

Voices, Views and Visions:

Utilizing a Framework for moving Occupational Safety and Health Research to Practice

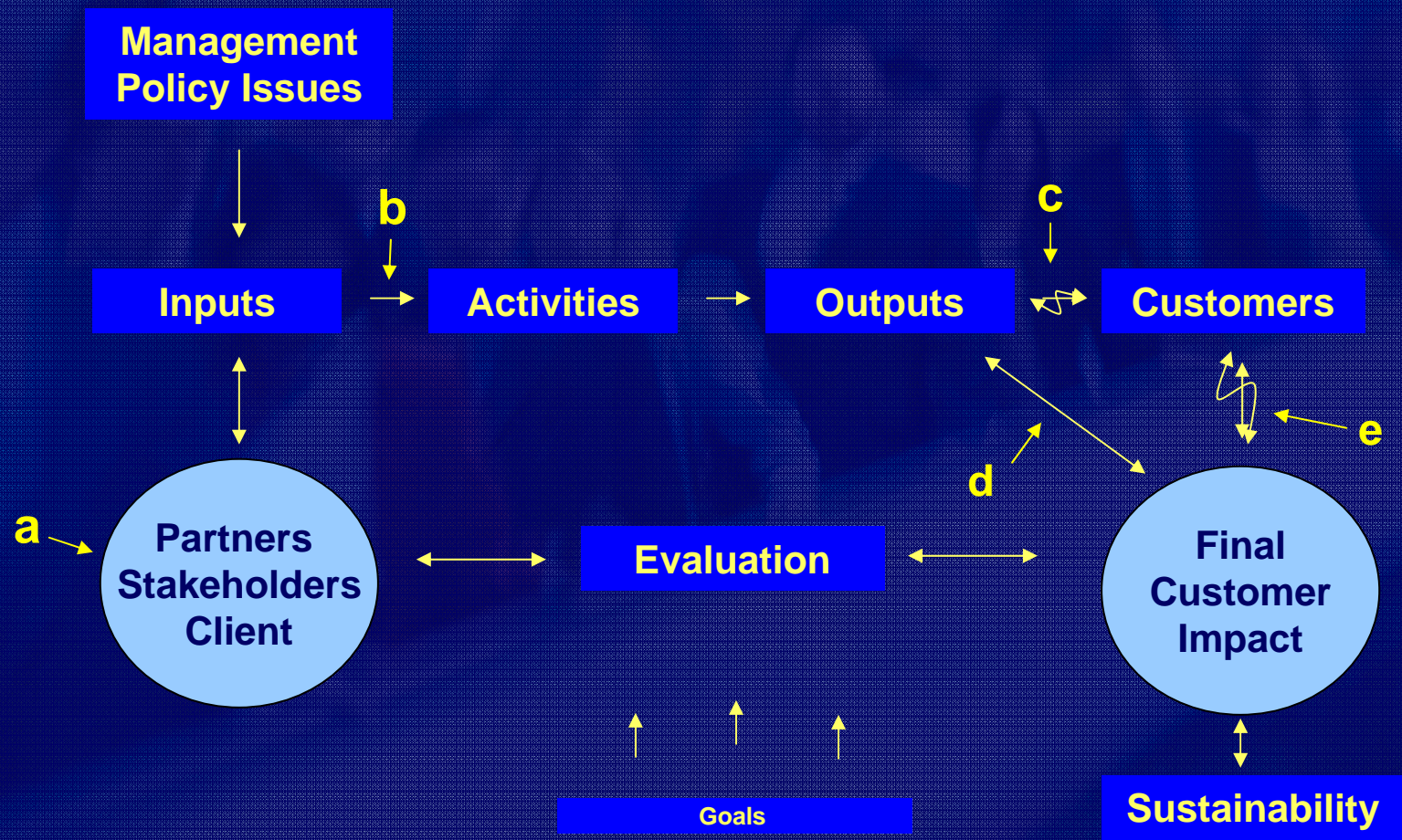
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NIOSH Logic Model



Theories

Individual:

Health Belief Model

Stages of Change Model

Theory of Planned Behavior

Precaution Adoptive Process Model

Interpersonal:

Social Cognitive Theory

Community:

Community Organization

Diffusion of Innovations

Communication Theory

Focus:

Individuals' perceptions of the threat posed by a health problem, the benefits of avoiding the threat, and factors influencing the decision to act

Key Concepts:

Perceived susceptibility

Perceived severity

Perceived benefits

Perceived barriers

Cues to action

Self-efficacy

Theories

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Focus:

Individuals' motivation and readiness to change a problem behavior

Key Concepts:

Pre-contemplation

Contemplation

Decision

Action

Maintenance

Theories

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Focus:

