



The National Campaign to Prevent Falls in Construction

2019 Social Media Guide

In order to assist organizations with promotion of the Falls Campaign and associated Safety Stand-Down, CPWR – The Center for Construction Research & Training has developed a list of social media messages, including links and images, that can be used as written or edited to create your own tweets and posts. Most social media promotion happens in the months and weeks leading up to the Safety Stand-Down as that is the main Campaign event, but given the high rates of falls in construction, organizations are encouraged to share messages and resources year-round. Most of the resources mentioned below – Toolbox Talks, Hazard Alert Cards, Infographics, etc. – can be promoted on social media throughout the year. All images can be downloaded at <https://stopconstructionfalls.com/images-for-social-media/>. In addition to using this guide to create your own tweets and posts, an easy way to engage is to re-tweet, re-post, like, or comment on posts from CPWR, NIOSH, and OSHA! Find us on Twitter (@CPWR), Facebook (@CPWR.COSH), and LinkedIn (<https://www.linkedin.com/company/cpwr>). **Don't forget to include the Stand-Down hashtags! #StandDown4Safety #StopFalls #Construction**

I. Leading up to the National Safety Stand-Down

Use the messages in this section in the months and weeks leading up to the Stand-Down to make sure your followers know about the event and have all the information and resources they need to participate.



OSHA, NIOSH, and CPWR are encouraging contractors and workers to Stand Down for fall safety! Join us in participating in the 2019 Stand-Down May 6-10! Visit stopconstructionfalls.com for ways to participate & resources to help. #StandDown4Safety #StopFalls #Construction

May 6-10 is The National Safety Stand-Down to Prevent Falls! Pause work to talk to employees about fall hazards, protective methods, and your company's safety policies, goals and expectations. Learn more at stopconstructionfalls.com! #StandDown4Safety #StopFalls #Construction

The Safety Stand-Down to Prevent Falls is happening May 6-10! Will you be participating? Watch the video to learn how you can join- https://youtu.be/ke1L_ROExdE. #StandDown4Safety #StopFalls #Construction



Curious about the National Safety Stand-Down to Prevent Falls in Construction? Hear more about it and get ideas on how to participate from leadership at OSHA, NIOSH, and CPWR on this recorded webinar - <https://youtu.be/IGPhpkN8KY0>. #StandDown4Safety #StopFalls #Construction

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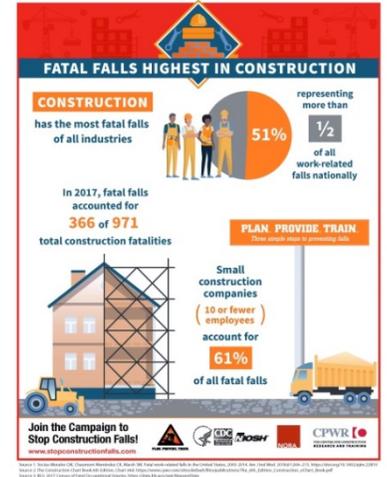
Construction has the most fatal falls of all industries, representing more than half of all work-related fatal falls! Raise awareness of fall hazards & prevention. Stand Down to prevent falls May 6-10 - stopconstructionfalls.com. #StandDown4Safety #StopFalls #Construction



Did you know that most falls in construction happen to workers over the age of 45? Learn more about who is at risk and why your company should Stand Down to prevent falls in construction -

<https://stopconstructionfalls.com/infographics/>. #StandDown4Safety

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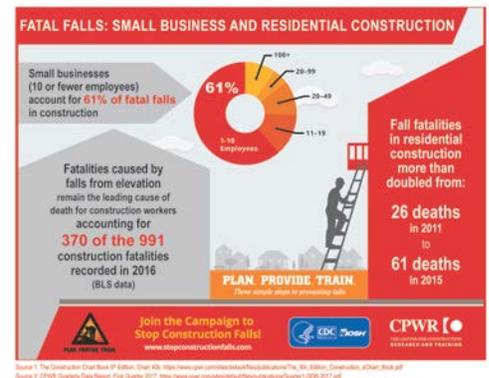
Are you holding a Stand-Down on your jobsite? Order hardhat stickers & handouts for your workers at <https://stopconstructionfalls.com/online-ordering-form/>!

