

SAFETY AND HEALTH INVESTMENT PROJECTS
FINAL REPORT

Improving Entry Level Worker Safety in Retail - **SAFEME**
SHIP Grant #2015XA00305
February 2016

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Washington Retail Association

January 2018

Rick Means



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

Washington Retail Association 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

Narrative Report

Abstract:

Present a short overview of the nature and scope of the project and major findings (less than half a page).

Entry-level workers do not have experience and lack adequate training to know what is safe versus “no one has been hurt so far” attitude. We see accident reports with injuries that are preventable if instruction is provided upfront, and in a format they are most accustomed to receiving information. Giving them another option of where to get basic safety training will help to better prepare them for their working career.

With 19% of young workers starting out in retail, what would be the best way to reach this group to improve their safety? What tools do they use to learn? Creation of an app that would work on their smartphone, but also available on a PC.

Purpose of Project:

Describe what the project was intended to accomplish.

*We are seeing a need for entry-level workers to get better basic safety training as they begin to join the workforce. Young workers are more prone to accidents primarily due to lack of experience. By providing a method where these workers can get basic safety certificates to take to their current or potential employer, workers can show that they can be safer for that employer. **SAFEME** can also be used as refresher courses for any worker.*

Statement and Evidence of the Results:

Provide a clear statement of the results of the project include major findings and outcomes and provide evidence of how well the results met or fulfilled the intended objectives of the project.

Our approach of making courses with blended messaging of text, pictures and video in approximately 5-minute segments, made the information more palatable to the end user. The ability to have it portable on their phone was also a plus. Being able to email the certificate was a big ‘want’ from our focus group development meetings.

While our target was Washington State, our reach went a bit further with activity in all 50 states and even touching 30+ countries. Washington was the primary user and the next four states were; Texas, California, Florida and New York.

Over the duration of the grant, there were 5317 sessions, of which Washington experienced 2733 or 51%. The other 49% came from other locations. While our optimism was for even more users, we still see these numbers as significant. This product continues to be used and these numbers will grow.

Measures to Judge Success:

If relevant, state what measures or procedures were taken to judge whether/ how well the objectives were met and whether the project or some other qualified outside specialist conducted an evaluation.

*As part of the application development, I had Google Analytics added to the backend so that we could have a measurement tool to see how **SAFEME** was being accepted.*

SAFEME experienced many lookers, as seen in the single registrations. We also saw some other lookers with multiple registrations like; Travelers Insurance (6 hits), Disney (4 hits), Lobsterink.com (4 hits), National Safety Council and Retail Industry Leaders Association were checking out **SAFEME**.

One full year (11/01/16 to 10/31/17) of stats revealed:

Visitors

58% were new

42% were returning

Percent of use by format

55% of use was via phone

37% of use was via the PC

8% of use was other (Tablet, Xbox, TV, etc.)

*Sex**

54% M

46% F

*Age**

28% 18-24 (would not show any lower)

34% 25-34

16% 35-44

13% 45-54

11% 55+

**based upon setting they provided in their browser*

Course Rankings

Course usage is showing up pretty evenly, with only a few points spread between all of them. Grouping would look like this:

1st -Distracted Driving, Workplace Violence

2nd -What Causes Accidents, Utility Knife

3rd -Slip Trip Fall, Material Handling, Tag Fastner, Forklifts, Lifting

4th -Fire Extinguisher, PPE, Ladder Safety

Advertising/Promoting

-Google AdWords – “search by key word” had 1453 interactions at \$1.03. Stopped this and put funds towards Bing and YouTube, as they were more cost effective.

-Bing Ads – started after Google AdWords and had 1540 clicks at .82 each. Bing has a feature where you can quickly import your AdWords set up.

-YouTube – views totaled 446,000 at .02 each. Extended this promotion into January of

2018 and reached over 600,000 views in 10 months. This video was 1:55 minutes long, and stats showed that they would stop watching the video at 1:42, which is about the time the ending credits begin to show.

-Electronic advertising allows you the ability to focus your promotion more efficiently as you can select areas down to the zip code, city, age groups and so on. Moreover, with it being on the web, you will cast a wider net than you plan.

-We did a digital ad in the Puget Sound Business Journal for one week to see if that would get the message to businesses, but it did not appear to show up in website hits or registrations.

-**SAFEME** ads appeared in various conference programs.

-There were Facebook posts and Tweets. There were “Likes” and re-tweets

-It took a while but we finally got L&I to put out a listserve blast and to promote on their website. This was a very good thing, as we experienced a significant boost in website hits/registrations. Also, the L&I Small Business Liaison Office sent out a blurb in their newsletter.

-Webinars offered another way to spread the word and show the **SAFEME** product.

Relevant Processes and Lessons Learned:

Specify all relevant processes, impact or other evaluation information which would be useful to others seeking to replicate, implement, or build on previous work

AND

Provide information on lessons learned through the implementation of your project. Include both positive and negative lessons. This may be helpful to other organizations interested in implementing a similar project.

Software Development

It took a while to locate a Software Developer who could build our project. Many were overseas or saw our project as too small. Once the SD was in place, it took a bit longer for them to get us a final product. Our release date was off by a couple of months from original plan.

