

Background

- The Precarious Employment Research Initiative (PERI) collected data to identify how employment and working conditions are impacting the **economic, social, physical, and mental health** of workers and their communities in the Peterborough area in **2016**.
- Data was collected using a random-dialed telephone survey of residents between ages **18-70** in the Peterborough area, who were employed in the three months preceding the call. There were **800** responses, based on a representative sample.

Research Question

What strategies are effective to disseminate this research data?

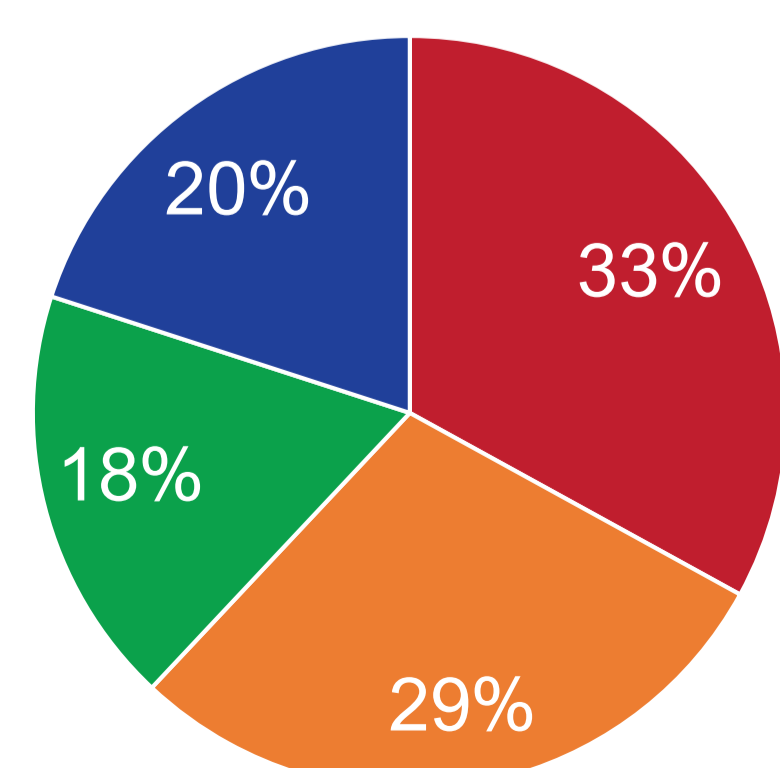
- What are the desired effects?
- Who are the relevant audiences?
- What engagement methods should be used?

Statistics

- 64%** of respondents younger than 34 and older than 55 identified as precarious/vulnerably employed
- 90%** of respondents with income of less than \$30,000 per year identified as precarious/vulnerably employed

62% of all respondents were in a precarious or vulnerable employment situation

Percentage of Respondents by Employment Category



- Precarious Employment
- Vulnerable Employment
- Stable Employment
- Secure Employment

Precarious Employment in Peterborough

A KNOWLEDGE TRANSLATION APPROACH

Facts About Peterborough's Precariously Employed



- Low income, combined with vulnerable or precarious employment was associated with **lower general and mental health**.



- Respondents in more precarious employment reported that their work schedules **interfered with their ability to socialize**.

