

# WORKING WELL TOGETHER





# CONSTRUCTION

## □ *Taking stock*

- Sole survivor of heavy industry
- Nearly 2 million workers
- Poor performance impacts adversely
- A small number of big players
- A much larger number of SMEs
- Transient workforce

## □ *Construction Summit - February 2001*



# CONSTRUCTION

- ❑ ***About 80 fatalities a year***
  - Falls and falling objects
- ❑ ***Thousands of major injuries***
  - Falls and falling objects
  - Handling
  - Slips and trips
- ❑ ***Occupational ill health a major concern***



# CONSTRUCTION

- ❑ ***Solid regulatory framework***
  - CDM Regs et al
- ❑ ***Communications challenges***
  - Large number of SMEs
  - High proportion of self-employed
  - Wide range of target audiences
  - Large number of intermediaries
- ❑ ***Stakeholder engagement and ownership***



# CONSTRUCTION

## ❑ *Information base*

- Publications - mix of free and priced - web

## ❑ *Promotion and publicity*

- Trade shows and exhibitions
- 'Red top' and trade press advertising

## ❑ *Working Well Together*

## ❑ *'High 5'*

## ❑ *Safety & Health Awareness Days*

## ❑ *Worksmart series*

## ❑ *Visual media*

# PUBLICITY PLANNING

## 1 Awareness

(Understand the situation)

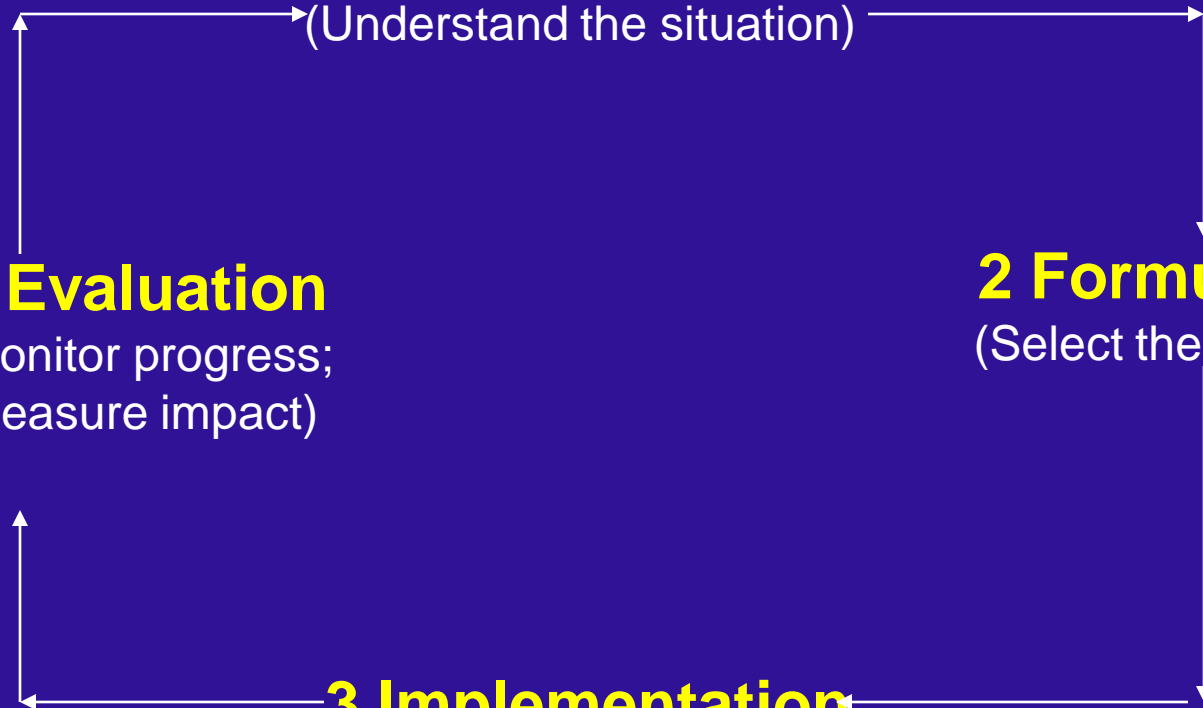
## 2 Formulation

(Select the strategy)

## 3 Implementation

## 4 Evaluation

(Monitor progress;  
measure impact)





# STRATEGY

## □ *Two major initiatives*

- Working Well Together (WWT)
- 'High 5' campaign for SMEs

## □ *Two major target groups*

- Primary:
  - Contractors and sub-contractors
  - Site workers and self-employed
  - Clients and designers
- Secondary:
  - Intermediaries
  - Suppliers - labour, plant and products

## □ *Promotion, engagement, ownership, action*

# WORKING WELL TOGETHER



- *Working Well Together*
  - Newsletter
  - Advertising
  - Local radio
  - Billboards
  - Bus tour
  - Conference
  - 4C awards/dinner
  - WWT and 'High 5'
  - WWT website



