Message from the Chair

We want to thank Mark Hernandez, Safety Professionals and the Latino Workforce (SPALW) Vice Chair, for recently holding a free webinar open to all SPALW members. During this event, Hernandez presented on effective training tactics. He also answered attendee questions and covered SPALW items. Below are links to the presentation and recording:

Effective Training Webinar
- PowerPoint
- Video
- Audio

We are currently working on a fall prevention campaign, which you will hear more about in the months to come.

Additionally, we are preparing for Safety 2013, ASSE’s annual professional development conference. We hope all SPALW members can join us since we will sponsor several events, including our annual meeting and networking event. Last year’s event was a huge success, largely due to Mike Flynn’s presentation. Flynn is the public health advisor for CDC/NIOSH’s Training Research and Evaluation Branch. We appreciate his contributions and support. If you were unable to attend the event and would like to view his presentation, click here.

Hope to see you at Safety 2013!

Oscar Paredes
SPALW Chair
Are You Safety Literate?

By Howard W. Spencer, CSP

Most dictionaries define literacy as the ability to read and write. Today, that definition has been expanded, and many now consider literacy to be the ability to locate, evaluate, use and communicate using a wide range of resources, including text, visual, audio and video sources. In broad terms, literacy is the ability to make and communicate meaning from and by the use of a variety of socially contextual symbols; a literate person can derive and convey meaning and can use their knowledge to achieve a desired goal that requires the use of language skills.

A contemporary definition of safety defines it as freedom from whatever exposes one to danger or from liability to cause danger or harm.

Safety is a laudable goal. Few people want to get hurt or to see anyone else get hurt. The challenge is how to bring about that state. Safety is a broad term and as such is a social construct. A social construct is an idea or concept that people have built, and then they organize their actions and thoughts around it.

While we may agree that safety matters, we have various ideas about how we should organize our actions to bring it about. Safety literacy, I propose, is the ability to locate, evaluate, use and communicate concepts, which when shared, allows each of us to derive a similar meaning and then use that knowledge to behave in such a way as to achieve freedom from danger.

I feel that safety practitioners need to speak several languages: the language of finance to obtain resources; the language of management to gain approval for our programs; the language of supervision because accomplishment and direction are important; and the language of workers to influence their behavior. We seek to convince people to change from at-risk behaviors to best practices, those proven behaviors that minimize the risk of injury.

One literacy component is to be well read. In olden days, that meant to be conversant with the great thinkers of the time. We cannot expect to influence people today with yesterday’s worn-out aphorisms. Today people want to know “What is in it for me?” Freedom from pain and good health should be a substantial motivator to following best practices and to eliminating at-risk behaviors.

We must recognize the apparent cognitive dissonance (the feeling of uncomfortable tension that comes from holding two conflicting thoughts in the mind at the same time) between our thoughts and those of each audience. Ideas are good, but action is better. We seek to influence behavior in a positive way.

We need to persuade individuals while maintaining their respect and most importantly, not compromising our core beliefs for the sake of silencing our critics. Literacy is active—it requires demonstration and therefore safety literacy requires that its proponents and adherents be role models of the desired behaviors.

Howard W. Spencer, CSP, works for J.A. Montgomery Risk Control and is a member of ASSE’s Penn-Jersey Chapter.
**Communicating Safety Across Language Barriers**

*By Geoffrey Peckham & Luz Stella Marín*

Communication failures are one of the most common causes of major accidents and work-related near-misses, injuries and fatalities. Often, effective safety communication is assumed, and little attention is paid to this issue after work training programs have been completed. In general, most every job requires some level of direct or virtual communication with other people who either share our physical environment or are thousands of miles away.

Day by day, work environments are becoming more diverse. Increasingly, workers and employers come from various countries to the same worksite, and they must deal with language and cultural differences (Paul, 2012). This phenomenon of an increasingly diverse workforce is occurring in the U.S., Europe and throughout the world. For safety professionals, this means that communicating safety across language barriers has become a critical and complex issue. According to the U.S. Census, it is estimated that more than 55 million people speak a language other than English in their homes, with more than 300 languages spoken. Among this diversity, how do we ensure that potentially lifesaving safety messages are accessible and understood?