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Getting ready for the 2019 National Safety Stand-Down to Prevent Falls in Construction? Check out resources to plan your events on stopconstructionfalls.com! #StandDown4Safety #StopFalls #Construction

Employees of small businesses & those in residential construction are more likely to experience a fatal fall. Learn more about protecting your workers & how you can hold a Safety Stand-Down at stopconstructionfalls.com. #StopFalls #Construction #StandDown4Safety



The 2019 Safety Stand-Down to Prevent Falls is happening soon! Everything you need, from jobsite posters to worker handouts, can be found in CPWR's One Stop Stand-Down Shop - <https://stopconstructionfalls.com/one-stop-stand-down-shop/>. #StandDown4Safety #StopFalls #Construction

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II. During the National Safety Stand-Down

The messages in this section are meant to be used during the Stand-Down to generate interest and provide specific resources, however many of those focusing on specific hazards and resources can be used anytime during the year.

Following the 5-Day Plan

It's Day 1 of the Stand-Down to Prevent Falls! Use a real life story to bring the Stand-Down home & generate worker interest in training and other activities. See how in CPWR's 5-Day Plan – <https://bit.ly/2VxQ5mK>. #StopFalls #Construction #StandDown4Safety

It's Day 2 of the Stand-Down! Complete or update your written fall protection plan & review it with your workers. This is a good time to talk about your rescue plan! <https://bit.ly/2OUOaWW>. #StopFalls #Construction #StandDown4Safety

We're halfway through the Stand-Down week! Have experts demonstrate how to properly fit, inspect & use personal fall protection and equipment such as ladders. Find resources in CPWR's 5-Day Plan – <https://bit.ly/2VxQ5mK>. #StopFalls #Construction #StandDown4Safety

On Day 4 of the Stand-Down, focus on site-specific refresher training. Use Toolbox Talks for potential fall hazards on your job - <http://stopconstructionfalls.com/toolbox-talks/>. #StopFalls #Construction #StandDown4Safety

It's the last day of the Stand-Down! Leave workers with a reminder by handing out Hazard Alert pocket cards. If you forgot to order ahead of time you can print them at <https://stopconstructionfalls.com/handouts-for-workers/>. #StopFalls #Construction #StandDown4Safety

Did you participate in this week's Safety Stand-Down to Prevent Falls? Don't forget to get your certificate at <https://www.osha.gov/StopFallsStandDown/index.html#cert>. #StopFalls #Construction #StandDown4Safety

Focusing on Specific Hazards & Resources

Falls from height can cause serious injury and death. Properly installed guardrails can prevent falls by providing a physical barrier. Learn more at <https://t.co/QyEfLBQAZN>. #StopFalls #Construction #StandDown4Safety

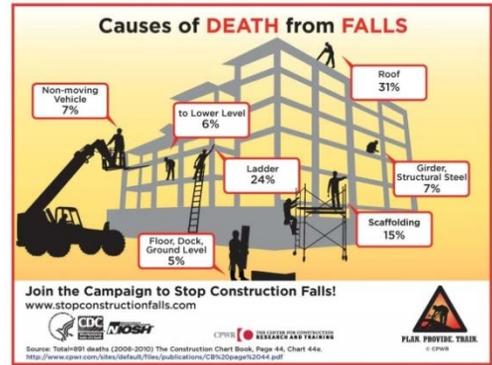
Proper fall protection saves lives! Learn more and join the Campaign to Prevent Falls in Construction at stopconstructionfalls.com/! #StopFalls #Construction #StandDown4Safety



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Work safely on ladders and roofs! Watch this new video on ladder safety and how the free NIOSH ladder safety app can help.
<https://youtu.be/Et9aeMdosms> #StandDown4Safety #StopFalls #Construction



During 2011-2016, 74 workers died falling from equipment. Stay alert and follow these tips when climbing on or off!
<https://www.cpwr.com/sites/default/files/CPWR2018equipment.pdf>.
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PREVENTING FALLS FROM EQUIPMENT

During 2011-2016, 74 workers died falling from equipment

WHEN CLIMBING ON/OFF EQUIPMENT

- ✓ Set the parking brake to prevent the equipment from moving
- ✓ Use hand and step holds – keep one foot and two hands, or both feet and one hand, in contact with equipment at all times
- ✓ Wear shoes that provide support and traction
- ✓ Avoid carrying materials and tools when climbing on or off
- ✓ Keep step and hand holds clear of mud, snow, grease and other fluids
- ✓ Do not jump off

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Do you have a rescue plan in place? Hanging in a harness for too long can be deadly! Check out CPWR’s webinar, What Happens after a Fall is Arrested?, on June 27 to learn more- <https://bit.ly/2WXpmvH>.
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HAVE A RESCUE PLAN TO PREVENT SUSPENSION TRAUMA
 The harness stopped the fall, but hanging too long can be deadly!