The app buttons are what is called a “wrapper”. They look like apps but really take you to the website, so management of the website is primarily your concern. Apple is a bit more finicky, but we made it pass their requirements. Google/Android is a one-time fee (\$25), while Apple has an annual fee (\$100) that cannot be paid in advance (you cannot buy out five years).

The app/web was designed in a current format often referred to as “responsive design”, meaning that it would adapt to the screen it was being displayed.

Conferences

*We attended conferences to introduce **SAFEME** that were mainly education centered, and some that were business based.*

From the conferences, we gained acceptance through the education system by the Career and Technical Educator and Family and Consumer Sciences sections of the high schools. A few of these teachers saw the value and made it either part of their curriculum or as an extra credit project. Google Analytics would show the New Users/Sessions activity, and early adopters were Renton and Tumwater school districts. Renton WorkSource Business Services also came on board and that increased the Renton activity even more. More statistics can be found in the Attachment section ‘One Year Analytics’.

Attending other conferences such as; Human Resource Managers, Washington Self Insured, Governors Industrial Health and Safety showed that there was interest, but we did not experience the same level of uptake as with the education groups.

Additional Thoughts...

Module selection was primarily determined by having the L&I SHARP group run a report specifically around our membership. Coincidentally, most modules ended up being universal topics; Slip Trip Falls, Ladders, Lifting, Material Handling, PPE, etc. Box Knife cuts showed up frequently, thus a module for that was designed. Tag Fasteners are used in clothing and furniture stores, and provided the opportunity to discuss Blood Borne Pathogens. Forklift incidents were also occurring below the age of

18. This module talked more about the requirement to be 18 and certified. Non-operators were instructed to give this machinery more attention and space, act as if the driver does not see you. To round out the first 10 modules, Fire Extinguisher Use and What Causes Accidents were included.

We received requests for more modules, and midway through and we were able to add Distracted Driving and Workplace Violence. Distracted Driving was a very welcomed addition, especially since Washington State recently passed a new law on this subject.

SAFEME is done in such a way that, if a rule or laws changes that affects the particular module, you can update it to make it meet current rule, i.e. Distracted Driving course. If the fine amount changes or additional requirements are added, there is the capacity to adjust that module and maintain the integrity of **SAFEME**.

Having Google Analytics on the back end, gives you the ability to see how the app was being 'touched'. You can generate various reports by date, area, with some basic user statistics. You can see usage in just Washington or across the nation. I could see states coming on board and the amount of people looking or using **SAFEME**. At one point, we had 49 states with Wyoming being the hold out. I consulted with the SHIP crew, saying that I would really like to get all 50 states and got the OK. To facilitate that, I used some of the advertising budget and targeted the four largest cities in Wyoming. I set parameters in YouTube down to cities and various zip codes within Cheyenne, Casper, Laramie and Gillette. It took a couple of weeks but we got them on board and now the USA map is completely filled!

I had never done Google AdWords/Bing Ads/YouTube style of advertising and there was a steep learning curve in the beginning. There are Keyword Search phrases that you create and you can see individually how they are working, making adjustments along the way to increase effectiveness. There is also an item call a Negative Keyword that you need to manage as well in order to keep your search page-landing ratio as low as possible. Effectively managing the keywords, helps you to get closer to the first page of the search results. The goal is to try to maximize hits/clicks with a balanced amount of impressions, driven by the Keyword/Negative Keyword, which puts you higher in the sort search results. We frequently ended up on search page 2 and 3.

Product Dissemination:

Outline of how the products of the project have been shared or made transferrable.

*Since this product is electronic, it was easy to distribute or make available to anyone. To assist in getting the word about **SAFEME** out, we developed a 2-minute 'infomercial' and posted it on YouTube. https://www.youtube.com/watch?v=gKEFMBk1Y_c*

Originally, there were seven conferences planned and we ended up with 12. Three special event requests from educator groups. WRA also represented this project at Small Business Fairs and Washington Chambers of Commerce events. (20 in total)

There were a few paper products generated for our conferences; an 8-page booklet, a mailing stuffer, a business card, an additional resources sheet, an article titled 10 Questions Young and New Workers Need Answered and there was a request for stickers. We also experienced special requests from the Renton School District and Renton WorkSource for booklets and cards, which we accommodated from our Publishing budget.

*We also sent out both hard and soft copies to other Washington State associations' education divisions and any other group we felt could utilize **SAFEME**. There was a follow-up note about **SAFEME** when Distracted Driving and Workplace Violence were added to the mix.*

*L&I was also encouraged to promote **SAFEME** via their various outreach programs and we worked with Nancy Bell for any materials she would need. Sometimes they would run the 'infomercial' on a laptop at outreach events. We made extra copies of the booklet, business card and stickers without jeopardizing the grant budget.*

Feedback:

Provide feedback from participants, trainees, individuals who have used your products/processes, as well as any reports from an independent evaluator on the project.

Focus groups – There were several focus group meetings where we shared storyboards, videos, and ideas of what we were planning. These were mainly 16-19 year olds from local high schools. They wanted more pictures, less text, like the inclusion of video, and they brought up the idea of emailing the certificate (original plans were to display on screen, save or print a hard copy).

