

that they work with around the Falls Campaign, resulting in a total of 274 organizations identified for their involvement in the Falls Campaign.

The 274 total partner organizations represented a variety of sectors, including:

- ™ Academic/Government/Research (105 organizations);
- ™ Contractors and related Associations (67 organizations);
- ™ Manufacturers, Suppliers, and related Associations (44 organizations);
- ™ Unions (23 organizations);
- ™ Safety Agencies, Groups, Associations and Insurance (25 organizations); and
- ™ Other (10 organizations).

Network Reach. In addition to varying by sector, organizations involved in the Falls Campaign also varied in size and possible reach. Partner organizations represented the following levels of reach:

- ™ 68 International (includes businesses in the United States with an international market);
- ™ 67 National
- ™ 111 State and Regional
- ™ 16 Local and
- ™ 12 Unknown.

When asked in an open-ended question to self-identify their organization's full audience, including their work outside of the Falls Campaign, the primary audiences were **workers in general** (which may or may not include contractors) (N=25 respondents), and **contractors and subcontractors** (N=23 respondents). Other audiences reached included groups such as university students and industrial hygienists (N=14 respondents for all other audiences).

Although it is not possible to know the total number of unique individuals reached through the Falls Campaign (since individuals may be receiving information from multiple organizations they are involved with), partners reported reaching anywhere from 36 individuals to 2,500,000 individuals a year (excluding the lead organizations – OSHA, NIOSH, and CPWR). Some respondents described their audience in terms of how many organizations they reach, rather than the number of individuals; these 5 partners reported reaching 30,760 organizations a year cumulatively, which equates to a much larger number of individuals.

Network Activity. Respondents reported a great deal of activity, particularly leading up to and during the **National Safety StandDown** (an annual event where contractors take time to stop work and educate workers about fall prevention). In fact, 71% of respondents said their organization is most active during these times (N=122 total responses).

As far as promoting the Falls Campaign to their specific audiences, 75% of respondents said that they have conducted “a fair amount” or “a great deal” of promotion over the past year.

The most commonly reported activities that Falls Campaign partners participated in (N=63 respondents) were:

- ™ Distribution or posting of Falls Campaign materials (79% of respondents);
- ™ Newsletter articles or blog posts (70% of respondents); and
- ™ Email promotions (70% of respondents).

Out of the 77 partners that responded, 46 respondents described 208 unique partnerships that they have with other organizations around the Falls Campaign. A partnership is defined as any two people or organizations and the relationship between them (also known as a dyad). These partnerships have led to 951 Falls Campaign related activities. When describing activities that their organization participated in with their Falls Campaign partners, the most common activities included:

- ™ Sharing information between organizations (85% of partnerships);
- ™ Specifically providing information or materials to another organization (76% of partnerships); and
- ™ Promoting the Falls Campaign (70% of partnerships).

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- ™ Being part of a national campaign (80% of respondents);
- ™ Access to training resources and campaign materials (71% of respondents);
- ™ Increased opportunities to share resources (67% of respondents);
- ™ Motivation to focus on fall safety (66% of respondents); and
- ™ Improved relationships with other stakeholders (66% of respondents)

The most commonly experienced challenges reported by Falls Campaign partners (N=75 respondents) included:

- ™ Finding time to conduct a Stand Down or other Falls Prevention activities (60% of respondents)

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organizations. These data are included in the dataset and if this strategy is selected, can be pulled to inform the work.

2) Be strategic in partner engagement What sectors and types of partners are currently missing, or are less engaged in the network? Are the current partners all of the right partners, and are current partners engaged at the appropriate level to meet the goals of the Falls Campaign?

Several partners reported that they were incentivized to join the Falls Campaign

What's next for the Falls Campaign?

As described in this report, the Falls Campaign is a very successful effort that is reporting a broad reach in terms of exposure and connection to people in the construction industry. The lead organizations play an influential role in the network and seem to be leaders that people respect and look to for guidance on the Falls Campaign work. Partner organizations that participate in the Falls Campaign report many benefits and a few challenges. As the Falls Campaign moves ahead, focusing on outreach to a high-risk audience, developing a governance structure that includes partners at the local level, and strategizing to reach goals while minimizing the amount of resources required could help to take the Falls Campaign to the next level.