Managing with Digital Media...

How OSHA uses data to drive production and outreach
1. Digital Media Tracking
   Collecting data and mining for meaning

2. OSHA’s Home Page
   Redesigned based on customer behavior and interests

3. QuickTakes survey
   Acting on customer feedback

4. OSHA Publications
   Smart budgeting, design and production
Digital Media Tracking

- Digital indicators provide information we can use to inform our processes, products and outreach.

**What are visitors doing?**

- The average visitor to OSHA’s website in 2014 looked at 3.9 pages and stayed about 4.3 minutes.

**What is their age range?**

- 27.5%: 18-24
- 33.5%: 25-34
- 15.5%: 35-44
- 12.5%: 45-44
- 5.5%: 55-64
- 5.5%: 65+

**Most Frequently visited OSHA pages this month:**

1. Law and Regulations
2. Recordkeeping Forms
3. Industry Search
4. Training
5. Establishment Search
6. Standards (29 CFR)
7. SIC Manual
8. Data and Statistics
9. Publications
10. Workers
OSHA HOME PAGE

Data-driven analysis and goals

1. **Streamline the page**
   Consolidate and reduce amount of text by at least 50% to make it easier for visitors to understand and use content

2. **Improve navigation**
   Make the home page more customer-centric and task-oriented to help visitors find what they were looking for quickly and easily

3. **Incorporate images and videos**
   Integrate more images that reflect the people we serve and the agency’s primary mission of saving workers’ lives
New Home Page

September 2014

- **Text simplified by 60%**
  (from 111 links to 42)

- **Data-driven** navigation bar reflects users’ key interests

- **“How To”** list of helpful tools is user-friendly

- **Worker deaths highlighted with “crawl” statistics**

- **More humanized** page with photos of workers

- **Key campaigns** highlighted with prominent graphics
Using data to engage users

Low bounce rate
Only 30.77% of visitors to OSHA’s home page promptly left; the rest stayed to explore our resources.

OBSERVING → ENGAGING

4,405 workers died on the job in 2013
2/3/2015 TX: Worker crushed beneath trailer when repairing breaks.
QuickTakes survey

Readers want —

- More news about regulations
- Specific industry information
- More training resources
- More graphics
- Print-friendly & mobile formats
- Spanish language version
QuickTakes survey

Immediately made changes to make QT:

☑ More mobile friendly
  Made QT easier to read on smart phones, tablets & other mobile devices

☑ More user friendly
  Grouped stories by subject area to make information easier to find

☑ More visually engaging
  Increased use of images & info-graphics, added more links to videos

☑ More comprehensive
  Included more links to online resources

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Federal OSHA rejects inadequate fall prevention measures in Arizona’s state-run occupational safety and health program

OSHA published a notice in the Feb. 6 Federal Register rejecting Arizona’s residential construction fall protection standard. Arizona is one of 27 states and territories that operate their own occupational safety and health programs. State-run programs are required to be at least as effective as federal OSHA standards. The Arizona state legislature recently passed a statute that requires fall protection – specifically a guardrail, safety net or personal fall arrest system – for fall hazards at a height of 15 feet or greater. Federal OSHA requires employers to provide fall protection whenever workers are exposed to a fall hazard at a height of six feet or more.

Winter Weather

Preventing cold stress, slips on snow and ice

Snow and ice create slips, trips and falls hazards for workers. Employers should clear snow and ice from walking surfaces and spread deicer as quickly as possible after a storm. When walking on snow or ice is unavoidable, employers should ensure that workers are equipped with footwear with good traction and insulation. Employers should also instruct workers to take short steps and walk at a slower pace so they can react quickly to a change in traction. See OSHA’s Winter Weather Web page for more information on staying safe in cold weather.

Reporting Requirements

New reporting requirements: Employers required to report fatalities and severe injuries and illnesses

As of Jan. 1, 2015, employers covered by federal OSHA are now required to report work-related fatalities within 8 hours and work-related in-patient hospitalizations, amputations and losses of an eye within 24 hours of finding out about the incident.

Previously, employers were required to report all workplace fatalities and when three or more workers were hospitalized in the same incident. The updated reporting requirements have a life-saving purpose; they will enable employers and workers to prevent future workplace hazards.

Formed Fiber Technologies fined $108,800 for exposing workers to lacerations, amputation, other hazards

OSHA found that Formed Fiber Technologies LLC put workers at risk of injuries by not ensuring proper safeguards on machines used at the company’s Auburn, Maine manufacturing plant. The plant uses robots and other machines to make carpets and truck liners for the automotive industry. OSHA cited the company for two repeated and five serious violations of workplace safety with proposed fines of $108,800.
OSHA Publications

Smart budgeting, design and scheduling

Focused data analysis:
- save money
- better decisions
- smarter design choices
- better allocate funds
OSHA Publications

INPUT AND ACTION

- Field staff asked for shorter, smaller publications
- Mobile-friendly E-pub format met stakeholder needs and reduced costs
- New warehouse reports help OSHA track and plan for publications

RESULTS

- Data-based inventory, smarter budgeting
Managing with Digital Media