BUILDERS MUTUAL

May 8 - 12, 2017
National Safety Stand-Down
To Prevent Falls in Construction

Builders Mutual Activity Recap

Tailgate to Educate

Builders Mutual partnered with the NCDOL and Little Giant Ladders to take OSHA Stand-Down events to three job-sites in our footprint. The events included ladder, scaffolding and fall protection safety training. A free lunch was grilled by Builders Mutual staff, and Board Member Buddy Hughes. A big thanks to policyholders Royal Oaks Building Group, Niblock Homes, and Essex Homes, as well as Insurance Professionals and Regions Insurance for their participation.

Communications & Social Media

5/8  Email to Agents, PH’s & HBA’s - 16-29% open rate
     Facebook - Announcing OSHA Safety Stand-Down with link to new JSI ladder safety video (96 views)

5/9  Facebook - #tailgatetoeducate in Fuquay Varina, NC with Royal Oaks Building Group

5/10 Facebook - #tailgatetoeducate in Concord, NC with Niblock Homes
     Three Facebook Live videos were posted with 1,300+ views and climbing

5/11 Facebook - #tailgatetoeducate in Elgin, SC with Essex Homes

5/12 Facebook - OSHA Stand-Down wrap up

During the National Safety Stand-Down week, our RM consultants visited jobsites in 6 states, passing out Stand-Down Fall Protection flyers, croakies and carpenter pencils. In 2017 we had nearly 200% more participants than we did in 2016!

96 jobsites were visited, with 1,134 people attending Stand-Downs.