*Users – Liked that **SAFEME** gives them the ability to access this information at any time. If they wanted to, they could take a refresher on their phone while at work. There was also the ability to see what modules were completed or still need to be done. The ability to print and attach certificates to applications or email to their supervisor was highly desirable.*

*Educators – Many educators saw this product as a plus because of the format of short chunks of information in a layout that could be used on a smartphone or PC. Many like **SAFEME** because it was easy to administer, free, and in tune with the way students learn today. Requests came for a culinary version of **SAFEME**. Some CTE teachers made **SAFEME** a part of their safety segment curriculum.*

Businesses – Like this as a way to supplement their safety programs. It is easy to use, could electronically file certificates, and of course, free!

Project's Promotion of Prevention:

Explain how the results or outcomes of this project promote the prevention of workplace injuries, illnesses, and fatalities?

*From the amount of certificates issued, we believe that **SAFEME** users are safer for their employers, have a better sense of hazards and how to avoid being injured. Even if they do not get a certificate, information learned from taking a module will change their approach to the tasks that they are being asked to do.*

Uses:

How might the products of your project be used within the target industry at the end of your project?

Is there potential for the product of the project to be used in other industries or with different target audiences?

SAFEME covered core injuries with a few extra items that were more retail specific. The majority of the topics are universal to all industries such as; Slip Trip Fall, Ladders, Lifting, PPE, Box Knife Use, How to use a Fire Extinguisher.

SAFEME could become a brand for L&I-SHIP, as the modules could be adapted to fit different industry types; i.e., hospitality, manufacturing, education/health services, and more.

Organization Profile:

For awarded organizations, to include partners and collaborators, provide a brief description of each organization. Mission, vision, and purpose for each of the organizations who applied (this includes partners and collaborators) for the grant.

*Washington Retail Association and the Retail Association Services work hard to inform their membership about safety and injury mitigation. We provide safety education programs and awareness conference calls on a regular basis. Staff performs field visits, reviews company patterns of injuries and assists in better prevention at the worksite with recommendations for safety improvements. Over the years, the WRA/RASI team has assisted thousands of store owners, managers, and employees in Washington, so that work can be done as safely as possible. We have worked with L&I on special projects to help reduce workplace injuries such as; Ergonomics project in 2010, WRA Aging Workforce project in 2014, and now WRA **SAFEME** in 2016.*

Additional Information

Project Type <input checked="" type="checkbox"/> Best Practice <input checked="" type="checkbox"/> Technical Innovation <input checked="" type="checkbox"/> Training and Education Development <input type="checkbox"/> Event <input type="checkbox"/> Intervention <input type="checkbox"/> Research <input type="checkbox"/> Return to Work <input type="checkbox"/> Other (Explain):	Industry Classification (check industry(s) this project reached directly) <input type="checkbox"/> 11 Agriculture, Forestry, Fishing and Hunting <input type="checkbox"/> 21 Mining <input type="checkbox"/> 22 Utilities <input type="checkbox"/> 23 Construction <input type="checkbox"/> 31-33 Manufacturing <input checked="" type="checkbox"/> 42 Wholesale Trade <input checked="" type="checkbox"/> 44-45 Retail Trade <input type="checkbox"/> 48-49 Transportation and Warehousing <input type="checkbox"/> 51 Information <input type="checkbox"/> 52 Finance and Insurance <input type="checkbox"/> 53 Real Estate and Rental and Leasing <input type="checkbox"/> 54 Professional, Scientific, and Technical Services <input type="checkbox"/> 55 Management of Companies and Enterprises <input type="checkbox"/> 56 Administrative and Support and Waste Management and Remediation Services <input checked="" type="checkbox"/> 61 Educational Services <input type="checkbox"/> 62 Health Care and Social Assistance <input checked="" type="checkbox"/> 71 Arts, Entertainment, and Recreation <input type="checkbox"/> 72 Accommodation and Food Services <input type="checkbox"/> 81 Other Services (except Public Administration) <input type="checkbox"/> 92 Public Administration
Target Audience: <i>Entry Level Workers 16-24 years old.</i>	
Languages: <i>English</i>	
Please provide the following information - - <i>(information may not apply to all projects)</i>	
# classes/events:	20 conferences or special presentations.
# hours trained	
# students under 18	
# workers	
# companies represented	
# reached (if awareness activities)	50 States and over 30 countries have touched SAFEME
Total reached	
List, by number above, industries that project products could potentially be applied to. <i>Of the 12 modules, 11 of them would fit all industries.</i>	
Potential impact (in number of persons or companies) after life of project? <i>There is large potential depending on how L&I-DOSH plans on continuing to promote it.</i>	
Have there been requests for project products from external sources? Yes <i>If Yes, please indicate sources of requests:</i> <i>Washington Hospitality Assn., Retail Industry Leaders Assn., WorkSource Renton, and Renton School District.</i>	

PART II

Financial Information Budget Summary

Project Title: Improving Entry Level Worker Safety in Retail

Project #: 2015XA00305

Report Date: January 2018

Contact Person: Rick Means

Contact #: 360.200.6454

Start Date: March 2016

Completion Date: January 2018

1.	Total original budget for the project	\$ <u>177,426.00</u>
2.	Total original SHIP Grant Award	\$ <u>177,426.00</u>
3.	Total of SHIP Funds Used	\$ <u>177,426.00</u>
4.	Budget Modifications (= or - if applicable)	\$ <u>0.00</u>
5.	Total In-kind contributions	\$
6.	Total Expenditures (lines 3+4+5)	\$ <u>177,426.00</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 schedule.
- Forms must be signed by authorized person (see last page).
- Forward one copy of the report to Caprice Catalano, **SHIP Grant Manager** at **PO Box 44612, Olympia, WA 98504-4612**

PART II *(Continued)*

Financial Information

Supplemental Schedules (Budget)

Project Title:	Improving Entry Level Worker Safety in Retail		
Project #:	2015XA00305	Report Date:	January 31, 2018
Contact Person:	Rick Means	Contact #:	360.200.6454
Total Awarded:	\$177,426.00		

ITEMIZED BUDGET: How were SHIP award funds used to achieve the purpose of your project?