**Best Practices in Safety Communication**

Many factors influence interpersonal communication. Demographic variables, such as age, cultural background, ethnicity and gender, may influence the way we interpret active and passive communication (Wogalter, et al., 2002). When our health and safety are at stake, or others’ health and safety are on the line, we must do the best we can to make sure critical safety messages are accurately communicated.

Although currently in the U.S. there is no obligation to warn in multiple languages on products or in facilities, OSHA states that “regardless of the precise regulatory language, the terms “train” and “instruct,” as well as other synonyms, mean to present information in a manner that employees receiving it are capable of understanding.” In addition, from an ethical standpoint, there is an obligation to communicate safety information adequately to your intended audiences. In situations where employers have workers in their facilities who are not fluent in English, a best practice is to provide multilingual awareness training that is then supplemented with the posting of multilingual safety signage. For instance, a study conducted in Nevada with Latino construction workers emphasized that difficulties in language, communication skills and risk perceptions among Hispanic construction workers would increase their risk of injury in the workplace (Menzel & Gutierrez, 2009). Making the effort to provide safety information in all primary languages spoken by affected employees may contribute to minimizing hazard exposure to non-English speaking employees, and/or those employees with low English literacy, meaning people who would have some difficulties understanding or interpreting English-only signs.

**The Role of Safety Signs, Labels & Markings**

The term “safety signage” means a set of eye-catching and easily identifiable signs and markings that are systematically placed in the work environment and on machines and tools. They inform people about special conditions, hazards and/or safety precautions that should be taken into account to avoid or minimize exposure to hazards and to be able to rapidly locate emergency equipment and egress pathways. Safety signs, labels and markings play a significant role at the worksite because they allow for specific elements of safety plans implemented by management to be emphasized. Safety signage’s purpose is to guide human behavior to make good decisions necessary to avoid harm. As such, safety signs and markings often serve to reinforce safety training programs. For instance, given that hand injuries can be associated with working with certain machinery and equipment, a plan for preventing hand injuries due to mechanical hazards may be reinforced with appropriate safety signs or labels placed on the machinery. In this case, safety signs and labels can assist people interacting with the machine or equipment (workers, operators, mechanics or housekeeping workers) to be aware of the aspects of the machine that could cause damage and the practices necessary to perform the task with minimal risk. When it comes to the safety sign’s, label’s or marking’s message content, careful consideration should be paid to the intended audience’s literacy levels and to the languages spoken in the workplace.
When safety communication is done in a language that all workers can understand, people's comprehension is maximized, which leads to reduced risk and less accidents (Figure 1). Additionally, when the presence of subcontractors and visitors is factored into the equation, your system of safety signs also functions to reduce your company's liability risk. This factor alone is driving more and more property owners to pay closer attention to their need to post state-of-the-art safety signage inside and outside their facilities. Our society's expectations for safety and accurate risk communication have significantly increased over the past decade, making the need for better safety sign systems a practical, if not mandatory, requirement.

As mentioned, signs can be used to supplement safety programs. Posting safety rules (such as a set of PPE requirements) creates a permanent, physical and visual reminder that reinforces the importance of safety at the point of potential interaction with hazards. Since these warnings are a critical part of on-product safety information and a facility's safety program, it is essential that people see and understand their meaning. When safety messages go unnoticed or are not understood, the consequences could be the difference between life and death. When it comes to communicating to a multilingual audience, certain sign design elements should be considered to achieve effective safety communication.

Safety Sign Formats
New correctly formatted safety signs follow best practices established by the latest American National Standards Institute (ANSI) and International Organization for Standardization (ISO) standards. Safety signs based on current standards use color coding, text, borders, shape, size and graphical symbols to more effectively communicate the intended safety message as compared to the older English-text-only style of signage. The new ANSI/ISO signage most often provides more substantive information to viewers, informing them about what the hazard is and how to avoid it so well-informed decisions can be made. The newer sign formats also more effectively separate languages by placing one of the languages to be communicated at the top of the sign, and the other language at the bottom of the sign (or side-by-side). Completely separating the languages in this way makes comprehension easier for viewers because they do not need to hunt and search for the intended message (Figure 2).
Symbols
The use of graphical symbols on safety signs is considered to be an essential best practice. Including pictorial symbols in signs may increase their relevance and likelihood of being noticed, enhance the memory of a warning and facilitate its comprehension (Wogalter, et al., 2002). In communicating safety to a multilingual workforce, the value of graphical symbols cannot be overemphasized. The comprehensibility of a sign is especially important when illiteracy or low reading skills are characteristics of your audience (Wogalter, et al., 2002). Current standards-based best practices recommend the use of symbols to communicate safety messages on safety signs for the following reasons:

- Symbols have the ability to transcend language barriers.
- Symbols draw attention to the safety sign, making it stand out from the vast number of word-message-based signs people see on a daily basis.
- Symbols can convey their intended message quickly, at a glance.

