated.

	Budgeted for Project	Amount Paid Out	Difference
B. SUBCONTRACTOR	\$3,040.00	\$1,574.45	\$ 1,465.55

Explanation for Difference and other relevant information:

Invoiced charges to record and edit radio spots were lower than anticipated.

	Budgeted for Project	Amount Paid Out	Difference
C. TRAVEL	\$912.00	\$721.14	\$ 190.86

Explanation for Difference and other relevant information:

Travel requirements and correlating expenses was less than anticipated.

	Budgeted for Project	Amount Paid Out	Difference
D. SUPPLIES	\$400.00	\$98.86	\$ 301.14

Explanation for Difference and other relevant information:

Most expenses for supplies were covered by In-Kind contribution of materials by AFTRA Northwest (See Item F. below.)

	Budgeted for Project	Amount Paid Out	Difference
E. PUBLICATIONS	\$150,000.00	\$142,856.00	\$ 7,144.00

Explanation for Difference and other relevant information:

Purchase of air time on radio stations in targeted markets was less than budgeted.

	Budgeted for Project	Amount Paid Out	Difference
TOTAL DIRECT COSTS	\$250,000.00	\$229,873.13	\$ 20,126.87

	Budgeted for Project	Amount Paid Out	Difference
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INDIRECT COSTS	\$ 0.00	\$ 0.00	\$ 0.00
	Budgeted for Project	Amount Paid Out	Difference
TOTAL SHIP BUDGET			
	Budgeted for Project	Amount Paid Out	Difference
F. IN-KIND	\$6,000.00	\$6,000.00	\$ 0.00
Explanation for Difference:			

Labor Neighbor Radio is requesting to retain the remaining balance in our SHIP account of \$4,381.34 to cover costs of closing out the program, including potential Washington State Business & Occupation (B&O) tax liabilities, pending outcome of a final adjudication on the matter from WA Dept. of Revenue.

PART III

Attachments:

Provide resources such as written material, training packages, or video/audio tapes, curriculum information, etc produced under the grant.

Also include copies of publications, papers given at conferences, etc.

This information should also be provided on a **CD or DVD** for inclusion in the file.

ATTACHMENT A: Paid Spots by Radio Station.....See separate printout. For online submission this is an attachment.

ATTACHMENT B: Website responses as follows:

June 30 through October 23, 109 email responses on the website. Among them:

- 4. Mark: I think we need to add more people for safety
- 5. Tom: Yahoo. We wear non slip shoes
- 11. Rob. I wear visible clothing
- 14. Wayne. I always get help to lift large boxes, and bend at the knee
- 16. Dick. I practice and preach safety at work
- 17. Neil. I own my own company and safety is as important as showing up for work.

Thank you very much

I have implemented a policy for my employees that no one is allowed to talk on a cell phone during working hours. I had a man fall off a ladder because the man supposed to be holding the ladder, was talking on the phone.

I follow all the safety rules of my employer: Gary

Portland, OR: We use body mechanics to prevent injuries.

Keep co workers from being in a hurry. Joshua Farmer, Yahoo

Calvin, Newport, WA. Ensure safety by making sure all tools and equipment are in good condition before starting the job.

Keep stuff picked up. Do everything the right way. Shirley King, Yahoo

Making sure floors are free of debris, no spills, and using safety glasses. Tabatha Making sure the floor is free of trash. Karen. Bellsouth.

Safety meetings at least once a week. Brenda Ferrell

Follow all rules and guidelines. Binghamton

We here at the Renton Technical College have been working to train our automotive students how to bring safe working habits to their new jobs.

Don't do anything dangerous. I use caution.

We make sure everyone is clean and sober before every workshift, and do breath tests.

Using the buddy system

ATTACHMENT C: Written Scripts for SHIP 24 through SHIP 35

SHIP 24

What is being done to keep Washington Workers safe?

At the Workers Memorial Day Ceremony this spring....The Director of the State Department of Labor and Industries, Judy Shurke, made a special point of saying the 73 workers who died from injury and illness during 2009 are not statistics, but individuals with families and hopes and dreams.

(sot) We want you to know we are here and understand the pain of losing a family member...and that we are totally committed to preventing these accidents in the future.

L and I investigators and researchers delve into every single fatal accident.

(sot) Our Staff will investigate each workplace accident, striving to learn lessons that will save lives.

In fact, the number of work place fatalities has gone down a bit during the past several years. Still, nearly 100 die each year and more than 120,000 are injured. You can help by developing a culture of safety on the job.

This message is from Labor Neighbor Radio, with funding from the Safety and Health Investment Projects.

SHIP 25

What's being done to keep Washington workers safe?

Even before the tragic Anacortes refinery explosion this spring, The Washington State Department of Labor and Industries was nearing completion of inspections of all the petroleum refineries in the state. They had issued dozens of citations for safety violations.

(sot) The idea is to hold the refineries accountable for complying with the regulations that govern how they manage these highly hazardous chemicals that they work with.

