

Creating Practical COVID-19 Worker Tools

Assembly line at a meat packing facility. It's stuffy because the ventilation isn't great. Workers are almost shoulder-to-shoulder. No one wears a mask. Then COVID-19 hits. The virus spreads with ease in such a favorable environment.

This setting reminds us how certain workers are at high risk of workplace illness due to the nature of their work. Right now, it's COVID-19 that is revealing the cracks of unsafe work environments. Low-wage workers like meat packers and those in industries like construction, transportation, agriculture, manufacturing, and food service are disproportionately impacted.

The Challenge

Since the workplace is a prime place for COVID-19 to spread, reaching high-risk workers with up-to-date educational media about COVID-19 workplace protections was and continues to be a must. Simply promoting existing COVID-19 materials developed for the general public isn't enough. Workers need tools that explain extensive and often complicated workplace protections in easy-to-follow, practical ways where they see themselves depicted.

The Response

Understanding this need, the Occupational Health Branch in the California Department of Public Health planned and implemented a [media campaign](#) in 2021 that utilized modern media, like videos and digital scrollable stories, to build awareness around workplace protections and promote the COVID-19 vaccine. We disseminated the tools through paid media as well as through partnerships and outreach.

The Impact

The media campaign shared 31 [social media graphics in both English and Spanish](#), 10 [animated short videos](#), 1 long video, 23 [posters](#), a [digital scrollable story](#), a foldable wallet card, a [digital comic](#), and more. We partnered with the California Labor and Workforce Development Agency (LWDA) to distribute the tools to 70 community-based organization grantees, each serving hundreds of high-risk workers, and featured them on the LWDA website [SaferAtWork.ca.gov](https://www.saferatwork.ca.gov). High click-through performance for Facebook and Instagram ads demonstrated a strong interest in worker health. A statewide survey and virtual worker focus groups tested workplace messages and concepts to inform the next phase of the campaign.

For more information, visit cdph.ca.gov/covid19/workertools

