

You're on your own tonight.
Lock up and drop off the
deposit on your way out.



That light is still out?
Get up there and fix it.



I know you haven't used
it before, but I'm putting
you on the slicer today.



Getting hurt is not in your job description.



A Social Media Campaign by the
Massachusetts Youth Employment & Safety (YES) Team

Who is the Massachusetts YES Team?

- YES Team = Youth Employment & Safety Team
- An interagency workgroup that coordinates efforts to protect and promote the health & safety of young workers under age 25
- Made up of 8 MA state and federal agencies

Who is the Massachusetts YES Team?

- MA Dept. of Public Health
- MA Office of the Attorney General
- MA Dept. of Labor Standards
- MA Dept. of Industrial Accidents
- MA Dept. of Elementary & Secondary Education
- Commonwealth Corporation
- U.S. Dept. of Labor- Wage & Hour Division
- U.S. Dept. of Labor-Occupational Safety & Health Administration

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- A YES Team **social media campaign** to engage teen and young adult workers about workplace health and safety and their rights on the job

What are the campaign goals?

- Raise awareness among workers ages 14-24 about their right to a safe and healthy workplace
- Encourage young workers to ask questions or speak up if they are assigned to a task that seems unsafe

Why is this important?

- Because young workers under age 25 are twice as likely* to be injured on the job as adults 25+
- Because youth have less work experience, and do not always receive adequate training and supervision from their employers

* www.cdc.gov/mmwr/pdf/wk/mm5915.pdf

How can I help spread the word?

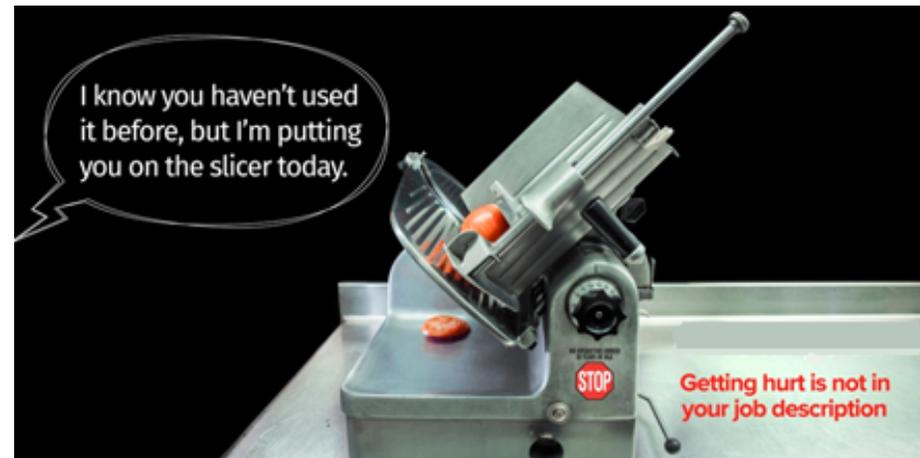
- Share our campaign on social media, including:
 - Twitter
 - Facebook
 - Instagram
 - Google+
- Included with toolkit:
 - 6 graphics
 - Draft text for multiple social messages

Toolkit – Graphics Overview

■ Deli Slicer

Problem: No training on hazardous machinery; prohibited for <18

Risk: Cuts and amputations



■ Fryolator

Problem: No personal protective equipment for hazardous exposure

Risk: Severe burns



Toolkit – Graphics Overview

■ Chemicals

Problem: Unknown/
unlabeled chemicals

Risk: Poisoning, asthma,
rash, burns, blindness



■ Ladder

Problem: Unsafe/broken
equipment

Risk: Injury from falls or
use of broken ladder



Toolkit – Graphics Overview

■ Patient Handling

Problem: No lift assist devices and team members to help with task

Risk: Back injuries and other sprains/strains



■ Cash Register

Problem: Working alone

Risk: Workplace violence, Stress



Tips for messaging

- Mix and match supplied toolkit graphics and social messages
- Create your own messages for specific graphics, as desired
- Include the hashtag #WorkSafe in any posts

Tips for messaging

- If possible, try to post messages **at least twice a day**
- Time messages with other initiatives:
 - Nat'l/state observances (e.g., Nat'l safety month)
 - Local/timely events (e.g. summer jobs)

I'm in! How can I get the graphics?

- If you would like to promote our campaign, e-mail us: teens.atwork@state.ma.us
- We will send you a full Social Media Toolkit, including graphics and messages
- Thank you for helping us to raise awareness about young worker health and safety!

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