

CPWR Research in Support of the NORA Construction Sector Council Workgroups

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Behavioral Economics Pilot Study



- Test use of nudges and other behavioral economic techniques by incorporating them into a struck-by planning program
- Program will provide contractors of all sizes with tools and resources to effectively plan for the prevention of struck-by incidents
- Literature Review: www.cpwr.com/wp-content/uploads/Behavioral-Economics-Literature-Review.pdf

Behavioral Economics Pilot Study



Conducted a survey on struck-by incidents in February/March (N = 208)

Key findings:

1. Primary causes of struck-by injuries:
 - Working around heavy equipment or vehicles
 - Falling/flying objects from heights or on the same level
2. Measures used most often to protect workers:
 - Training
 - Restricting access to the work area
 - Using PPE
3. Top barriers to implementing controls for struck-by hazards:
 - Lack of training on hazard identification and prevention
 - Scheduling pressure/emphasis on production
 - Lack of understanding of how to address hazards

Behavioral Economics Pilot Study



Key findings continued:

4. Respondents indicated training/information is needed on:
 - How to identify and prevent struck-by hazards
 - Conducting a job hazard analysis for struck-by hazards
 - What is working on other job sites to prevent struck-by hazards
5. Most effective ways to raise awareness and ensure safe practices:
 - Toolbox talks, training programs, and posters

Next steps:

- Develop planning program
- Recruit contractors of various sizes for pilot testing
- Gather feedback and update the program accordingly

Fall Experience Survey



PLAN. PROVIDE. TRAIN.

Goal of improving our understanding of underlying causes of falls in order to:

- Inform ASSP/ANSI voluntary standards
- Create more relevant resources and materials in support of the National Campaign to Prevent Falls in Construction and National Safety Stand-Down
- Improve CPWR outreach and education efforts
- Influence future research on fall safety
- Share data with industry to improve collective fall prevention efforts

671 responses (658 in English and 13 in Spanish)

→ 495 (74%) said they had been involved in, witnessed, or investigated a fall incident

Fall Experience Survey



PLAN. PROVIDE. TRAIN.

Key findings:

1. Respondents believe that **lack of adequate planning** is a key underlying cause of falls. Lack of planning is also associated with a lower likelihood of using fall protection.
2. At the time of the fall, nearly half were not wearing fall protection.
4. Employee beliefs about their company's fall protection policy were strongly associated with the use of fall protection.
5. Rescue training may help reduce fall-related deaths.
6. Workers employed by subcontractors face an elevated risk of dying from falls.

Thank you!

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