

‘Tools of the Trade’

New Construction Campaign

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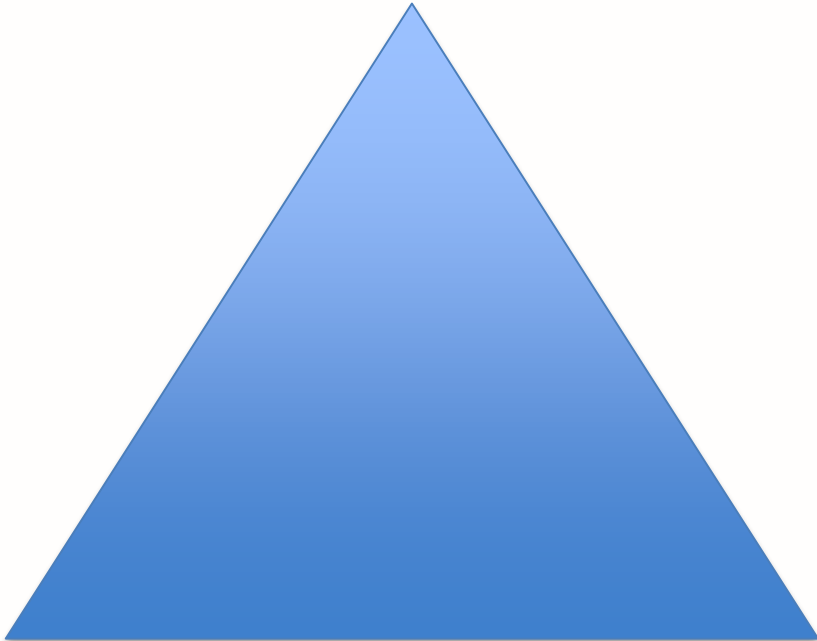


General Background

- Poor safety record up to mid/late 1990's:
 - Fatality rate one of the highest in Europe
 - Limited engagement from construction industry
- Change of attitude from late 1990's:
 - Strong “encouragement” from HSA
 - Establishment of CSP
 - Fatality rate fell from 7.4 per 100k workers in 2004 to 4.1 in 2010
- But:
 - Increase in fatality rate to 9.4 per 100k workers by 2013
 - Now we have the context of increasing employment

Structure

Health & Safety Authority



Worker Reps

Employer Reps



Construction Safety Partnership

- Established in 1999 against a background of an unacceptable level of injuries and deaths in the sector
- Overall aim is to improve worker safety and reduce accidents
- Key industry stakeholders including:
 - Construction Industry Federation (CIF)
 - Engineers Ireland (EI)
 - Health and Safety Authority (HSA)
 - Irish Congress of Trade Unions (ICTU)
 - Local Government Management Services Board (LGMSB)
 - Royal Institute of Architects of Ireland (RIAI)
 - Society of Chartered Surveyors (SCS)
 - Association of Consulting Engineers Ireland (ACEI)
 - Institution of Occupational Safety & Health (IOSH)

CSP Objectives

1. Improving safety in design and procurement
2. Small contractor initiatives
3. Workers engagement, representation and training
4. Safe Pass and Construction Skills Certification Scheme
5. Safe-T-Cert and SMP 20

Safe-T-Cert is a construction focussed safety management accreditation scheme that encourages companies involved in construction activities to attain third party accreditation of their safety management system

SMP 20 is an innovative approach to engage with smaller employers and assist them in managing the safety and health function

Why The Increasing Fatality Rate?

- A number of possible reasons:
 - Cost cutting by employers
 - Experienced workers made redundant
 - General complacency following positive trends
 - New entrants lacking expertise

Construction Fatality Rate

Year	2011	2012	2013	2014	2015 (YTD)
Total Fatalities	54	49	47	55	41
Total Fatality Rate*	2.3	2.7	2.3	2.5	----
Construction Fatalities	6	9	11	8	7
Construction Fatality Rate*	5.6	6.9	9.8	5.5	----
Construction Fatalities as % of Total	13%	18%	23%	15%	17%

* Rate per 100,000 workers

Construction Sector

- Risk of fatal injury is **8 times higher** in construction sector versus the services sector
- Risk of fatal injury is **3 times higher** in construction sector versus the general industry
- New recruits (< 6 months) are **4 times more likely** to have an accident compared to those in their jobs more than 5 years

Key Hazards

Two key hazards:

- Working at Height
- Machinery and Vehicles

Also:

- Slips/Trips/Falls

Advertising Campaign



What Makes Great Advertising?

- Does it matter if we “like” the ad?
- Balance between *science* and *art*
- Great advertising makes people **think**
- It doesn't overload with information and details
- It doesn't tell people what to do/buy, it makes them **feel** something
- Works on the subconscious, triggers **emotions**
- A negative reaction can be better than no reaction

What Can Advertising Achieve?