Before work begins...

- ✓ Train workers on self and assisted rescues, and provide rescue equipment.

After a fall, initiate the rescue plan...

- ✓ If immediate rescue is not possible, the suspended worker should keep blood circulating by:
 - Using trauma straps or loops, a personal rope ladder, or create a foot loop from the lifeline to shift into a standing position.
 - “Pumping” legs frequently.
- ✓ Call 911. Do not let the worker lie down while waiting for help.

Watch the Clock... If blood is not circulating, it only takes a short time for a worker to:

- Become light-headed, nauseous, or unconscious
- Suffer suspension trauma and death

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Do the math. Know the clearance distance needed in case of a fall.
 Click here to learn how and see an example - <https://bit.ly/2Ga3f4h>!

THE RIGHT LENGTH LANYARD WILL PROTECT WORKERS IN A FALL
 Employers, do the math. Example Below.

Learn more at: <https://bit.ly/2PPO3M6>

BEFORE FALL | **MID-FALL (Pre-Harness Elongation)** | **AFTER FALL** | **ANCHOR POINT**

- 6 ft Length of Lanyard
- 3.3 ft Deceleration Distance
- 1 ft Harness Elongation
- 5 ft D-Ring to Bottom of Feet
- 2 ft Safety Factor
- 17.5 ft Total Clearance Distance From Anchor

Watch for swing hazards

Will vary based on equipment and worker. Also known as (D-ring shift)

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Prevent falls through skylights & holes. If you create, uncover, or notice a hole, guard or securely cover it -
<https://www.cpwr.com/sites/default/files/CPWR2018skylights.pdf>.
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PREVENTING FALLS THROUGH SKYLIGHTS AND HOLES

During 2011-2016, 165 workers died after falling through a skylight or hole

REMEMBER:

- ✓ Never sit, step on, or lean against a skylight. Guard or cover any existing skylights.
- ✓ If you create, uncover, or notice a hole:
 - Guard or securely cover the hole
 - Label the cover with “hole” or “cover”
- ✓ Always use one of the following:
 - Covers or screens
 - Railings or guardrails
 - Personal Fall Arrest System, such as a full-body harness

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Falls are the leading cause of death in construction. This short video sheds a light on the real-life events that led to the death of a worker from a ladder fall and how it could have been prevented- <https://youtu.be/XXitOziMIAA>
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When scaffolds are not set up or used properly, falls can occur. Check out CPWR's Toolbox Talk- Preventing Falls from Scaffolding for tips on how to work safely: <https://t.co/ynWcOo7wkZ> #StopFalls #Construction #StandDown4Safety

Aerial Lifts can prevent falls, but only when used properly. Test your knowledge with the NIOSH Aerial Lift Hazard Recognition Simulator! <https://www.cdc.gov/niosh/topics/falls/aeriallift.html> #StopFalls #Construction #StandDown4Safety

AERIAL LIFTS can prevent fatal falls, but only if you...

- Follow the manufacturer's instructions
- Use proper fall protection
- Watch out for uneven ground, potholes, bumps, and debris that could cause the lift to tip over
- Close lift-platform chains or doors, and check guardrails
- Do not climb on or lean over guardrails
- Do not exceed the load limits
- Avoid contact with overhead hazards

During 2011-2014, 1,380 workers were injured and 87 died while operating an aerial lift.

Test your knowledge and download the NIOSH Aerial Lift Hazard Recognition Simulator! 

Disclaimer: Using the Simulator is not a substitute for required training to operate an aerial lift.

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Source: <http://www.osha-slc.gov/OSHA-News/OSHA-News-Details.aspx?ID=1000>

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III. After the Stand-Down

As mentioned above, many of the messages in Section II can be used any time during the year. In addition, here are a few that are geared toward keeping the Campaign alive.

Was your Stand-Down event a success? Share your story at <https://stopconstructionfalls.com/success-story-form/>. #StopFalls #Construction #StandDown4Safety

The Safety Stand-Down to prevent falls may be over, but preventing falls should be a focus all year long. Check out these ideas to keep your fall prevention program going strong! <https://bit.ly/2KhUHwa>. #StopFalls #Construction #StandDown4Safety

Looking for a refresher activity after the recent Safety Stand-Down? Register for CPWR's webinar, What Happens After a Fall is Arrested? Suspension Trauma & the Importance of Having a Rescue Plan, at <https://bit.ly/2Umvndb>.

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