Voices, Views and Visions:
Utilizing a Framework for moving Occupational Safety and Health Research to Practice

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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
Focus:
Individuals’ motivation and readiness to change a problem behavior

Key Concepts:
Pre-contemplation
Contemplation
Decision
Action
Maintenance

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
Theories

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

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’ 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
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

Individual:
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Interpersonal:
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Community:
Community Organization
Diffusion of Innovations
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

**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:
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

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:
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

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
Disaster Recommendations for Emergency Worker Safety & Health
Prevention of Vehicle and Mobile Equipment-related Injury
Mobile Roof Supports
Tell Me a Story
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

- Basic ideas, theories, observations
- Single studies, reports
- Systematic data analysis, peer review
- Actionable messages and strategies
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