Department Spokesman Hector Castro.

L and I Inspectors visit about 7,000 workplaces each year to enforce safety rules and conduct more than 2500 free safety and health consultations for employers.

For more information on workplace safety...go to our website: safejob.org.

This message is from Labor Neighbor Radio with funding from the Washington State Safety and Health Investment Projects.

SHIP 26

Labor Neighbor Radio: 60 Bully

Gal:

It wasn't violent or sexual. I was miserable at work because of bullying: invalid criticism...swearing...looking over my shoulder, practical jokes. It shook my confidence, and undermined my ability to do my best work. I hadn't done anything to cause the problem. It was all about control. It's not against the law to bully, so businesses don't always know how to respond. But Workplace bullying is bad for workers and bad for business. If someone at work is bullying you, there is something you can do about it. Keep a diary with the details. Keep copies of papers or e-mails. Look for witnesses who can corroborate the bullying. Then report it...to family and friends, your Employee Assistance Program, Human Resources or a professional counselor. If its discrimination based on, for instance, gender or race, call the Washington Human Rights Commission. You don't have to be bullied.

Announcer:

This message is from Labor Neighbor Radio with funding from the State Safety and Health Investment Projects.

SHIP 27

Labor Neighbor Radio on Workplace Violence :60

SFX: Police sirens up and under

Guy:

Last year in Washington, 20 workers were killed in violence-related incidents. That's nearly a third of all the work-related fatalities in the state. So far this year there have been 4 violence-related deaths .

Gal:

We lost seven law enforcement officers. But we also lost retail clerks, a taxi driver, a musician, a teacher, a security guard, and an armored car driver.

SFX: Sirens out

Segue to:

SFX: Upbeat background music very low under that feels like life moving forward

Guy:

You can minimize the risks of being a victim of on-the-job violence; whether you're a health care worker...you work late at night...or deal with potentially violent customers or clients.

Gal:

The Department of Labor and Industries has valuable information on coping with potentially violent situations. One example...the Late Night Retail Workers Crime Prevention Book. Get a free copy.

Guy:

Go to our website....safejob.org and look for the link to workplace violence.

Announcer:

This message was brought to you by Labor Neighbor Radio with funding from the Washington State Safety and Health Investment Projects.

SHIP 28

(Music Stinger)

What is being done to keep Washington Workers Safe?

(Sawmill Sound)

Heavy logs, heavy, sharp, fast moving saws and chipper knives, says plant manager Dave Roane, make lumber mills hazardous places.

(sot) It's a hazardous environment, no doubt. But just because the hazard exists, doesn't mean it's unsafe.

The State Department of Labor and Industries looks for opportunities to recognize businesses like the Hampton Lumber Mill in Darrington, which has a comprehensive safety plan and this year earned Star status in the Voluntary Protection Program, awarded for the mill's safe practices...and safety policy.

(sot) "I think the best way to sum it up is to say, 'If we can't do it safely, we're not going to do it at all.'"

To win the award, the Hampton Mill and its 150 employees, which already had a strong safety record, completed the challenging VPP audit, administered by the Department Of Labor and Industries.

This message is from Labor Neighbor Radio, with funding from the Washington State Safety and Health Investment Projects.

SHIP 29

What is being done to keep Washington workers safe?

On farms, No one should go into a silo unless they must...It can be deadly and it's why the state requires specific written programs for entry and work in confined spaces.

In one case, failure to comply with the rules cost the lives of two teenage workers.

They were working unsupervised in a hay silo on the family farm in Eastern Washington and were quickly overcome by poisonous, lung burning gases created from fermenting vegetable material.

There have been many other farm deaths around Bins, hoppers, tanks, and transport vehicles where sand, grain or other loose materials buried and suffocated workers.

Every farm and workplace should have an accident prevention plan, which includes training about loose materials and confined spaces. Does yours have a plan?

This message is from Labor Neighbor Radio with funding from the state safety and health investment projects.

SHIP 30

What is being done to keep Washington Workers Safe?

A six month investigation into the Tesoro Refinery explosion that killed seven workers produced a singular compelling result.

(sot) One conclusion stands out among all the others. The seven deaths caused by the Tesoro explosion on the morning of April 2nd, 2010, could have been prevented and should have been prevented.

When the Department of Labor and Industries cited the Tesoro Refinery for 44 willful and serious safety violations, carrying fines of 2.39 million dollars, it was part of its ongoing role of enforcing the Washington Industrial Safety and Health Act. L and I inspectors visit about 7,000 workplaces each year to keep them safe for Washington workers.

This message is from Labor Neighbor Radio, with funding from the State Safety and Health Investment Projects. Visit our website at safejob.org.

SHIP 31

(ANNCR) What's the first thing you should do in an emergency?

(Clouarte) Nothing. The first step is to do absolutely nothing but look around, take in the facts, look at what's actually happened, give yourself a second to think about it.

