



# SB700 – Prevent Workplace Violence Awareness Campaign Workgroup Report

JANUARY 19, 2023



# Outline

- ▶ SB700 and Goals
- ▶ Workplace Violence Background
- ▶ Approach
- ▶ Recommendations
- ▶ Next Steps



# Senate Bill 700

- ▶ MDH – Prevent Workplace Violence in Health Care Settings Public Awareness Campaign Workgroup
  - ▶ Requiring the Secretary of Health to establish the Prevent Workplace Violence in Health Care Settings Public Awareness Campaign Workgroup to **develop a public awareness campaign** on preventing workplace violence in health care settings and to **create a plan for implementing the campaign**; and requiring the Workgroup to **report to certain committees of the General Assembly by November 1, 2022**, on the public awareness campaign developed under the Act.



# Goals for the Workgroup

- ▶ Develop a public awareness campaign on preventing workplace violence in health care settings to provide the public with information on:
  - ▶ 1. the **magnitude of incidences** of workplace violence in health care settings in the State; and
  - ▶ 2. the **consequences** of workplace violence in health care settings in the State
  - ▶ 3. **urge the public to respect** the State's health care providers and **protect** the State's health care providers from workplace violence;
- ▶ Recognize and accommodate the needs of patients with mental health disorders and substance abuse disorders in the development of the campaign
- ▶ Create a plan for implementing the public awareness campaign, including distributing information on workplace violence in a health care setting in the State.
  - ▶ On or before November 1, 2022, the Workgroup shall report to the Senate Finance Committee and the House Health and Government Operations Committee, in accordance with § 2-1257 of the State Government Article, on the public awareness campaign developed under subsection (b) of this section.



# Workplace Violence

- ▶ OSHA defines workplace violence as “...any act or threat of physical violence, harassment, intimidation, or other threatening disruptive behavior that occurs at the work site. It ranges from threats and verbal abuse to physical assaults and even homicide.”
  - ▶ Includes employees, clients, customers and visitors.
- ▶ 75% of the workplace assaults reported annually occurred in **health care settings**
- ▶ Workers in health care settings are **4x** more likely to be **victims of workplace violence**
- ▶ Violence-related injuries are **4x** more likely to cause health care workers to take **time off from work** than other kinds of injuries
- ▶ The experience of workplace violence has not only **physical consequences, but personal, emotional, and professional consequences**
  - ▶ Burnout, PTSD, fear



# Contributing Factors to Workplace Violence in Healthcare

- ▶ Mental/behavioral health patients
- ▶ Substance abuse patients
- ▶ Aging population (large percentages with dementia)
- ▶ Long waits in the Emergency Department
- ▶ Staffing shortages
  - ▶ Less time to dedicate to each patient
  - ▶ Leads to frustration
- ▶ Limited training to recognize potentially violent patients and/or family members
- ▶ Limited security



# Approach

- ▶ Assisted MDH to help establish the Workgroup members
  - ▶ Industries represented hospitals, nursing homes, state's attorney's office, security, etc.
- ▶ Hosted three Workgroup meetings Fall 2022
  - ▶ Established the scope of the problem
  - ▶ Developed draft communications plan
  - ▶ Finalized communications plan



# Campaign Messaging

- ▶ Explain the seriousness of WPV without deterring:
  - ▶ Potential employees and/or recruits
  - ▶ Patients from getting the care they need
- ▶ Provide context of WPV and humanize employees
- ▶ Inclusive of all healthcare employees (not just providers)
- ▶ Possible campaign themes:
  - ▶ Frontline employees deserve respect and a safe working environment
  - ▶ No excuse for violence or threats
  - ▶ WPV is not part of the job



# Target Audience

- ▶ All members of the general public
- ▶ All socioeconomic levels
- ▶ Every county in Maryland
- ▶ Plain, simplified language to reach all levels of health literacy



# Dissemination

- ▶ Multi-pronged approach
  - ▶ TV advertising
  - ▶ Radio
  - ▶ Paid social media
  - ▶ Digital advertising
  - ▶ Media relations (op-eds, interviews, newspaper articles)
  - ▶ Free downloadable toolkits
- ▶ Metrics of success include impressions, click rates, number of downloads



# Proposed Plans

- ▶ Media Plan A - Most ideal option
  - ▶ 1 year long campaign
  - ▶ 2 million dollars
  - ▶ Advertising would occur in intervals (e.g., tv commercials and radio ads would run on alternating weeks)
- ▶ Media Plan B
  - ▶ 6-month long campaign
  - ▶ 1 million dollars
  - ▶ Similar to Plan A but ads would run less frequently



# Next Steps and Other Considerations

- ▶ Final report was completed and sent to MDH December 1, 2022
  - ▶ Will go to the legislature
- ▶ Other considerations
  - ▶ Campaign may result in more reporting; does not mean incidence is increasing
  - ▶ Continuous funding is necessary to address the issue and result in change



# References

- ▶ All Workgroup meeting materials, recordings, and the final report can be found here: [https://mhcc.maryland.gov/mhcc/pages/home/workgroups/workgroups\\_workplace\\_violence.aspx](https://mhcc.maryland.gov/mhcc/pages/home/workgroups/workgroups_workplace_violence.aspx)
- ▶ Senate Bill 700 Maryland Department of Health - Prevent Workplace Violence in Health Care Settings Public Awareness Campaign Workgroup: <https://mgaleg.maryland.gov/mgawebsite/Legislation/Details/SB0700?ys=2022RS>
- ▶ US. Department of Labor Occupational Safety and Health Administration (OSHA): <https://www.osha.gov/workplace-violence>
- ▶ CDC/NIOSH Types of Workplace Violence: CDC/NIOSH: [https://wwwn.cdc.gov/WPVHC/Nurses/Course/Slide/Unit1\\_5](https://wwwn.cdc.gov/WPVHC/Nurses/Course/Slide/Unit1_5)
- ▶ Somani, et al. A systematic Review: Effectiveness of Interventions to De-escalate Workplace Violence against Nurses in Healthcare Settings: <https://www.sciencedirect.com/science/article/pii/S2093791121000354>
- ▶ Jasani, G., & Morhaim, D. (2020, December 13). The other safety concern for healthcare workers: Workplace Violence. *Montgomery County Sentinel*. [https://www.thesentinel.com/communities/montgomery/news/health/the-other-safety-concern-for-healthcare-workers-workplace-violence/article\\_530a048a-3d53-11eb-9247-1fa099f3e82f.html](https://www.thesentinel.com/communities/montgomery/news/health/the-other-safety-concern-for-healthcare-workers-workplace-violence/article_530a048a-3d53-11eb-9247-1fa099f3e82f.html)