	Budgeted for Project	Amount Paid Out	Difference
A. PERSONNEL	\$ 40,026.00	\$ 52,526.00	\$ (12,500.00)
Explanation for Difference and other relevant information: <i>Extended project end date to accommodate more conferences and promotional activity.</i>			

	Budgeted for Project	Amount Paid Out	Difference
B. SUBCONTRACTOR	\$ 88,000.00	\$76,777.10	\$11,222.90
Explanation for Difference and other relevant information: <i>We came in under budget in all areas (Trainer/Counselor, Video, App Development) of this category. With a modification form, extended ending date and utilized funds in the Personnel section.</i>			

	Budgeted for Project	Amount Paid Out	Difference
C. TRAVEL	\$ 13,000.00	\$ 9,118.69	\$ 3,881.31
Explanation for Difference and other relevant information: <i>Was able to add more conferences and stay under budget</i>			

	Budgeted for Project	Amount Paid Out	Difference
D. SUPPLIES	\$ 19,400.00	\$ 29,516.37	\$ (13,795.88)
Explanation for Difference and other relevant information: <i>Over spent in online advertising, but it was the greatest promotional value for spreading awareness of SAFEME, with over 1,500,000 impressions (displayed on viewing screen).</i>			

	Budgeted for Project	Amount Paid Out	Difference
E. PUBLICATIONS	\$ 7,000.00	\$ 5,803.33	\$ 1,191.67
Explanation for Difference and other relevant information: <i>We did not use the flash drive funding as originally budgeted. We did apply part of those funds towards extra printing of cards, booklets for conferences and mailings to school districts/WorkSource that wanted additional material.</i>			

	Budgeted for Project	Amount Paid Out	Difference
F. OTHER	\$ 10,000.00	\$ 0.00	\$ 10,000.00
Explanation for Difference and other relevant information: <i>Through a modification form request, utilized these funds in the Advertising section of Supplies.</i>			

	Budgeted for Project	Amount Paid Out	Difference
TOTAL DIRECT COSTS	\$ 177,426.00	\$ 177,426.00	\$ 0.00

	Budgeted for Project	Amount Paid Out	Difference
TOTAL INDIRECT COSTS			
	Budgeted for Project	Amount Paid Out	Difference
TOTAL SHIP BUDGET	\$ 177,426.00	\$ 177,426.00	\$ 0.00

	Budgeted for Project	Amount Paid Out	Difference
G. IN-KIND			
Explanation for Difference and other relevant information:			

I hereby certify that the expenditures listed on this report were made with my approval:

01/31/18

Date



Signature of Project Manager

PART III

Attachments:

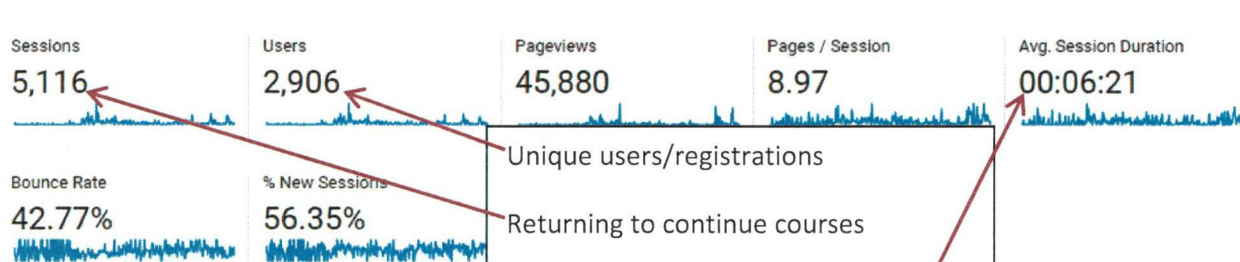
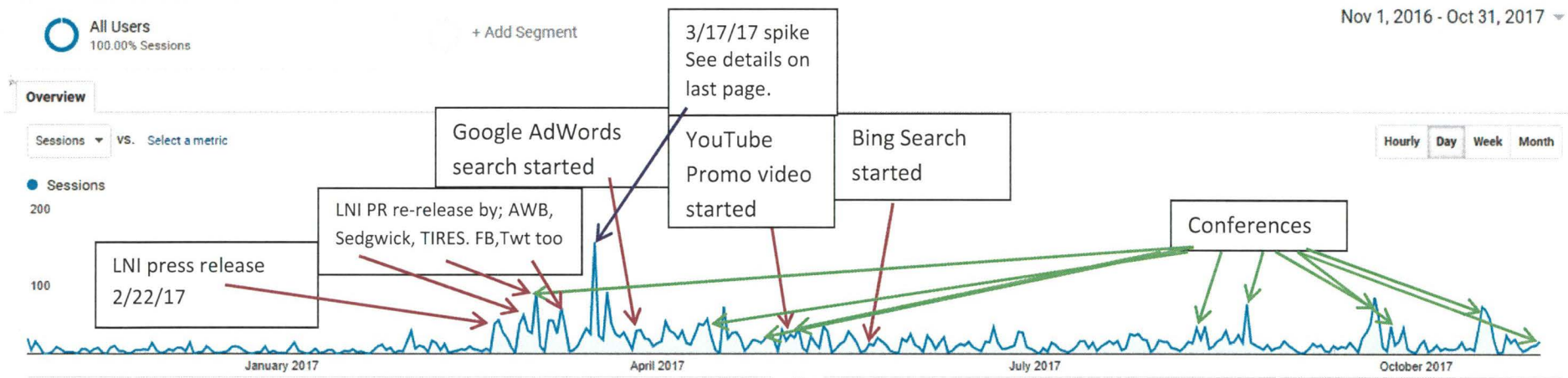
Provide resources such as written material, training packages, or video/ audio tapes, curriculum information, etc. produced under the grant.