- Potentially a very powerful tool
- Mass market reach
- Less effective in isolation
- Amplification:
 -inspection activity
 -policy guidelines
 -WCU
 -social media / website
 -public relations
 -e-learning
 -stakeholder engagement



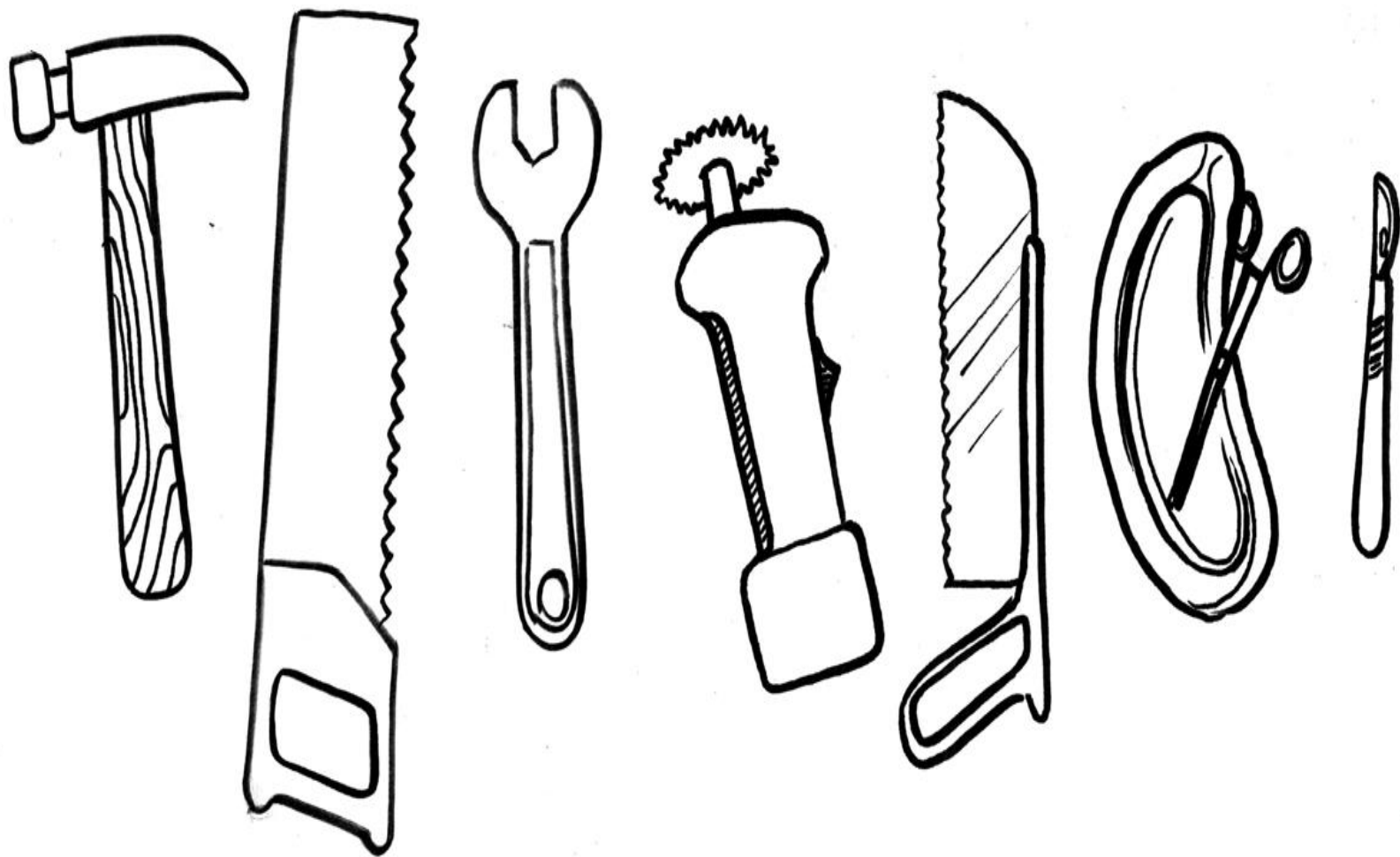
Advertising Brief

- Target market
- Campaign objectives
- Tone
- Media
- Timelines
- Budget

Main goal is to pre-empt the projected number of deaths in construction if the current fatality trend line was to continue in the context of increasing employment

Campaign Objectives

- Drive awareness of the serious dangers of working on construction sites
- Influence a reverse in the upward trend in worker deaths in the construction sector
- Influence a reduction in the level of accidents
- Influence the attitudes and behaviours of workers in relation to taking care on sites
- Influence the attitudes and behaviours of employers in relation to managing worker safety and health



BUILDING IS HARD. REBUILDING IS HARDER







FPS 25.000

SHUTTER 180.0

ID 1000

WB 2900 CC +0

STB
2%



MON
700

EVF
700

LOCK

BAT 1 27.1 V

BAT 2 75 %

● STBY

CLIP A001 C003

REMAIN 89 MIN



End Result



http://www.hsa.ie/eng/News_Events_Media/Archive/Media%20Campaigns/

Thank you.

Questions?