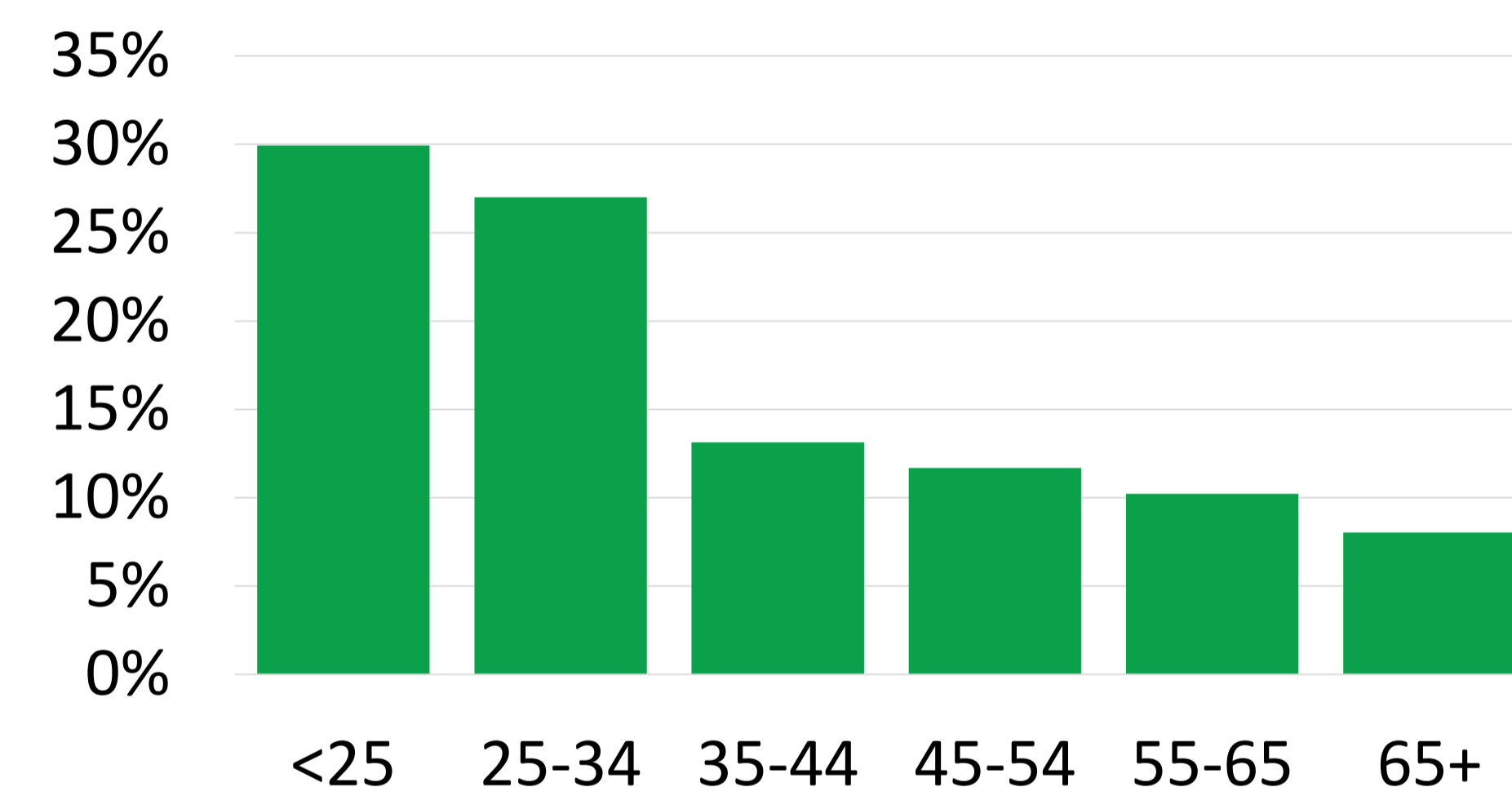


- Vulnerable and precarious employment situations impacted financial security and **increased chances of experiencing financial difficulty** and falling behind bill and debt repayment.