Also include copies of publications, news releases, curriculum, posters, brochures, etc.

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

- DVD: must be in an MP4 format
Other video files must be provided in uncompressed source files.
- Publications:
PDF of publication should be provided. SHIP also needs the original publishing documents (design documents), .eps, and .psd (if any illustrations/graphics are used)

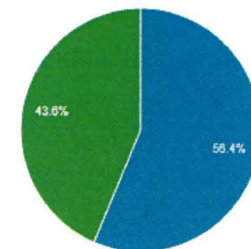
SAFEME link	www.wrasafeme.org
SAFEME brochure	<i>attached pdf</i>
SAFEME card	<i>attached pdf</i>
SAFEME mailer	<i>attached pdf</i>
SAFEME infomercial	https://www.youtube.com/watch?v=qKEFMBk1Y_c
One year analytics	<i>attached pdf</i>



We see this as the average module completion time. Earlier reports were to showing 5.5 minutes, which is close to what we wanted for this age group.

This latest number is higher than desired, as younger folks like smaller chunks of information.

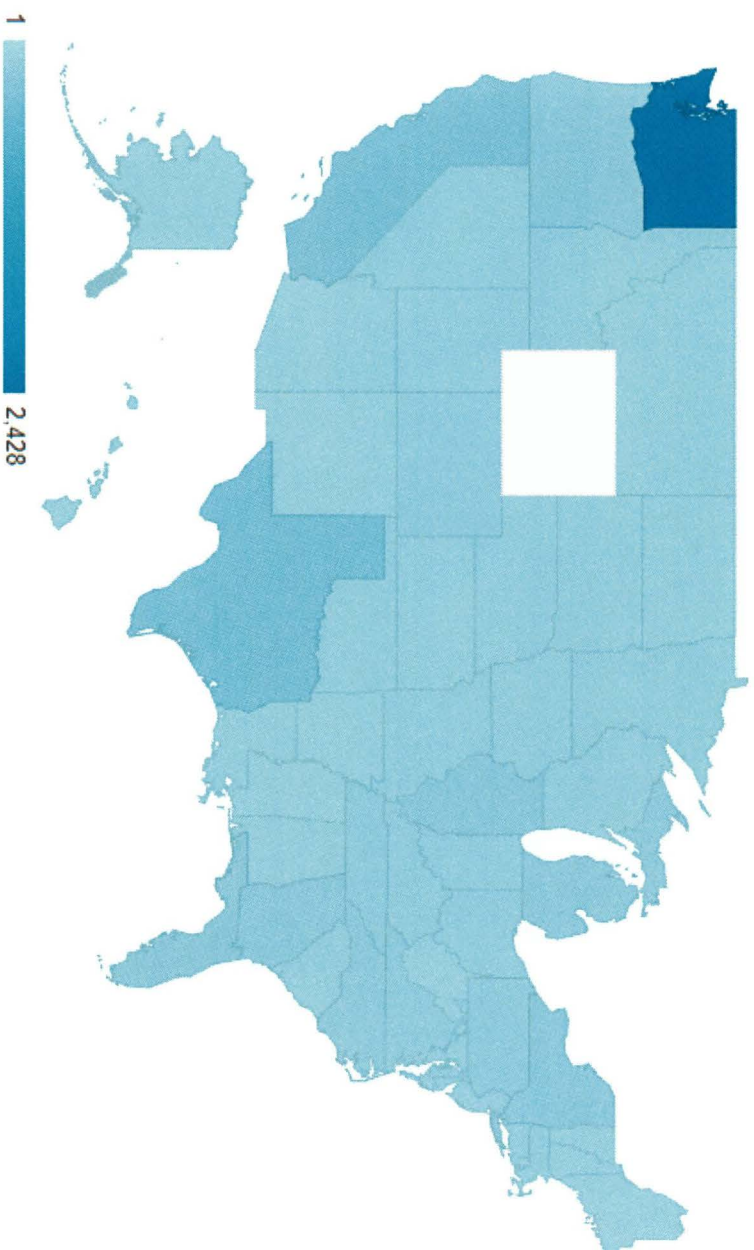
New Visitor Returning Visitor



Conferences Attended

1. WA School Counselors Assn
2. WA PTA
3. WA Self Insured Assn
4. American Society of Safety Engineers
5. Assn Career and Tech Educators*
6. NW HR Managers Assn*
7. Gov Industrial Health & Safety*
8. WA Chambers of Commerce
9. Family and Consumer Sciences
10. Distributive Education Clubs of America