Figure 4 illustrates this. The sign on the left uses the antiquated, 1941-era ANSI (ASA) standard format and relies almost completely on a text-only message to communicate its safety message. The sign on the right is in Russian and, without the use of a graphical symbol or additional language text, the sign cannot be interpreted by anyone except those who read Russian. This is what the English-only sign next to it looks like to someone who cannot read English. Both signs illustrate the importance of using symbols (and possibly additional language text) on signs that facilities depend on to keep people safe from harm. In contrast, Figure 5 uses a combination of text and symbols to reinforce and remind people about confined space safety procedures in both English and Spanish.
Translating Multilingual Messages

As worksites around the world grow in diversity, it becomes more and more important to effectively communicate safety information to people who speak different languages and come from different cultures (Wolgalter, et al. 2002). Language differences may cause miscommunication, and this is why translated bilingual or multilingual safety labels and signs are increasingly becoming the right choice for many organizations. Here it should be noted how important it is to use expert translation services where the language, regional dialects, context and nature of the safety message are considered. Depending on the needs of an organization’s customers and markets, formatting options can include (Figure 6):

- **Add-on foreign-language safety labels and signs**: a translated version of an English-language safety label or sign for placement beside the English version.
- **Foreign-language safety labels and signs**: a separate, complete foreign-language version of a label or sign.
- **Bilingual or multilingual labels and signs**: a label or sign that combines English and foreign language text and signal word panels onto a single customized safety label or sign.

People's lives depend on the effectiveness of your safety signage. Whether the task is to quickly locate an eyewash station or emergency exit, or to notice and understand a sign that alerts viewers to a potential hazard, your goal is the same: to do the best job you can to ensure that accurate communication takes place. As demonstrated in this article, use of the new ANSI/ISO safety sign design standards provides safety professionals with a tool to achieve this goal in both single-language and multilingual environments.

Every day at workplaces across the country, employees interact with aspects of their work environment, such as noise, chemical substances and machinery, which have the potential to expose them to significant risks if precautions are not taken by management. When worksite hazards cannot be successfully eliminated, workers must be trained in hazard recognition and safe practices to better avoid the hazard. Developing and implementing a comprehensive training program for employees and workers should include teaching proper safety practices and procedures. This training should be reinforced with safety signs and safety labels to provide workers with clear and comprehensive information to make appropriate decisions to stay safe. Safety signs must be able to be easily and quickly understood by workers to gain an immediate awareness of hazards so they can avoid potentially life-threatening injuries or even death.
ASSE
Safety Professionals & the Latino Workforce
Jan. 2013

References


Geoffrey Peckham is a longtime member of ASSE and CEO of Clarion Safety Systems. He is chair of both the ANSI Z535 Committee and the U.S. Technical Advisory Group to ISO Technical Committee 145-Graphical Symbols. Over the past 2 decades, he has played a role in the harmonization of U.S. and international standards pertaining to safety signs, colors, formats and symbols.

Luz Stella Marín is a doctoral student in Occupational Ergonomics and Safety at the University of Massachusetts-Lowell. Since 2008, she has worked as a research assistant on Protección en Construcción (PenC). PenC is a research project focused on reducing fall hazards and silica exposure among Hispanic construction workers in Lawrence, MA. Her master capstone focused on designing a supervisor training program to enhance supervisors’ leadership skills in building a more respectful work environment. She also designed the PenC bilingual website; designed and translated materials for contractors and workers, such as quarterly newsletters; conducted focus groups, interviews and surveys; and reviewed and adapted data collection instruments for construction site safety. Currently, she is evaluating Hispanic workers’ perceptions of safety climate at the construction site. Marin holds an M.S. in Work Environment (Ergonomics and Safety) from the University of Massachusetts-Lowell.