Individuals' attitudes toward a behavior, perceptions of norms, and beliefs about the ease or difficulty of changing

Key Concepts:

Behavioral intention

Attitude

Subjective norm

Perceived behavioral control

Theories

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Focus:

Individuals' journey from lack of awareness to action and maintenance

Key Concepts:

Unaware of issue

Unengaged by issue

Deciding about acting

Deciding not to act

Acting

Maintenance

Theories

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Focus:

Personal factors, environmental factors, and human behavior exert influence over each other

Key Concepts:

Reciprocal determination

Behavioral capability

Expectations

Self-efficacy

Observational learning

Reinforcements

Theories

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Interpersonal:

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Communication Theory

Focus:

Community-driven approached to assessing and solving health and social problems

Key Concepts:

Empowerment

Community capacity

Participation

Relevance

Issue selection

Critical consciousness

Theories

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Focus:

How new ideas, products, and practices spread within a society or from one society to another

Key Concepts:

Relative advantage

Compatibility

Complexity

Trialability

Observability

Theories

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Focus:

How different types of communication affect health behavior

Key Concepts:

Example: *Agenda Setting*

Media agenda setting

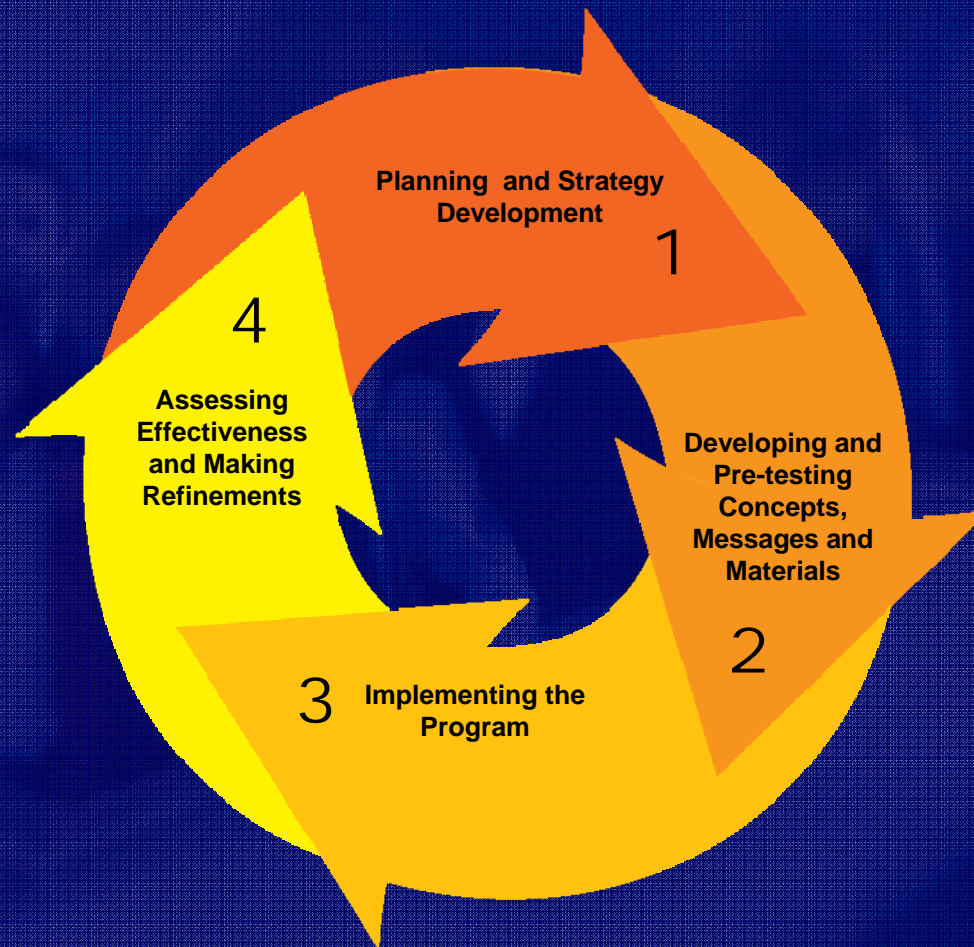
Public agenda setting

Policy agenda setting

Problem identification, definition

Framing

Social Marketing Wheel



Disaster Recommendations for Emergency Worker Safety & Health



Prevention of Vehicle and Mobile Equipment-related Injury



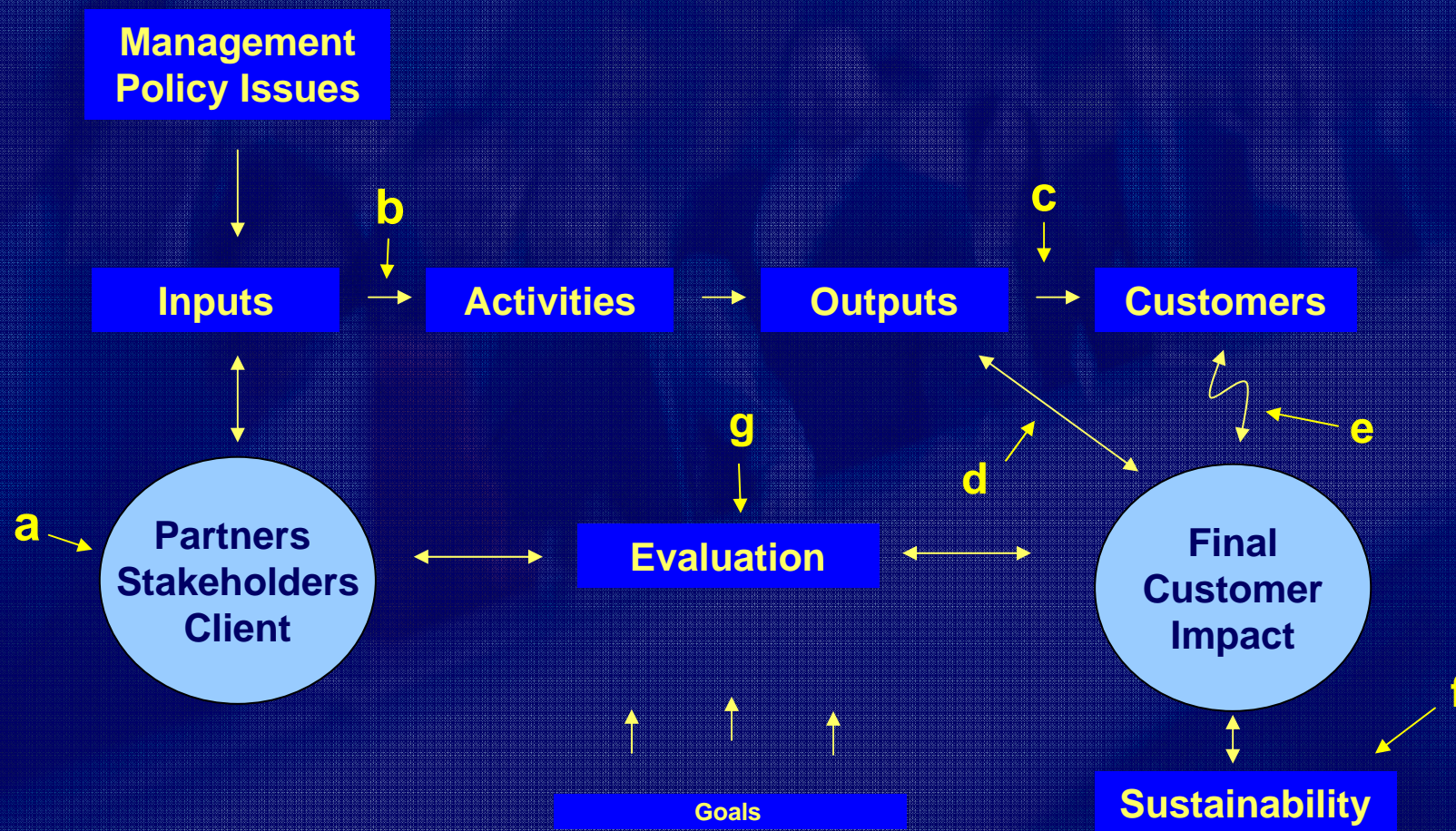
Mobile Roof Supports



Tell Me a Story



r2p Linkage Model



**Review of NIOSH Research by the National Academies
Includes Examining Impact and Applying a Numerical
Grade**

2004-Ongoing

Impact Evaluation Criteria

Did the research identify gaps in protection or means of reduction of risk?

Was the information conveyed to potential users in a useable form?

Was the research applied?

Did the results work?