*2x



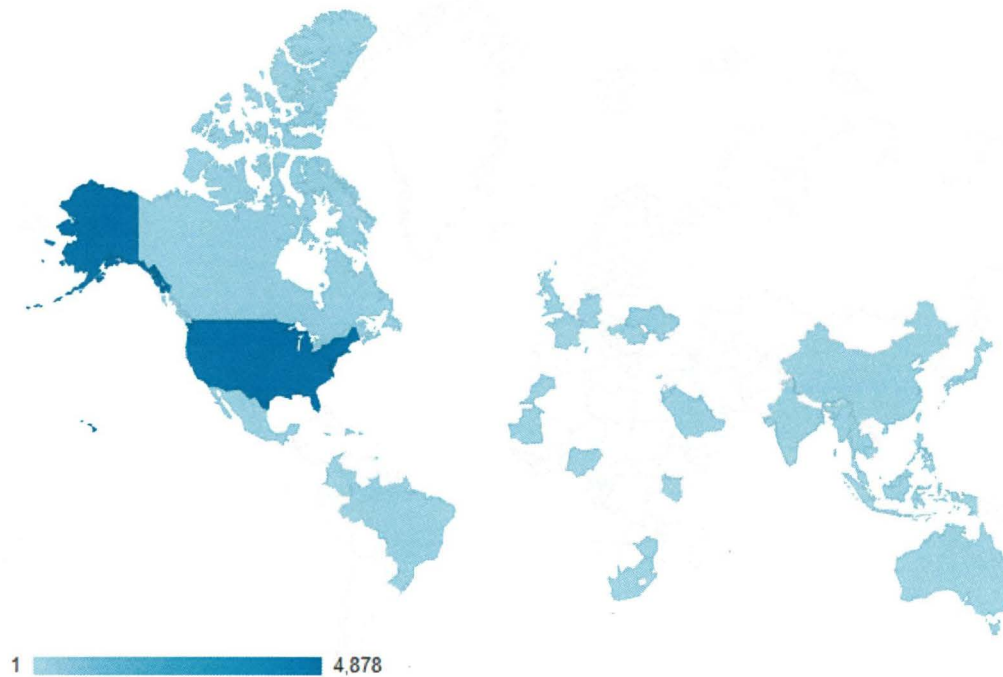
Region ?	Acquisition			Behavior			C
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	
	4,878 % of Total: 95.35% (5,116)	55.13% Avg for View: 56.35% (-2.18%)	2,689 % of Total: 93.27% (2,883)	41.10% Avg for View: 42.77% (-3.89%)	9.23 Avg for View: 8.97 (2.90%)	00:06:34 Avg for View: 00:06:21 (3.29%)	
1. Washington	2,428 (49.77%)	47.16%	1,145 (42.58%)	37.52%	10.57	00:07:54	
2. Texas	286 (5.86%)	58.74%	168 (6.25%)	36.71%	15.03	00:06:58	
3. California	268 (5.49%)	59.70%	160 (5.95%)	44.03%	5.28	00:03:48	
4. Florida	160 (3.28%)	57.50%	92 (3.42%)	41.88%	5.35	00:04:09	
5. New York	133 (2.73%)	57.89%	77 (2.86%)	42.86%	7.41	00:06:15	
6. Georgia	113 (2.32%)	60.18%	68 (2.53%)	38.94%	6.77	00:05:23	
7. Illinois	108 (2.21%)	62.04%	67 (2.49%)	41.67%	6.56	00:04:42	
8. North Carolina	106 (2.17%)	67.92%	72 (2.68%)	43.40%	8.08	00:06:17	
9. Oregon	105 (2.15%)	47.62%	50 (1.86%)	37.14%	15.79	00:10:46	
10. Pennsylvania	88 (1.80%)	60.23%	53 (1.97%)	45.45%	4.47	00:02:19	













City ?	Acquisition			Behavior			Col
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Gr
	2,428 % of Total: 47.46% (5,116)	47.16% Avg for View: 56.35% (-16.32%)	1,145 % of Total: 39.72% (2,883)	37.52% Avg for View: 42.77% (-12.27%)	10.57 Avg for View: 8.97 (17.88%)	00:07:54 Avg for View: 00:06:21 (24.35%)	
1. Seattle	560 (23.06%)	45.54%	255 (22.27%)	45.36%	6.55	00:04:43	
2. Olympia	538 (22.16%)	26.77%	144 (12.58%)	45.35%	4.08	00:04:06	
3. Tacoma	254 (10.46%)	63.78%	162 (14.15%)	26.38%	23.13	00:16:46	
4. Yelm	104 (4.28%)	85.58%	89 (7.77%)	11.54%	17.73	00:13:44	
5. Granite Falls	82 (3.38%)	52.44%	43 (3.76%)	14.63%	29.22	00:18:07	
6. Spokane	63 (2.59%)	63.49%	40 (3.49%)	38.10%	9.76	00:09:04	
7. Tumwater	62 (2.55%)	32.26%	20 (1.75%)	9.68%	9.79	00:09:06	
8. Poulsbo	56 (2.31%)	87.50%	49 (4.28%)	14.29%	42.73	00:20:24	
9. Renton	41 (1.69%)	43.90%	18 (1.57%)	31.71%	11.88	00:14:01	
10. Liberty Lake	40 (1.65%)	47.50%	19 (1.66%)	42.50%	4.40	00:06:31	