85-3 Hearing Protection Campaign

ASSE is asking its members to reach out to employers and other organizations to join the Society as members of the 85-3 Campaign. The 85-3 Campaign recognizes organizations and employers that, as part of their hearing protection strategy for workers, have adopted the 85 decibel (dBA) noise protection level.

On joining the campaign this year, ASSE President Richard A. Pollock, CSP, said, “On behalf of its nearly 35,000 member SH&E professionals, ASSE is pleased to join the 85-3 Coalition and looks forward to working with the coalition’s members to support the adoption of the 85-dBA average exposure limit for an 8-hour day measured with a 3-dB exchange rate. The appropriateness of the 85-3 level is widely accepted in practice by our members and by many of the employers with whom they work throughout the world.”

Early in the year, ASSE urged OSHA to focus its efforts to improve hearing protection on lowering OSHA’s permissible exposure limit for noise from the current 90 dBA to 85 dBA. 85-3 is also required in the standard, “Hearing Loss Prevention for Construction and Demolition Workers” (ANSI/ASSE A10.46-2007), and NIOSH has known for decades the gains in hearing protection that 85-3 can achieve. To join the campaign, write to 85noise@gmail.com. If you have any questions, contact Dave Heidorn.

Nail Gun Safety

NIOSH and OSHA recently released “Seguridad con las pistolas de clavos: Guía para los contratistas del sector de la construcción.”

Click here to access the publication. Click here to request hard copies.

Nail guns are used every day on many construction jobs, especially in residential construction. They boost productivity but also cause tens of thousands of painful injuries each year. This publication provides the latest information on how nail gun injuries happen along with worksite stories on actual nail gun incidents and practical advice that contractors can take to prevent nail gun injuries.

References


Geoffrey Peckham is a longtime member of ASSE and CEO of Clarion Safety Systems. He is chair of both the ANSI Z535 Committee and the U.S. Technical Advisory Group to ISO Technical Committee 145-Graphical Symbols. Over the past 2 decades, he has played a role in the harmonization of U.S. and international standards pertaining to safety signs, colors, formats and symbols.

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Fall Prevention Campaign

ASSE supports the new OSHA and NIOSH initiative to prevent construction worker falls, the number one cause of death in the construction industry and a leading cause of injuries. For information on the campaign, including fact sheets, statistics, posters and more in English, Spanish and other languages, see the following:

- [Fall Prevention Campaign Website](#)
- [OSHA’s Fall Prevention Website](#)
- [ASSE’s Construction Practice Specialty Website](#)
- [Click here](#) for the press release announcing ASSE’s support for the efforts to further prevent construction worker falls
- [Click here](#) for an interactive map of construction fatalities
- [Click here](#) for U.S. fall fatality stats for the first half of 2012
- [Click here](#) for OSHA’s Fall Protection in Residential Construction webpage, including an overview of workers’ compensation costs from falls
- [Click here](#) for an ASSE article on fall protection within the U.S. Navy
- [Click here](#) for an interview with Carl Heinlein and R. Ronald Sokol
- [Click here](#) to learn about ANSI/ASSE’s Fall Protection Code

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SPALW Grant

To contribute to the Safety Professionals and the Latino Workforce (SPALW) professional education grant, donate now and note “SPALW grant” in the “Other” field.

Starting this year, the SPALW professional education grant will be awarded each year to several individuals to enable them to attend various occupational safety classes and certification programs, seminars, conferences or any other event that will further develop their career as a safety professional. The grant is presented in partnership with the ASSE Foundation.

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Recommended Links

- [Infographics Tell Stories with Pictures](#)
- [Immigrant Workers Speak Up](#)
- [Sustainability Metrics](#)
- [www.safetybok.org](http://www.safetybok.org)
**SPALW Resources**