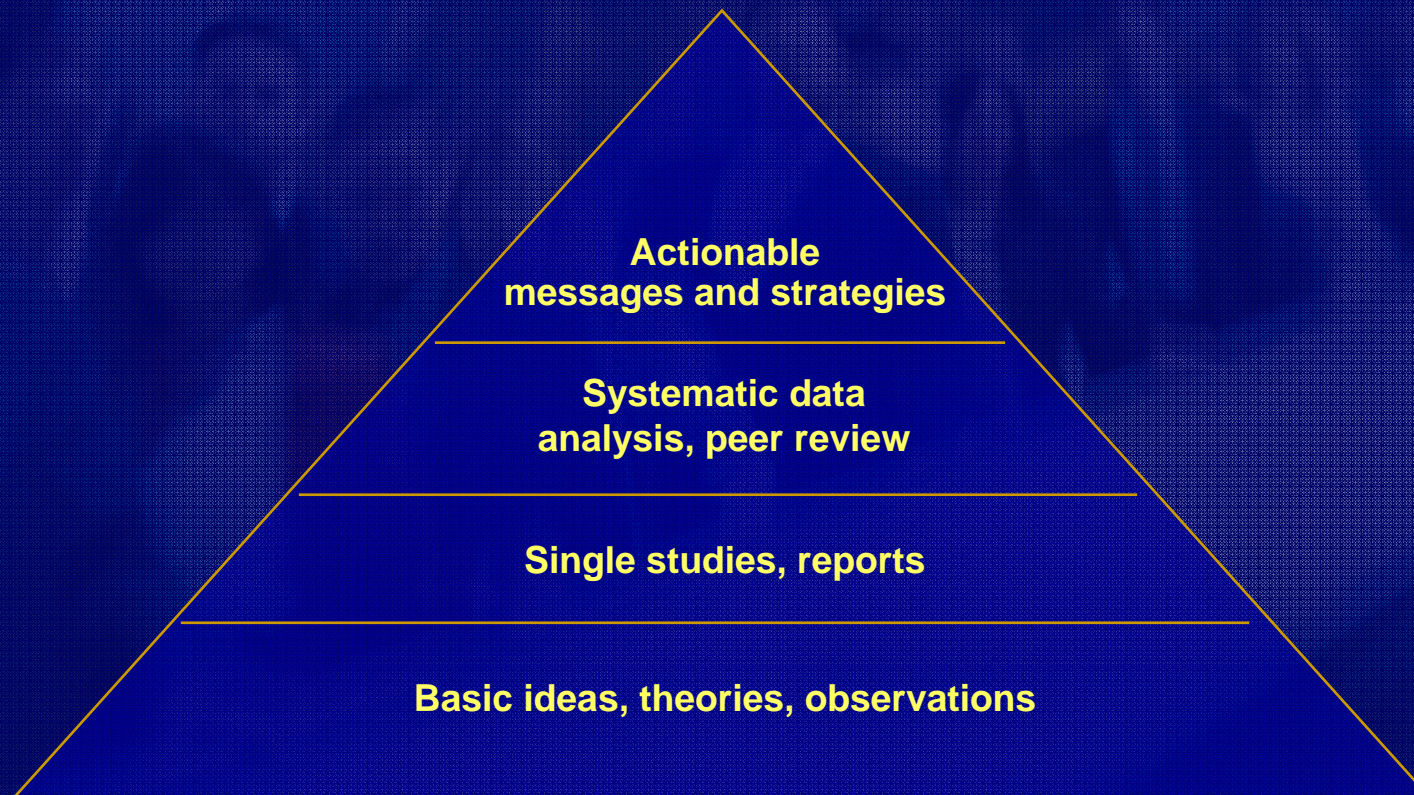
Rating of Research Impact

- 5 = Research has made major contribution
- 4 = Research has made moderate contribution based on new knowledge and acceptance
- 3 = Research is ongoing and likely to produce improvements
- 2 = Research is ongoing and many result in new knowledge but only limited application is expected
- 1 = Research activates and outputs are not likely to have any application
- NA = Impact cannot be assessed program not mature enough

Marketing Metrics

What do we Really Know About Impact?

Knowledge Translation Pyramid



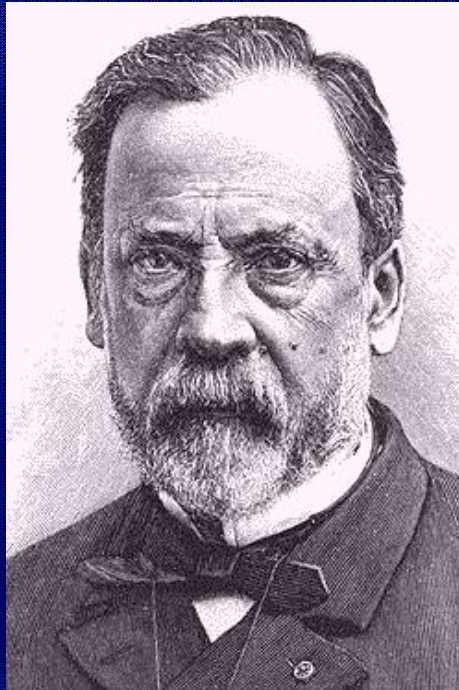
Communication Vision

Aimed for impact

Based on science

Centered on customers

Our goal is to turn knowledge into applications that benefit workers.



“To him who devotes his life to science, nothing can give more happiness than increasing the number of discoveries, but his cup of joy is full when the results of his studies immediately find practical applications.”
~Louis Pasteur