The Future of Industrial Hygiene – Messaging to GenX & Millennials

an opportunity for member engagement

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Why am I here?

1. Generational Overview

2. Communication Trends

3. Your Next Steps
“The key to successfully overcoming this ever challenging issue is simply to over communicate using every channel available; one-on-one meetings, town halls, weekly meetings, email, social media, video... any way you can think of to share important information with your employees, vendors and customers.”
Why should you listen?

1. Change = inevitable

2. Balanced perspective

3. Learning = Essential
## Generations Recap (101)

<table>
<thead>
<tr>
<th></th>
<th>Z</th>
<th>Millennials (Y)</th>
<th>Gen X</th>
<th>Boomers (II)</th>
<th>Baby Boomers (I)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Age</strong></td>
<td>12-21</td>
<td>22-34</td>
<td>40-50</td>
<td>51-61</td>
<td>62-70</td>
</tr>
<tr>
<td><strong>Coming of Age</strong></td>
<td>More tech savvy, diverse than Y, customization data mining, acceleration</td>
<td>Technology-oriented, dual income or single parent, diversity, immune to traditional marketing, segmented</td>
<td>“Lost”, latchkey kids, daycare, divorce, best educated, higher caution, pragmatism levels</td>
<td>Govt. distrust, Watergate, oil embargo, “I’m out for ME.” Media Skepticism, AIDS, Overshadowed by Boomer I</td>
<td>Kennedy, MLK assassinations, Civil Rights, in or protested Vietnam war, Optimism, economic opportunities</td>
</tr>
<tr>
<td><strong>N=?</strong></td>
<td>23 MM</td>
<td>71 MM</td>
<td>41 MM</td>
<td>49 MM</td>
<td>33 MM</td>
</tr>
</tbody>
</table>
## Generations Recap (reflection)

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</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>Always Had</td>
<td>Prolific</td>
<td>Mixed, but majority</td>
<td>Growing</td>
<td>Growing Rapidly</td>
</tr>
<tr>
<td>Self described</td>
<td>Diverse, change oriented</td>
<td>Technology, Music, Self, Tolerance, smarter, clothes, Impact, advancement</td>
<td>Technology, Work ethic, traditional, conservative, smarter, respectful</td>
<td>Work Ethic, Respectful, Values, Morals, &quot;Boomers&quot;, smarter</td>
<td>History (WWII, Depression), Smarter, Honest, Work ethic, values, morals</td>
</tr>
<tr>
<td>Outlook</td>
<td>Optimistic</td>
<td>Challenged yet innovative</td>
<td>Evolving, Pressure</td>
<td>My time</td>
<td>Golden</td>
</tr>
<tr>
<td>Marketing Approach</td>
<td>Non-traditional</td>
<td>Non-traditional &amp; valuable</td>
<td>Coupons!</td>
<td>More Coupons!</td>
<td>Loyalty</td>
</tr>
</tbody>
</table>

*AIHA Protecting Worker Health*
# Generations Recap (@ work)

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</tr>
</thead>
<tbody>
<tr>
<td><strong>Format</strong></td>
<td>NA</td>
<td>IM, Texting, email, chat</td>
<td>E-mail, F2F</td>
<td>E-mail, F2F</td>
<td>F2F, Phone</td>
</tr>
<tr>
<td><strong>Give Feedback</strong></td>
<td>NA</td>
<td>Get ready, I’ll tell you like it is!</td>
<td>Yes, but VERY diplomatic</td>
<td>Yes, diplomatic? sometimes</td>
<td>I say it like it is!</td>
</tr>
<tr>
<td><strong>Receive Feedback</strong></td>
<td>NA</td>
<td>Direct, honest.</td>
<td>Yes</td>
<td>Of course, if it’s good.</td>
<td>If you feel the need.</td>
</tr>
<tr>
<td><strong>Access to mgmt.</strong></td>
<td>NA</td>
<td>Yes, direct and often, how else am I going to advance?!</td>
<td>Yes</td>
<td>When needed</td>
<td>I am mgmt.</td>
</tr>
<tr>
<td><strong>Loyalty</strong></td>
<td>NA</td>
<td>What’s that?</td>
<td>Only if it’s worth it.</td>
<td>Of course, till the end.</td>
<td>I’m not going anywhere.</td>
</tr>
</tbody>
</table>

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AIHA
Protecting Worker Health
What’s Trending?

• Podcasts (think radio)
• Images, video
  – Insta, YouTube, Pinterest, Periscope, SnapChat
• Twitter? FB? Still relevant
• Contrarians…
Contrarians...
Changes @ AIHA

- Huge uptick in SM posts
- Most accessed articles
- Innovation (Career Stages)
- Video Recaps
- #IAMIH

OSHA Working to Clear Confusion on Lithium Ion Batteries

Bloomberg BNA Sept 30

E-mails Reveal Early Suspicions of a Flint Link to Legionnaires' Disease

The New York Times Feb 5

Will Brexit Be Good or Bad for U.K. Occupational Health and Safety?
Where does IH need to go?

• Capitalize on National/Global News
• US News & World Report story
• Mainstream media, Web series, animation graphic novel???
Followers...

• Influence

• Empowerment

• Leadership
Your Role…

• Challenge yourself to experiment

• Engage w/ & inquire of millennials on communication

• Abstain if necessary

• Identify our pop icon
Questions?

Thank you!

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