% by Operating System	Sex	Age
37% Web	54% M	28% 18-24
55% Phone (A=51%, I=47%)	46% F	34% 25-34
8% Other		16% 35-44
		13% 45-54
		11% 55+

World View



	5,116 % of Total: 100.00% (5,116)	56.35% Avg for View: 56.35% (0.00%)	2,883 % of Total: 100.00% (2,883)	42.77% Avg for View: 42.77% (0.00%)	8.97 Avg for View: 8.97 (0.00%)	00:06:21 Avg for View: 00:06:21 (0.00%)
1. United States	4,878 (95.35%)	55.13%	2,689 (93.27%)	41.10%	9.23	00:06:34
2. Ukraine	51 (1.00%)	100.00%	51 (1.77%)	100.00%	1.00	00:00:00
3. Brazil	36 (0.70%)	97.22%	35 (1.21%)	100.00%	1.00	00:00:00
4. Israel	24 (0.47%)	62.50%	15 (0.52%)	41.67%	2.62	00:01:17
5. Canada	23 (0.45%)	95.65%	22 (0.76%)	95.65%	1.04	00:00:01
6. United Kingdom	15 (0.29%)	33.33%	5 (0.17%)	26.67%	18.93	00:06:34
7. China	12 (0.23%)	83.33%	10 (0.35%)	91.67%	1.17	00:00:11
8. Puerto Rico	12 (0.23%)	41.67%	5 (0.17%)	41.67%	13.17	00:16:30
9. India	10 (0.20%)	100.00%	10 (0.35%)	80.00%	1.60	00:00:35
10. South Africa	6 (0.12%)	66.67%	4 (0.14%)	50.00%	15.50	00:14:34

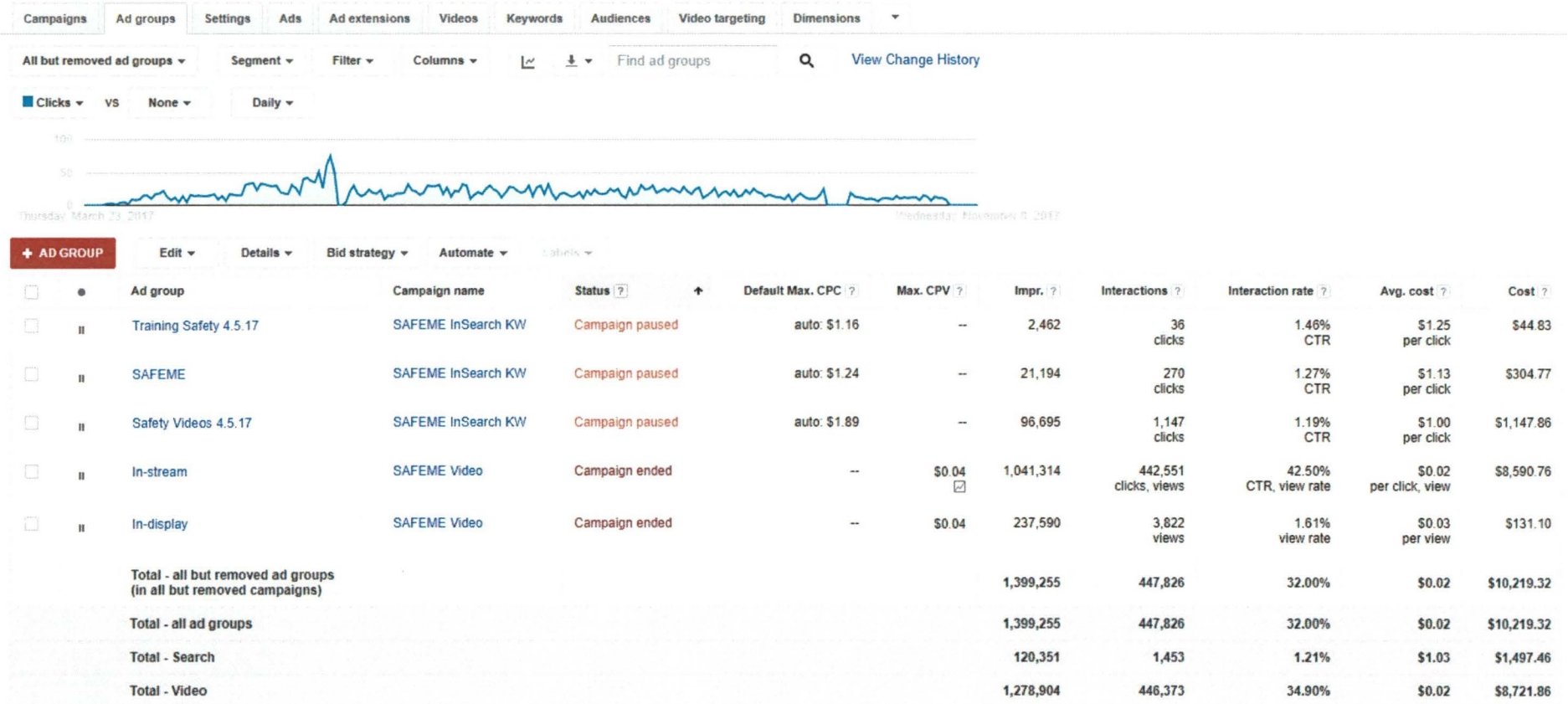
Country ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	5,116 % of Total: 100.00% (5,116)	56.35% Avg for View: 56.35% (0.00%)	2,883 % of Total: 100.00% (2,883)	42.77% Avg for View: 42.77% (0.00%)	8.97 Avg for View: 8.97 (0.00%)	00:06:21 Avg for View: 00:06:21 (0.00%)
11.  Zimbabwe	6 (0.12%)	33.33%	2 (0.07%)	83.33%	1.33	00:00:07
12.  Australia	4 (0.08%)	50.00%	2 (0.07%)	0.00%	10.75	00:04:20
13.  Taiwan	4 (0.08%)	100.00%	4 (0.14%)	100.00%	1.00	00:00:00
14.  Mexico	3 (0.06%)	0.00%	0 (0.00%)	33.33%	2.33	00:04:27
15.  Germany	2 (0.04%)	100.00%	2 (0.07%)	100.00%	1.00	00:00:00
16.  Indonesia	2 (0.04%)	100.00%	2 (0.07%)	100.00%	1.00	00:00:00
17.  Kuwait	2 (0.04%)	50.00%	1 (0.03%)	50.00%	6.50	00:01:51
18.  Myanmar (Burma)	2 (0.04%)	100.00%	2 (0.07%)	0.00%	3.50	00:08:49
19.  Malaysia	2 (0.04%)	100.00%	2 (0.07%)	100.00%	1.00	00:00:00
20.  Romania	2 (0.04%)	100.00%	2 (0.07%)	50.00%	2.00	00:04:08