- **Mentoring Services**: Click “Mentor Contacts” in the [Members Only section](#).
- **Job Search Assistance**: Visit [Nexsteps](#), [ASSE’s Career Resources LinkedIn site](#) or your [local chapter site](#).
- **Career & Education Resources**: Use the [Career Resource Center](#) or [ASSE’s College & University Directory](#).
- **Technical Advice**: Use our [24/7 online question submission form](#).
- **Publication Opportunities**: Get published by [submitting an article](#) and earn COCs.
- **Educational Resources**: [SPALW website](#); [Interviews & Best of the Best Publication](#); [Business of Safety Committee](#).
- **Customer Service**: Contact ASSE Customer Service at (847) 699-2929 or [customerservice@asse.org](#).
- **Journal of SH&E Research**: [www.asse.org/AcademicsJournal](#)
- **International Resource Guide**: [www.asse.org/IRG](#)
- **Networking Opportunities**: [www.asse.org/connect](#)
- **Volunteer Opportunities**: [www.asse.org/ps/volunteers](#)

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**Creating International Chapters**

The recorded [webinar](#), “Best Practice: Creating ASSE International Chapters/Sections,” was produced by ASSE staff. The webinar’s goal was to connect established global chapter leaders and creators with ASSE global members who have expressed an interest in creating a global chapter or section in their country. The webinar was intended to explain the process of creating a chapter/section and to facilitate best practice-sharing among global members. It was recorded to be used when more members are interested in this process. Four global members participated in creating and delivering this webinar, during which they shared their experiences in creating ASSE chapters in Latin America, the Middle East, Egypt and India. Those four members were Rixio Medina, CSP; Anibal Franco, Safety Professionals and the Latino Workforce chair; Yassin Darwish, Ph.D., CSP; and Ashok Garlapati, CSP, QEP. We hope this platform will allow global best practice-sharing and will help create a sense of community and engagement in ASSE.
Safety 2013 will take place June 24-27, 2013 in Las Vegas, NV. Safety 2013 is ASSE’s annual professional development conference, which will consist of pre- and post-events (seminars, symposia, certification courses and certification prep workshops), 3 days of concurrent sessions, roundtable discussions, a plenary session, two keynote speakers, an executive summit, academic forum, poster sessions, technical tours, networking events, an expo hall and much more.

Safety Professionals and the Latino Workforce members are encouraged to attend the following events:

SPALW-Sponsored Sessions
Key Issue Roundtable: Mentoring & Coaching from the Common Interest Group Perspective (Session 547)

Conflict Management Strategies for the Real World (Session 651)

Crane Safety: Are You Prepared to Hold the Load of a Major Incident? (Session 690)

Spanish Sessions
10 Reasons for Implementing Prevention through Design in Construction Projects/10 Motivos por los que la Prevención debe Comenzar desde el Proyecto de Construcción (Session 522)

Promoting Occupational Health with a Diverse Workforce: NIOSH’s Experience with Latino Immigrant Workers/Promoviendo la Salud Ocupacional con una Fuerza Laboral Diversa: La Experiencia de NIOSH con Trabajadores Inmigrantes Latinos (Session 671)

Exposure Assessment with Direct Reading Instruments on Construction Sites/Evaluación de la Exposición con Instrumentacion de Lectura Directa en la Construcción (Session 745)

SPALW Open Meeting & Networking Event
Tuesday, June 25, 7:00 pm at the Las Vegas Hotel & Casino

International Members
Click here if you are an international member and need more information on obtaining a letter of invitation, traveling to the U.S. or participating in the Visa Waiver Program.

www.safety2013.org/
**Miner’s Rights & Supervisor Responsibilities: Understand the “New Rules”**  
February 13, 2013, 11:00 am-12:30 pm (CST)  
*Brought to you by the Mining Practice Specialty*

**We Have to Do What? Learn the Good & Bad Practical Results of Recent Legal Developments from an OSHA Lawyer**  
February 20, 2013, 11:00 am-12:30 pm (CST)

**Fine-Tuning Behaviors & Actions + Common Sense = Exceptional Safety Culture**  
February 27, 2013, 11:00 am-12:30 pm (CST)  
*Brought to you by the Utilities Branch*

**Actively Caring for People**  
March 6, 2013, 11:00 am-12:30 pm (CST)

**Best Practices in Industrial Hygiene**  
March 20, 2013, 11:00 am-12:30 pm (CDT)

On-Demand  
*The CSP Experience*

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**Ergonomics Practice Specialty**

The Ergonomics Practice Specialty (EPS) first began in 2007. EPS serves as a premier source of ergonomics information for ASSE members. In addition to publishing its triannual electronic publication *Interface*, EPS maintains an extensive listing of ergonomics resources on its website and is raising funds for an Ergonomic Scholarship to be offered by the ASSE Foundation. It also sponsors ergonomics-related sessions at ASSE’s annual Professional Development Conference and finds ways for EPS members to take part in National Ergonomics Month each October.

