

Campaign to Prevent Falls in Construction

Safety Pays. Falls Cost.

Success Story

Kentucky 2013 Construction Fall Prevention Campaign

September 2013

THE BEST IN THE BUSINESS PLAY IT SAFE. JOIN US TO PREVENT FALL IN CONSTRUCTION



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The Kentucky Labor Cabinet developed a unique 2013 Construction Fall Prevention Campaign. It centered on raising awareness of construction fall hazards, training, collaborating with partners, and briefly stopping work to offer safety training.

The awareness aspect of the multi-week campaign was launched with press releases in English and Spanish. The releases were picked up in both print and radio media. The news release was followed by distribution of posters and stickers that supported the campaign. The Kentucky Labor Cabinet has an active e-mail distribution list of over 4,000. Weekly flyers were developed and a new flyer was sent out each week to the e-mail listing. Flyers addressed fatalities among Kentucky construction workers, aerial lifts, scaffolds, steel erection, protective equipment and rescue, residential construction fall protection, and ladders. The campaign message and flyers were also promoted via social media on the Labor Cabinet's Facebook page and Twitter account. The campaign's final flyer asked employers and employees to get involved and join the campaign. By repeating the e-mail blast and social media promotion, awareness was raised on the topic of fall protection, and it help set the stage for other aspects of the campaign.



Kentucky developed an on-line training module, Introduction to Fall Protection, which is free to all users. The module is available at <http://laborcabinettrain.ky.gov>. It has audio, interaction with questions and mini case studies and excellent graphics. The module covers topics such as the common causes of falls, when fall protection is required, philosophies of fall protection and details on the common ways to provide fall protection. A certificate of completion is available for those passing a short quiz. Attendance for the course grew as the awareness campaign and safety stand down created demand for the subject.

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The Labor Cabinet also has a webpage dedicated to the 2013 Fall Prevention Campaign that can be found at www.labor.ky.gov.

Kentucky's consultation program, the Division of OSH Education and Training, led the Labor Cabinet's campaign. Consultants distributed campaign posters and stickers, met with employers, provided training, and explained the importance and need for the campaign. Kentucky also partnered with unions and associations to spread the message. All state parks in Kentucky participated by displaying campaign posters in English and Spanish. The Kentucky AGC will show the fall protection module to everyone attending their annual conference. The Labor Cabinet also has a state of the art motor coach, the KYOSH IMPACT. Inside and outside the bus are workstations that facilitate training.



Kentucky continues to expand its program. Flyers and other outreach materials have been shared with retail stores such as Lowes, Home Depot, lumber supply stores as well as equipment rental facilities. Campaign posters, in English and Spanish, were posted at all forty-nine (49) state parks. To obtain even further awareness, Kentucky plans to spread the campaign to other outlets such as gas stations, convenience stores and banks.



Kentucky plans to continue the campaign, learning from partners and other successful programs. Areas that have proven effective will be expanded in the future so that fatalities from construction falls can be significantly reduced in Kentucky.

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Kentucky 2013 Fall Prevention Campaign Partners

Organized Labor

Greater Louisville Building and Construction
Trades Council

International Association of Sheet Metal Workers
(Indianapolis/Evansville) – Local 20

International Brotherhood of Electrical Workers
(Owensboro) – Local 1701

International Union of Painter and Allied Trades
(Evansville) – Local 156

Laborers International Union of North America
(Evansville) – Local 561

Laborers International Union of North America
(Louisville) – Local 576

Laborers International Union of North America
(Lexington) – Local 189

PPF/UA – Plumbers and Pipe Fitters
(Evansville) – Local 633

PPF/UA - Road Sprinkler Fitters
(Evansville) – Local 669

United Brotherhood of Carpenters and Joiners of America
(Evansville) – Local 90

United Brotherhood of Carpenters and Joiners of America
(Lexington) – Local 1650

Associations

Builders Exchange

Kentucky Associated General Contractors of America

Kentucky Association of Manufacturers

Kentucky League of Cities

Kentucky Roofing Contractors Association

Kentucky Safety and Health Network, Inc.

National Association of Women in Construction,
Louisville Chapter

Employers

Abel Construction Company

Alliance Corporation

Codell Construction Company

Caldwell Tanks

Congleton Hacker

Denark Construction

General Electric

Gray Construction

Haydon Bridge Company

Kellogg Brown and Root

Kellogg's, Louisville Bakery

Messer Construction Company

Miller Valentine

Safety Training & Environmental Protection

Sanitation District No. 1, Northern Kentucky

Scott Murphy Daniel

Sullivan Cozart

Walsh Construction

Westlake Chemical

Other

Radio Vida WYGH 1440 AM

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