- Change policies and practices within countries to support health in workplaces
- An increase in occupational health and medicine organisation's profile amongst the public, and influential groups such as employers, unions and policy makers
- Increased awareness of the reality of workers' health and the specific problems faced by particular industries or workplaces.

Participants will be asked to consider their objectives, and identify key institutions and individuals relevant to the interests and activities of occupational health and medicine. Core advocacy concepts such as issue identification and analysis; power mapping; lobbying and influencing; working in alliances and campaigning and public outreach will be stated, as part of an advocacy strategy.

Reference will be made to the document, 'the value of occupational health', produced by the Society of Occupational Medicine and publicly available at www.som.org.uk. An international version of this document is in process of being produced and will aim to be made available for this session. A draft Advocacy Toolkit, produced by the International Occupational Medicine Society Collaborative will also be available.

Advocacy Occupational Health

1675 CASE STUDIES IN MOVING RESEARCH INTO PRACTICE: SEPARATING REALITY FROM DESIRE

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Aim of special session New advances in moving research into practice has greatly assisted in delivering our OSH information and making an impact. Increasingly OSH researchers and their organisations must make a concerted effort to better translate the findings of their research to their stakeholders, partners, workers, employers and especially to the general public to assist in making better health decisions. This session will address the key factors and relevant case studies that help us understand the factors that improve systemic planning as well as what strategies assist communicating with hard to reach audiences, the general public, key organisations, health professionals, policy makers and assess the impact and relevance of the information and the messages we are delivering. Sustainability of the activities will be addressed.

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1675a TOOLKITS: THE KEY TO SCALABLE INTERVENTIONS AND EFFECTIVE DISSEMINATION

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Introduction While workplace intervention research is prevalent and fairly well funded, there remains a gap in the uptake of such interventions within practice realms after the completion of the research project. A review of the intervention research in Total Worker Health (TWH) was used to estimate the degree to which interventions were disseminated or available for dissemination in the area of employee safety, health and well-being. Among other considerations, a key strategy for effective dissemination of interventions depends on tailoring the intervention protocol and methods to a form that is widely useable.

Methods The Oregon Healthy Workforce Centre (OHWC), a US National Institute for Occupational Safety and Health Centre of Excellence in Total Worker Health (TWH), developed and evaluated TWH intervention programs that integrated safety, health, and well-being. The interventions produced positive and statistically significant changes in safety, health, and well-being. To facilitate the effective transfer of these interventions into practice, we set out to systematically translate each research-focused intervention for real-world practice.

Result Each intervention was converted into a ready-to-use, self-guided 'toolkit' designed so that practitioners could independently and feasibly implement within their workplace, thus making them scalable. The final product included videos and documents explaining the goals and strategies of the toolkit, its various components, and necessary instructions for use. In addition to ease of use, the toolkit components range from low- to no-cost to enhance their reach and distribution. Marketing materials were developed to stimulate the dissemination of the toolkits.

Discussion Toolkits from the OHWC have been made available on a university website with the marketing materials being distributed widely. Given that research interventions are often confined within academic constraints, the concept of the self-contained toolkit makes the intervention scalable, thus overcoming a key barrier of translation of sound TWH research efforts into practice.

1675b A GOOD IDEA THAT FAILED: A TECHNOLOGY TRANSFER CASE STUDY

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Introduction Advances in technology and innovations in intellectual property are natural outputs of labs performing occupational safety and health research. Many of these new ideas and technologies have the potential to evolve into products or practices that can be adopted in the workplace. Yet practical innovations with a strong market potential routinely fail despite their promise.

Methods The National Institute for Occupational Safety and Health (NIOSH) analysed a variety of workplace safety and health technologies that were never transferred beyond the lab. We mapped their development and considered points at which an alternative process may have led to a more successful outcome. To inform our analysis, we applied product adoption literature from marketing and business strategy fields.

Result We found that most prototypes developed by research organisations were created with laboratory usage in mind.