To join this popular practice specialty, visit [www.asse.org/JoinGroups](http://www.asse.org/JoinGroups). Connect with EPS at [www.asse.org/ps/ergonomics](http://www.asse.org/ps/ergonomics) and on [LinkedIn](http://www.linkedin.com).
Welcome New Members

We want to thank everyone who has remained a loyal member of Safety Professionals and the Latino Workforce (SPALW) and welcome the following members who recently joined. We currently have more than 500 members. If you have any colleagues who might be interested in joining SPALW, please contact Krista Sonneson to request an information packet or visit www.asse.org/ps for more information. If you know anyone who might be interested in joining ASSE, please contact customer service.

Mohanad Abdullah, RC
Jose Albors, Express Scripts
Geovanny Andino, Liberty Mutual
Araceli Andrews
Robin Anthikat, LMCO Instrument Maintenance & Engineering Co.
Thomas Benz
Tatiana Bermudez Angulo, AISLA CITEC
Rodrigo Caro
Lillia Carter, Koch Nitrogen Carter
Elizabeth Castellanos
Luis Castro, Fall-Pro Solutions
Hector Corona, Zenith Insurance
Eduardo De La Pena, Especialistas Asociados en Administracion de Riesgos
Adelisa Espinosa
Saul Espinoza, Royal Wholesale Electric
Larry Folkner, Ames Construction
Michael Garcia, Rain For Rent
Anthony Garcia, Alimak Hek Inc.
Erica Garcia
Sarah Gasiewicz
Casey Hogg
Stuart Howser
Sasi Kumar, ASSE Kuwait Chapter
Margarita Lane
Randolph Leon
Arturo Lopez, Refinery Terminal Fire Co.
David Matheny, Huntsman HATC
Jeffrey Meade, Mayfield Government Inspection
Thomas Meehan, United Rentals Trench Safety
Jonathan Molas Martinez
Antonio Mora, Western Summit
Carmen Ramos
Eduardo Reyna
Margarito Rosales
Juan Rubi, Lopefira Corp.
Adam Salan, Cameron International Malaysia Systems
Nibaldo Salinas
Gerardo Sanchez
Kurt Stetzer, Westfield LLC
Jesus Tarin, Lower Colorado River Authority
Soontorn Yokyongsakul, Chabron Thailand Exploration & Production Ltd.

SPALW membership costs only $10 per year. To join, contact ASSE Customer Service at (847) 699-2929 or visit www.asse.org/JoinGroups.
**Hurricane Sandy Recovery Efforts**

ASSE provides key information for post-Hurricane Sandy recovery and rebuilding efforts as well as emergency preparation tips. Information includes activities commonly performed and the hazards associated with those activities, flooding and weather information, working in and around damaged buildings, industrial hygiene tips and much more. Click here for more information.

ASSE and OSHA seek PPE donations for Hurricane Sandy cleanup and recovery workers. Click here for more information on the PPE needed and contact information for sending donations.

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**Member Benefits**

As a SPALW member, please be sure to take full advantage of your membership and e-mail us with any questions. Similar benefits are also available for the other 28 industry and interest groups.

- Network with industry professionals via LinkedIn
- Conference calls and annual meetings
- Triannual electronic technical publications and access to publication archives
- 150+ interviews with top industry professionals
- Publication opportunities (earn COCs)
- Advisory committee guidance and advice
- Volunteer and leadership opportunities
- Discounts on group-sponsored webinars
- Group sponsorship on conference speaking proposals
- Mentoring services

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**Key Contacts**

Chair  
Oscar Paredes

Vice Chair  
Mark Hernandez

Publication Coordinator  
Wilmarie Villanueva

The SPALW publication is a publication of ASSE’s Safety Professionals & the Latino Workforce (SPALW) common interest group, 1800 E. Oakton St., Des Plaines, IL 60018, and is distributed free of charge to members of SPALW. The opinions expressed in articles herein are those of the author(s) and are not necessarily those of ASSE. Technical accuracy is the responsibility of the author(s).