Country ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	5,116 % of Total: 100.00% (5,116)	56.35% Avg for View: 56.35% (0.00%)	2,883 % of Total: 100.00% (2,883)	42.77% Avg for View: 42.77% (0.00%)	8.97 Avg for View: 8.97 (0.00%)	00:06:21 Avg for View: 00:06:21 (0.00%)
21. Brunei	1 (0.02%)	100.00%	1 (0.03%)	0.00%	3.00	00:03:49
22. Colombia	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
23. Cyprus	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
24. Dominican Republic	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
25. France	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
26. Hungary	1 (0.02%)	100.00%	1 (0.03%)	0.00%	2.00	00:00:25
27. Jamaica	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
28. Jordan	1 (0.02%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00
29. Japan	1 (0.02%)	100.00%	1 (0.03%)	0.00%	3.00	00:00:40
30. Kenya	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00

Country ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	5,116 % of Total: 100.00% (5,116)	56.35% Avg for View: 56.35% (0.00%)	2,883 % of Total: 100.00% (2,883)	42.77% Avg for View: 42.77% (0.00%)	8.97 Avg for View: 8.97 (0.00%)	00:06:21 Avg for View: 00:06:21 (0.00%)
31. Cambodia	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
32. Morocco	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
33. Mauritania	1 (0.02%)	100.00%	1 (0.03%)	0.00%	5.00	00:03:13
34. Mauritius	1 (0.02%)	100.00%	1 (0.03%)	0.00%	7.00	00:01:37
35. Nigeria	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
36. Philippines	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
37. Qatar	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
38. Saudi Arabia	1 (0.02%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00
39. Thailand	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00
40. Trinidad & Tobago	1 (0.02%)	100.00%	1 (0.03%)	100.00%	1.00	00:00:00

All campaigns

All time: Mar 23, 2017 - Nov 8, 2017



Google AdWords (search) and YouTube advertising (video)

3/17/17 largest spike in hits...145 sessions that day

Mon 3/20, 10:38 AM
catc235@LNI.wa.gov

Good morning Caprice,

Last week and continuing into today, we have seen a heightened activity with **SAFEME**. **SAFEME** has been touched so far by 41 states and a couple countries (Brazil and Israel seem to be taking a liking to it). On Friday 3/17, we experienced 22 registrations by 9AM that were coming from companies like; [Cintas](#), [Bechtel](#), [PenTeleData](#), [Oswald](#) Insurance, [South Brunswick Charter School](#), [Bergen Logistics](#), [Label Aid](#), [BBandt](#), [Crane](#), [HSI](#), and more. There was also the generic Gmail, yahoo mixed in the bunch. By the end of the day there we 42 new registrations, 38 on a mobile/tablet device.

Reviewing promotional activity that I'm aware of:

3/14 Freeman/Rockford School District made **SAFEME** an assignment with 30 new registrations

3/13 WA Car Wash Assn. presentation

3/9 L&I TIRES trucking news release with **SAFEME**

3/9 WRA FB/Tweeted

3/9 WISHA Advisory Council presentation

3/6-7 WA Indust. Tech Ed Assn. Wenatchee

3/3 Sedgewick Newsletter

3/2-3 WA School Counselor Conference

2/27 AWB newsletter

2/24 Renton HS CTE workshop presentation

2/22 L&I press release

I'm attributing the broader coverage to the original L&I press release, and the pickup from that is continuing to drive people to **SAFEME**. Would it be possible to please twist some arms again to get a May or June Update release, right before the summer hiring season?

Exciting and fun to see this happening!

Rick
360.200.6454