(ANNCR) Ray Clouarte, Safety expert from his lecture called "The Emergent Mindset." It's what he does to help keep Washington Workers Safe. Training workers how to get beyond the first critical moments of an emergency when the adrenaline rush kicks in, the mind goes into fight or flight mode, and often, deadly mistakes are made.

Clouart says even a momentary pause to think could save your life.

(Clouarte) "Analyse the situation, what's going on around you, survey your resources: what do you have, what do you not have. Make a plan. And then act on that plan.

(ANNCR) People who develop a plan in an emergency often survive when others don't.

This message is from Labor Neighbor Radio, with funding from the Washington State Safety and Health Investment Projects. Check our website at safejob.org.

SHIP 32

Labor Neighbor Radio on L&I Free Training :60 "Ka-ching"

SFX: Ka-ching, ka-ching of a cash register

ANNCR: New regulations...

SFX: Ka-ching, ka-ching of a cash register

ANNCR: If you're an employer, mandatory forms and safety training can be a drain on your time and the bottom line. BUT THEY DON'T HAVE TO!

SFX: Serenely upbeat music up and under

ANNCR: The Department of Labor and Industries offers over 200 safety seminars each year and THEY'RE FREE! Do the OSHA 300 log forms confuse you? These forms are required by law but you can fill them out properly the first time once you've attended a free OSHA 300 workshop! Other free L&I workshops teach you about proper respirator use, working safely in confined spaces, fall prevention, dealing with lead, preventing back injuries and how to create your own accident prevention plan – which is a state requirement. Lower the cost of doing business and keep your employees safe with free training at lni.wa.gov.

This message is from Labor Neighbor Radio with funding from the Washington Safety and Health Investment Project.

SHIP 33 "Accident Prevention Plan"

>
> FX: (Old fashioned ambulance driving away)
>
> INVESTIGATOR: Mr. Holmes! He just slipped and fell. How could this have
> happened?
>
> HOLMES: It's quite obvious. This work place is cluttered and slippery.
> There
> are no warnings posted and no apparent safety plan.
>
> INVESTIGATOR: Safety plan?
>
> HOLMES: The Washington Industrial Safety and Health Act requires
employers
> to provide safe workplaces for all employees.
>
> On average 110 workers are killed in Washington State each year due to
> work-related accidents; and over 220,000 injury and illness claims have
> been
> reported.
>
> There is free guide on how to set up an Accident Prevention Program,
> available at www.lni.wa.gov.
>
>
>
> FX: (Shuffling through old papers)
>
>
>

> INVESTIGATOR: Here's something. (*Blows off dust*). It says "Safety Plan."
>
>
>
> HOLMES: It's not enough for a company to just print out the templates on
> the
> L&I website. The employer must create a Total Accident Prevention Plan
for
> their business. And employees need to know that plan and follow it.
>
> INVESTIGATOR: Brilliant Mr. Holmes!
>
> HOLMES: It's elementary. And it's the law!
>
> ANNOUNCER: This message is from Labor Neighbor Radio and the
Washington
> Department of Labor and Industries.

SHIP 34

(:60)

Each spring the state sets aside one day for Worker's Memorial Day to honor workers who have died from workplace trauma. Each year, we all hope for better news. And each year at this time, the Department of Labor and Industries issues its annual report on workplace fatalities.

They climbed in 2010, with 86 men and women killed on the job, the most since 2006. This was a year in which seven refinery workers perished at the Tesoro explosion....and Seven farm workers died in tractor roll-over accidents.

The State issues this report hoping that it will encourage a broad discussion of safety and health in every work site in the state."

Go to the website: www.lni.gov. You'll find many safety resources there.

This message is from Labor Neighbor Radio, with funding from the State Safety and Health Investment Projects.

SHIP 35

(:60)

What is being done to keep Washington workers safe?

Today, 8 million dollars provided by the 2007 Legislature, is still working to promote safety, through a series of grants, called the Safety and Health Investment Projects.. Each is designed to use new and innovative ways to make workers safe.

This year there are about 27 grant programs underway, training safety in Ergonomics, Farming, Grocery and Manufacturing, Pesticides, Painting and Patient Handling, Roofing and Welding, just to mention a few. In fact this announcement comes from one of those grants.

In addition, the Department of Labor and Industries website has a universe of videos, workshops and 118 Online Safety Courses ranging from Accident Prevention to Working Alone.

Check them out at www-dot-lni-dot-gov-slash-safety. lni.gov/safety.

This message is from Labor Neighbor Radio, with funding from the Safety and Health investment projects.

ATTACHMENT D: Separate CD disc with audio versions of SHIP spots. (In online submission, these are attachments.

REMINDER!!: All products produced, whether by the grantee or a subcontractor to the grantee, as a result of a SHIP grant are in the public domain and can not be copyrighted, patented, claimed as trade secrets, or otherwise restricted in any way.