

Building Relationships with Trade Journals for Outreach

It's frustrating to pour your time and talent into a report or resource and then struggle to share it with the intended audience. Having felt such frustration, we at Washington Fatality Assessment and Control Evaluation (WA FACE) understood that to really make a difference, we needed new ways for our injury prevention stories to reach workers, employers, and other safety and health professionals.

The Challenge

We've tried almost everything to deliver our messages; emailing subscribers, mailing paper copies to employers, and presenting at safety meetings. But we believed we could vastly expand our reach if we connected with trade journals.

The Response

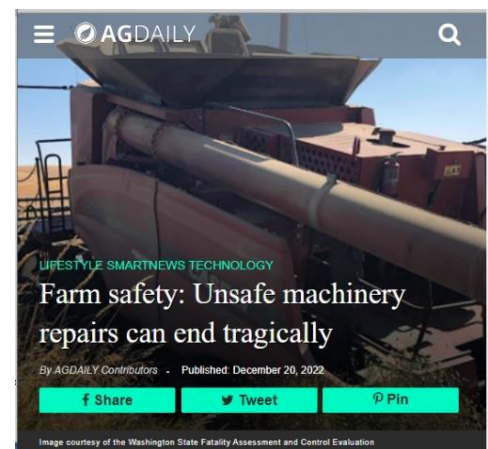
We repeatedly tried to get our reports published in trade journals by sending copies to editors. This rarely worked. Our first breakthrough came in 2012 when Safety+Health, the magazine of the National Safety Council, started publishing recaps of our reports, mainly from the construction industry, in their "FACE Value" column. Over time, we realized that writing short, simple reports more often would call the attention of editors and better fit their publication schedule and readership.

Still needing to reach workers and employers in agriculture, transportation, and retail, we contacted several relevant trade journals to solicit their interest in our reports. During a first try, an editor suggested a few changes to match their publication style. After pitching an idea for a second article, the editor coached us to bring, "more urgency and advocacy" to our stories. The keys to success were understanding the journal's readers, writing in a style similar to the staff writers, and building collaborative relationships with editors by following their advice and author guidelines. We still use the stories and prevention recommendations from our reports but write them in a way that highlights the worker's perspective in a less technical, more reader-familiar style.

The Impact

It's working. Safety+Health now publishes recaps of the majority of our short reports written for the construction sector, plus other high risk industries. These reach their audience of approximately 90,000 subscribers.

Since 2021, we've published six articles in four other digital and print trade journals, and we now have relationships with editors who trust that our work fits their writing style and appeals to their readers. We know that writing for these journals allows us to deliver injury prevention stories and resources to several thousand more readers across North America.



For more information, visit: <https://lni.wa.gov/safety-health/safety-research/ongoing-projects/work-related-fatalities-face>.