

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



John Spence on Communication

“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)

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

Generations Recap (reflection)

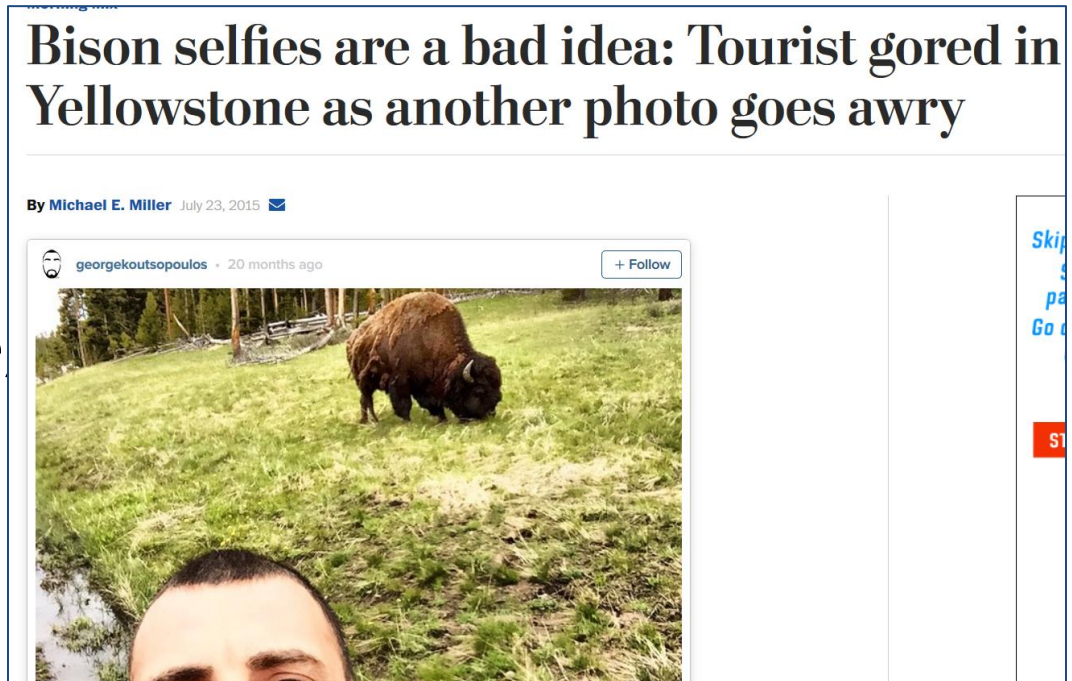
	Z	Millennials (Y)	Gen X	Boomers (II)	Baby Boomers (I)
Social Media	Always Had	Prolific	Mixed, but majority	Growing	Growing Rapidly
Self described	Diverse, change oriented	Technology, Music, Self, Tolerance, smarter, clothes, Impact, advancement	Technology, Work ethic, traditional, conservative smarter, respectful	Work Ethic, Respectful, Values, Morals, "Boomers", smarter	History (WWII, Depression), Smarter, Honest, Work ethic, values, morals
Outlook	Optimistic	Challenged yet innovative	Evolving, Pressure	My time	Golden
Marketing Approach	Non-traditional	Non-traditional & valuable	Coupons!	More Coupons!	Loyalty

Generations Recap (@ work)

	Z	Millennials (Y)	Gen X	Boomers (II)	Baby Boomers (I)
Format	NA	IM, Texting, email, chat	E-mail, F2F	E-mail, F2F	F2F, Phone
Give Feedback	NA	Get ready, I'll tell you like it is!	Yes, but VERY diplomatic	Yes, diplomatic? sometimes	I say it like it is!
Receive Feedback	NA	Direct, honest.	Yes	Of course, if it's good.	If you feel the need.
Access to mgmt.	NA	Yes, direct and often, how else am I going to advance?!	Yes	When needed	I am mgmt.
Loyalty	NA	What's that?	Only if it's worth it.	Of course, till the end.	I'm not going anywhere.

What's Trending?

- Podcasts (think radio)
- Images, video
 - Insta, YouTube, Pinterest, Periscope, SnapChat
- Twitter? FB? Still relevant
- Contrarians...



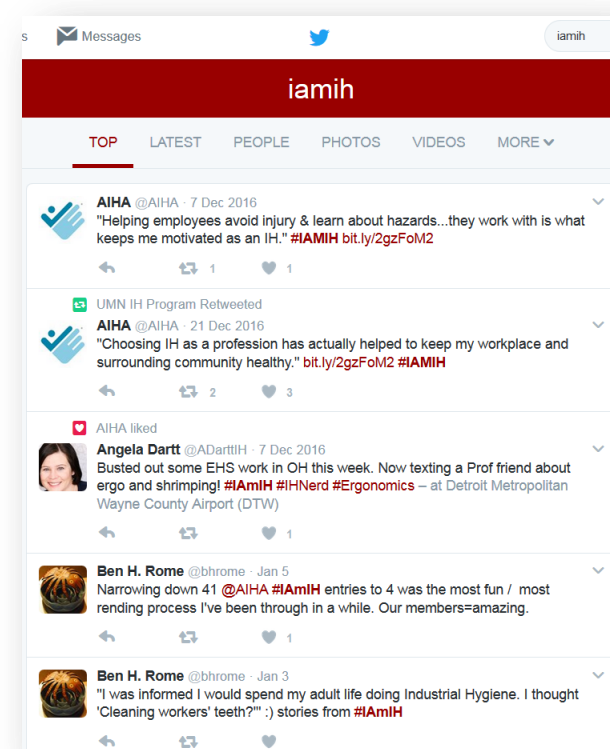
Contrarians...



Quit social media | Dr. Cal Newport | TEDxTysons

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?](#)

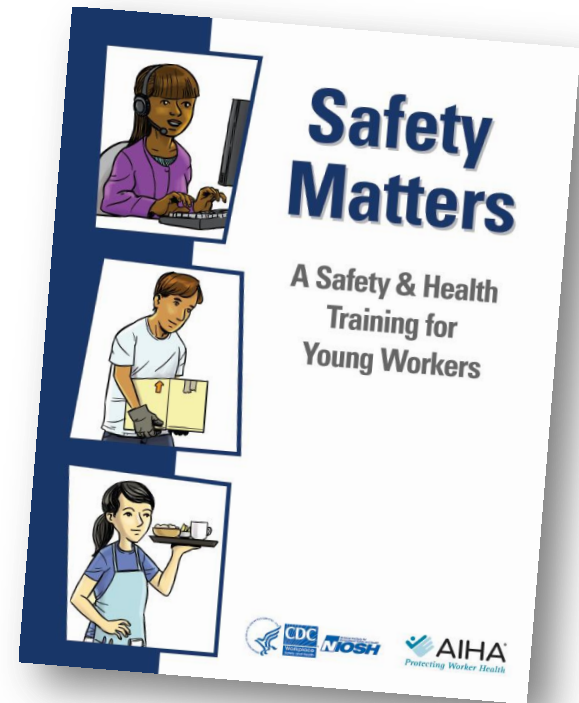
Where does IH need to go?

- 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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