TAKING ACTION FOR WORKERS' MEMORIAL WEEK:
ENGAGING MEMBERS, BUILDING YOUR CAMPAIGNS, USING VISUAL MESSAGING, AND COMMUNICATION RESOURCES

PROTECTING WORKERS ALLIANCE
FEBRUARY 26, 2020
WEBINAR PRESENTED BY NATIONAL COSH
CALL BEST PRACTICES

- Please MUTE yourself if you have background noise
- Submit your comments and questions using chat box
- Please keep Qs as brief as possible
- The session will be recorded
- Follow-up Qs or comments – jessica@nationalcosh.org or peter@nationalcosh.org
TODAY'S AGENDA

- Welcome and Intro – Peter
- History and background, Fatalities increasing – Peter
- Overview: Organizing, Dirty Dozen, and Week of Action – Jessica
- Engaging Families – Celeste
- Communication Resources – Roger
- The Power of Visual Communication – Marianela
LIVES LOST EVERY DAY IN 2019

WORKERS' MEMORIAL WEEK

14 LIVES LOST EVERY DAY IN 2019
National COSH Calls 10-year Spike in Workplace Deaths “Preventable and Unacceptable”

One worker getting killed every 100 minutes

5,250 worker's lives stolen in 2018 [BLS]
PEOPLE OF COLOR HARDEST HIT

16% INCREASE FOR BLACK WORKERS

615 fatalities in 2018 vs. 530 in 2017

Christion Fitzgerald, 25
Pamela Denise ‘P-Diddy’ Thomas

Member of International Longshoremen’s Association, Local 1316
Fatally injured while working at the Port of Beaumont, TX on July 9, 2019
PEOPLE OF COLOR HARDEST HIT

6% INCREASE FOR LATINX
961 fatalities in 2018 vs 903 in 2017

Castorena and Flores were fatally injured on January 24, 2020 in a massive explosion at 4:24 am at Watson Grinding and Manufacturing plant in Houston.

Gerardo Castorena Sr., 45
Frank Flores, 44
LINCOLN RECYCLING, NJ
3 YEARS = 3 WORKERS KILLED

ANGELO VICTORIO MAIETTA (AGE 31)
WAS ONE OF THREE WORKERS KILLED SINCE 2016
AN EGREGIOUS EMPLOYER AND
AN ON-GOING PROSECUTION
AGAINST A CO-WORKER

January 2, 2020 – Horacio Diaz, 61, was pinned between a dumpster and a concrete wall. Co-worker Santiago Blanco, 38, was arrested and faces a charge of causing a death while driving without a license.

June 2, 2018 – Angelo Maietta, 31 died in after a payloader crashed into him while he was closing the doors to his truck.

December 14, 2016 – Rigoberto Guerrero, 52 was crushed and killed by a forklift.
2012

22-year-old worker lost six fingers at the facility. $70K fine.

2010

Two fires break out at the facility attributed to an overloaded wood chip hopper. $100K fine and temporary shutdown.

2010

Eagle Recycling was cited with nine additional violations. Five were repeat violations. $71,600

2009

OSHA cited same facility [then Eagle Recycling] with 19 violations, all serious except one. Proposed Fines totaled $25,250.
WHEN "SAFETY FIRST" REALLY MEANS WORKER’S LAST
2020 WMW GOALS

- Expand WMW activities nationwide - Resist Attacks!
- Memorialize and Inspire Action
- Encourage Fatality Response Campaigns
- Support outreach to media
- Support reports and media outreach - Dirty Dozen
- Be a clearinghouse of activism [link events etc.,]
- Support worker H&S issues in broader resist movement
BECOME AN ACTIVIST... ORGANIZER... AGITATOR!

WMW IS AN OPPORTUNITY TO...

- Build awareness on issues and campaigns on workplace health and safety
- Engage worker members and families
- Mobilize your community
- Make a call for stronger enforcement
ORGANIZE AND BUILD LEADERSHIP

POWERFUL TESTIMONIES

WORKER COMMITTEES
EVENTS ACROSS THE COUNTRY

LOS ANGELES, CA – SOCALCOSH

NEW JERSEY – NEW LABOR / NJWEC
NEW YORK - WNYCOSH

HOUSTON, TX - FJWC

PHILADELPHIA, PA - PHILAPOSH
EDUCATE FOR ACTION!
REPORTS / INFOGRAPHICS

LATINX WORKER DEATHS ARE RISING

21% increase in Latinx worker fatalities since 2012
17.5% of all U.S. worker deaths in 2017

HOW CAN WE SAVE LIVES?
- Employers must stop exploitation based on ethnicity, immigration status, culture, language or class
- Safety training in a language workers understand
- Effective health and safety programs for all workers, regardless of race or ethnicity
- Bilingual OSHA and state safety inspectors

PWA FEBRUARY CALL | 2020
INCLUDING FAMILIES IN WORKER MEMORIAL WEEK EVENTS AND ACTIVISM
Submit Your Event

We Will Help You Promote It!

www.nationalcosh.org
POWER OF WORKERS’ NAMES AND FACES
New Houston worker protection program launched

Ileana Najarro
April 23, 2019 | Updated: April 23, 2019 7:29 p.m.

FALLEN WORKERS DURING 2018
TRABAJADORES FALLECIDOS DURANTE EL 2018

These are some of the workers who died from work-related injuries during 2018 in the Greater Houston Area. There are many others who died from work-related causes in 2018, but we do not have their pictures and/or know their names.

Estos son algunos de los trabajadores que murieron por lesiones relacionadas con el trabajo durante 2018 en Houston y sus alrededores. Hay muchos otros que murieron por causas relacionadas al trabajo en 2018, pero no sabemos sus nombres.
Hello Jorge,

Very nice to know that the Houston South office has a CAS again!