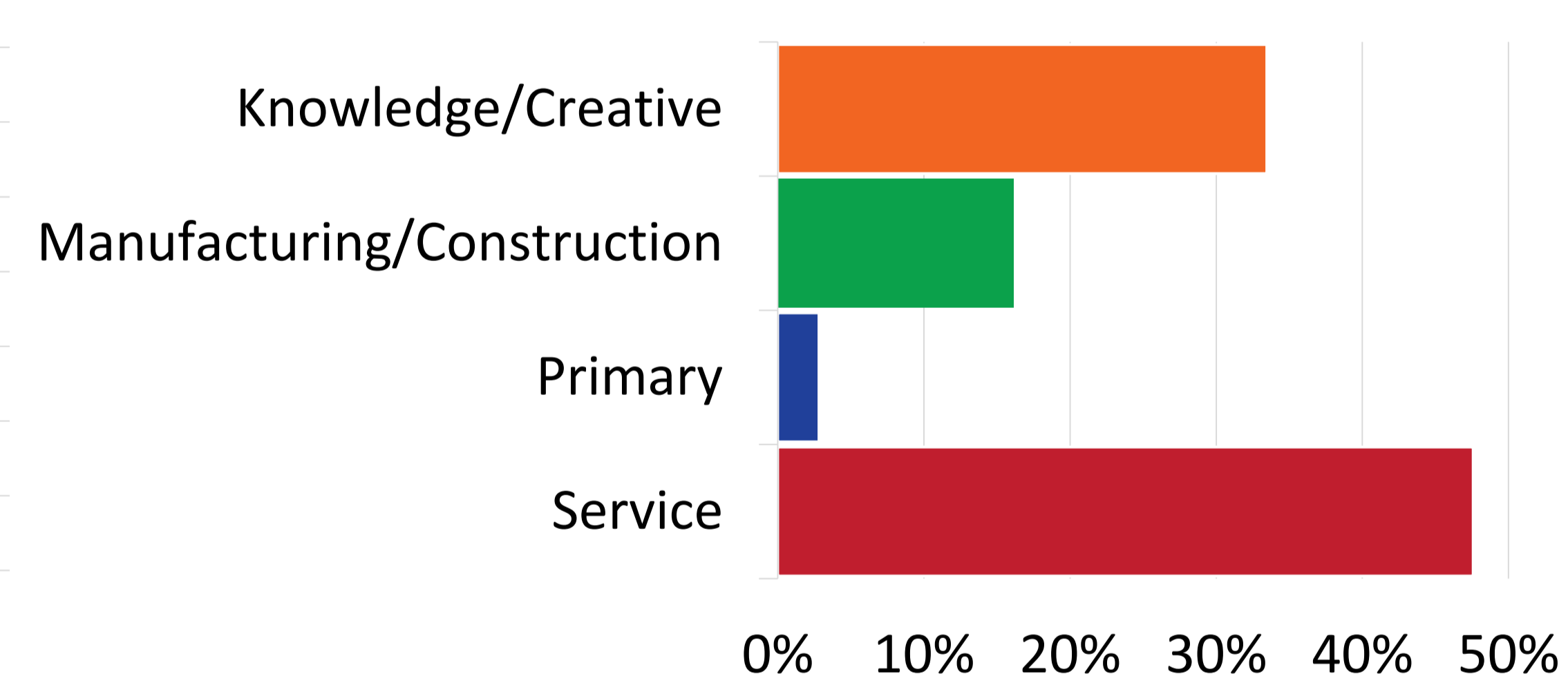


- Union membership** and **higher educational attainment** were both associated with lower levels of precarity.

Precarious Employment by Age Group



Precarious Employment by Sector



Precarious Employment	Vulnerable Employment	Stable Employment	Secure Employment
<ul style="list-style-type: none"> unstable and insecure employment irregular work hours, making time management difficult unpredictable wages and no other benefits less access to job training <p>Usually characterized as temporary, part-time, limited-term, or contract work</p>	<ul style="list-style-type: none"> a little more employment security unreliable work hours or permanence lower earning and likely few, if any, benefits less access to training and participation in the workplace 	<ul style="list-style-type: none"> more predictability more reliable hours more permanence in their position more stable wage and maybe access to benefits more access to professional development more encouragement to voice concerns 	<ul style="list-style-type: none"> predictable and constant hours job security and potential for a career path stable wage benefits, such as medical, paid leaves, and pension <p>Usually characterized as standard employment relationship</p>

Methods

- A literature review of existing Ontario-based precarious employment research publications and knowledge translation resources that identified audiences and general strategies
- A background assessment that outlines targeted engagement strategies for local employers, government, and employees

Findings

- Effective dissemination uses a **tailored approach** that addresses audience interests with **actionable messages**
- Strategies for combatting precarious employment:
 - Expanding secure work through **employment standards** and through creating opportunities for career growth
 - Creating a **floor of basic income** and social supports for precarious workers
 - Ensuring **background and circumstances** are not a barrier to secure employment

Next Steps

- Showcasing **local employers** who provide **secure work** in Peterborough
- Video** and **social media** campaign
- Creating a **stand-alone website**
- Curating resources for local employers that demonstrate **better business outcomes** through secure employment
- Promoting **further academic research** at Trent University

Researcher: Vira Golender
Supervisor: Dr. Buck-McFadyen
Host: Precarious Employment Research Initiative (PERI)
Host Supervisor: Julie Brandsma
TCRC Supervisor: Ryan Sisson
Course: NURS 3900H: Winter 2020