# WORKING WELL TOGETHER

*National press and outdoor advertising,*

**"EVERY WEEK TWO OF US DIE"**

**"DON'T BE NEXT"**

**IT'S TIME WE GOT IT RIGHT**

WORKING WELL TOGETHER HELPLINE  
**0845 27 27 500**

[wwt.uk.com](http://wwt.uk.com)

THE WORKING WELL TOGETHER BUS IS SUPPORTED BY:

- Taylor Woodrow
- HILTI
- WERNER
- 3M Safety
- TUC
- HSE

**working well together**

*Spring 2002*

High recall - awareness of 61% amongst managers and 50% amongst workforce





# AWARENESS DAYS

## □ *Safety and health awareness days*

- Half day seminars and workshops
  - Invited audience of builders
  - Training sessions
  - Practical workshops and demonstrations
- 
- *Over 200 construction managers attended the first two Safety and Health Awareness Days this year*
  - *Over 85% - useful / very useful and worthwhile*
  - *87% have implemented changes*



# WORKSMART

## □ *Approach*

- A regular TV presence for HSE
- Tailor-made programmes with production values, and a commercial look and feel
- Original storytelling techniques

## □ *Programme content*

- Local stories based on real-life situations
- Told by real people
- Interesting and engaging
- Credible - human interest - relevant



# WORKSMART

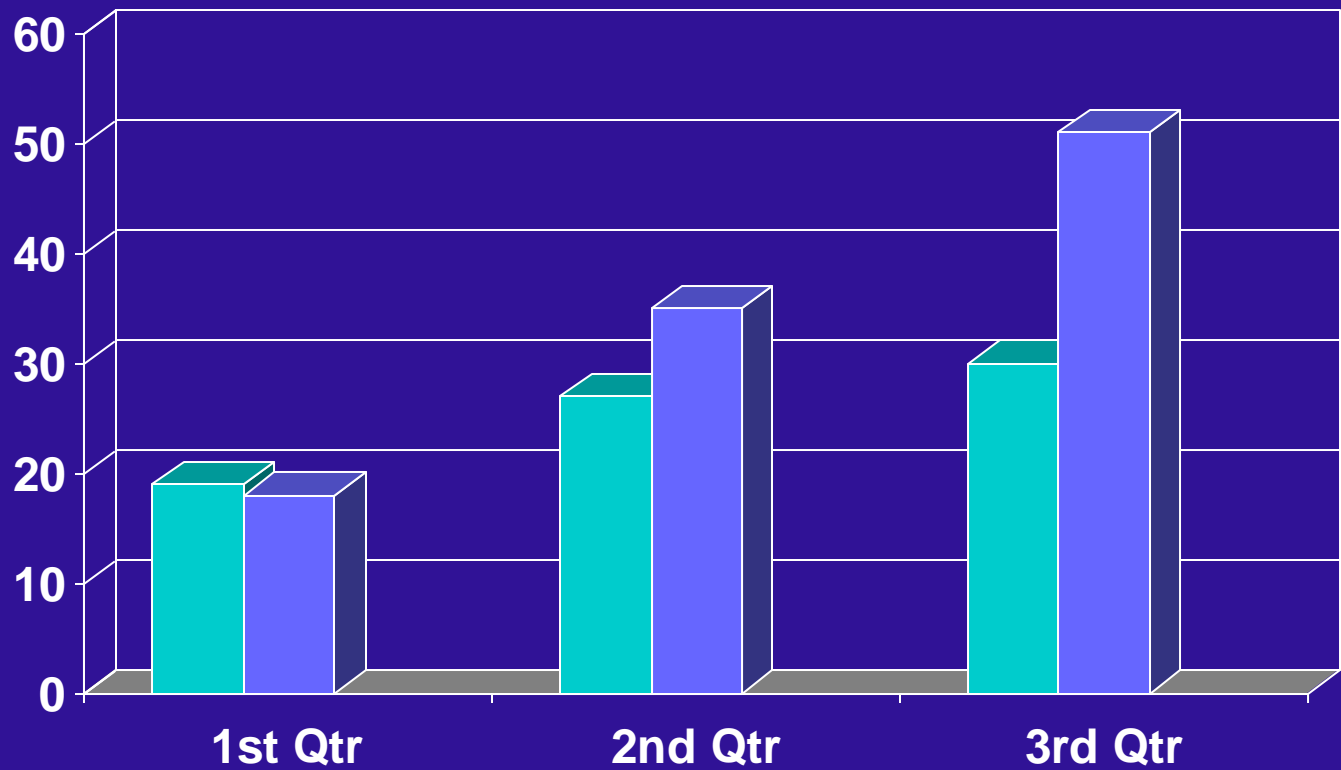
## □ *Launch*

- Media launch in the North West region
- Coronation Street launch with three bar staff

## □ *Promotion*

- Video stream, programme schedule and programme summaries on HSE web site
- Local media coverage of 'personalities'
- VHS copies available for HSE staff
- VHS and DVD compilation available on sale

# WORKSMART AWARENESS



# WORKING WITH OTHERS



- Sponsor of Major Project award in 2002 and 2003



- Partnership logo  
*“Working with HSE”*



***THANKS FOR  
LISTENING***

