

Marketing Safety and Health among Vietnamese Commercial Fishermen

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Background

- Commercial fishing injury and mortality rates in occupational health are among the highest in the world.
- In 2007, fishermen ranked first as the most dangerous job in America; an annual fatality rate 28 times greater than any other U.S. worker category (112 vs. 4 per 100,000).
- Research findings suggest that a large portion of Gulf Coast fishermen are Vietnamese immigrants, and make up more than 50% of all Louisiana shrimp fishermen.
- The Gulf Coast ranks third only to Alaska and the Northeast in fishing fatalities (Lincoln, 2010), with the greatest number occurring in the Gulf of Mexico shrimp industry.

Specific Aims

1. Conduct community-based participatory research focus group sessions to establish a comprehensive baseline of Vietnamese fishermen knowledge, behaviors, cultural norms, unmet needs.
 - 1a. Identify and quantify perceptions of environmental and behavior factors related to exposure pathways, vessel safety and risk mitigation in Gulf Coast Louisiana shrimp fishermen.
 - 1b. Establish audience research to enhance understanding of target audience characteristics, benefits and barriers, and preferred communication channels for influencing adoption of vessel safety and risk mitigation behaviors.
- 2a. Use audience research to plan market strategy, pilot test, revise and launch social marketing intervention.
- 2b. Evaluate the impact of a social marketing campaign, Vessel Safety and Risk Mitigation Initiative, on risk mitigation behaviors.

Activities/Outputs

- Jeffrey L. Levin, Karen Gilmore, Amanda Wickman, Sara Shepherd, Eva Shipp, Matthew Nonnenmann & Ann Carruth (2016) Workplace Safety Interventions for Commercial Fishermen of the Gulf, *Journal of Agromedicine*, 21:2, 178-189, DOI: [10.1080/1059924X.2016.1143430](https://doi.org/10.1080/1059924X.2016.1143430)
- Commercial Fishing Safety in the Gulf of Mexico and the Southwest Ag Center: The Decade in Review Jeffrey Levin, MD, MSPH*; Ann Carruth, DNS[†]; Sara Shepherd, MAMS*; Amanda Wickman, MBA* Nordic Meeting on Agricultural Occupational Health and Safety 2016. August 24-26. Denmark
- Presentation: Carruth, A.K., Levin, J., Sorensen, J., & Lincoln, J. Motivators and Barriers of Wearing PFDs among Vietnamese Shrimp Fishermen. International Society for Agricultural Safety and Health annual conference June 22-26th, 2014 Omaha, Nebraska.
- Carruth, A.K., Levin, J., Lincoln, J., Sorensen, J., Perkins, R. (2016) Evaluation of PFDs by Vietnamese Commercial Fishermen in Gulf of Mexico. ISASH Annual conference, Lexington Kentucky.

Outcomes/Impact

- Improved culture of safety on commercial fishing vessels
- Risk mitigation practices
- Conduct effective social marketing campaign to change behavior.
- Increase use of PFDs while working alone or bad weather.
- Promote stakeholder input and understanding in vessel safety.