I have worked with Jim for the last six years on the Worker Memorial Day event that community and I organize in Houston. The planning for this year’s event is underway. One of the most important parts of

HOUSTON — A Harris County widow is suing a granite and marble business, alleging negligence during inventory caused fatal injuries to her husband.

Sejal Adeshara, individually and as next friend of K.A., filed a complaint March 24 in Harris County Circuit Court against Superior Granite and Marble by Vivaldi LLC and Lazaro Cabrera, alleging they failed to take reasonable and appropriate safety precautions that would have prevented the untimely death of Jay Adeshara.

According to the complaint, on Dec. 29, 2016, Adeshara’s husband died due catastrophic injuries when two 400-pound granite slabs fell off a vehicle and crushed him. The suit says, Cabrera, while in the course of his employment with Superior Granite, attempted to load and secure the granite slabs into his vehicle but both slabs fell off the vehicle and onto Jay Adeshara. Sejal Adeshara says she has suffered mental anguish, loss of earnings and medical expenses.

The plaintiff alleges the defendants failed to provide necessary personnel, loading equipment, and securing equipment for the loading task and failed to follow OSHA standards with regard to loading and securing products.

Sejal Adeshara seeks trial by jury, punitive damages of more than $1 million, funeral expenses, costs of suit, pre- and post-judgment interest and all other just relief. She is represented by attorneys Anthony G. Buzbee and Ryan Loya of The Buzbee Law Firm in Houston.
“Christian was more than a worker on this day,” she said. “This earth lost a brother who loved joking with his brothers and sisters. This earth lost a nephew and friend who loved playing basketball, card games and dominoes.”

Tamara Fitzgerald spoke at the City Hall in Houston, TX for Worker Memorial Day 2019. Her son Christion, 25, was fatally injured at the Port of Houston in 2017 in an incident involving a forklift. The International Longshoremen’s Association helped connect us with Ms. Fitzgerald.

“THAT YOUNG MAN’S MOTHER MADE A POWERFUL IMPACT.”
“I DON’T WANT THIS TO EVER HAPPEN TO ANY OTHER FAMILY”.

Janae Fischer-Sparks and Janet Sparks, remembering Kevin Sparks at 2018 Worker Memorial Day in Philadelphia. Photo credit: PhilaPOSH
TELLING OUR STORIES

Workers Memorial Week 2020
April 25 thru May 1
STEP 1: IDENTIFY YOUR STORY

- This Workers Memorial Week, what is something you know because of your work/activism that the general public needs to know?
- Workers get hurt and killed on the job every day.
- What’s new and different about your story?
- Why should a news organization tell this story now?
STEP 2: PICK THE BEST MEDIA STRATEGY

• Get a reporter to tell the story
  ◦ Press release (announcement)
  ◦ Pitch (specific story)
    ▪ The who, what, where, when of the story (in 300 words)
    ▪ Embargo
    ▪ Exclusive

• Write it yourself
  ◦ Pitch an op-ed (600 to 800 words)
  ◦ Pitch 1 or 2 weeks in advance of your event/target date
STEP 3: WHAT IS LOCAL MEDIA LANDSCAPE?

- What’s a publication that would help you reach the audience you want? Local paper or TV? News websites and blogs?
- Where do you get news about workplaces, businesses and the local economy?
- Is there a particular writer at that publication who covers stories like yours? Is language a consideration? Make a list of journalists you like!
- Do they publish op-eds like the one you want to write or maybe that you have strongly disagreed with?
STEP 4: SELL THE STORY

• Find a news peg! Ex: Workers Memorial Day event or something in the news that you can connect your story or argument to.
• Write it up in a snappy way, even if you’re going to tell it to someone or do an interview.
• What are three key takeaways about your story?
• What’s fresh about your angle? Why is it important to people who don’t follow workplace news?
  ◦ Be clear about what you want from your contact
Amazon and Facebook Listed Among the Dozen Most Dangerous Workplaces

Amazon on 'dirty dozen' list of most dangerous workplaces in the US for second year running, and Facebook lands a spot for using low paid moderators to view shocking content

69 Workers in Massachusetts Lost Their Lives on the Job in 2018, Most Deaths Were in Construction Industry

Contract workers face growing risk on the job, labor group says

- A nonprofit advocacy group says more than 800 contract employees died at work across the U.S. in 2017, up 50 percent from 2011.
**STEP 6: JUST KEEP TRYING!**

- Don’t let one rejection or a reporter’s lack of response get you down
- Bad coverage is sometimes the opening you’ve been waiting for
- You might’ve caught a reporter on a bad day – or reporter might be hard to reach. Pitch again!
WHY IS VISUAL COMMUNICATION IMPORTANT?
TIPS

DECISIONS, DECISIONS
Who are you trying to talk to? What do you want them to take away? Learn or do?

RESEARCH
What exists already that that audience likes / pays attention to?

IMITATE IT
But make it yours!

BE CONSISTENT
TOOLS
YOU MAY NOT KNOW ABOUT JUST YET

Canva
Unsplash
Flaticon
TEMPLATES AVAILABLE FOR YOU!

**FLYER / SOCIAL MEDIA POST**

**DEDICATION TO A WORKER**

**INFOGRAPHICS**
ACCESSING TEMPLATES
EASIER THAN YOU THINK!

GO TO COSHNETWORK.ORG
When the templates are ready, we will link to them in our website. You will also get an email from us to announce they're already available.

TEMPLATES ON CANVA
Within our website, go under the templates subtitle. These will link you to Canva.Com account.

CREATE A DESIGN
Find Workers' Memorial Week designs available.

CONTACT ME!
I am available to help. My email address is marianela@nationalcosh.org