Builders Mutual partnered with the NCDOL and Little Giant Ladders to take OSHA Stand-Down events to five locations across our footprint. The events included ladder, fall protection, and guardrail training for 225 workers, in both English and Spanish. All Stand-Down attendees were served a free hot lunch. A big thanks to our policyholders and HBA partners for their support and participation!
RISK MANAGEMENT OUTREACH

During the National Safety Stand-Down week, 16 RM consultants visited job-sites in 6 states and the District of Columbia, distributing fall protection flyers, as well as pocket spiral notebooks and hardhat stickers promoting the Put Your Guard Up campaign.

COMMUNICATIONS & SOCIAL MEDIA

5/2 Email to Agents & HBA partners encouraging them to promote OSHA Stand-Down with links to a social media promo graphic, our fall protection flyer, the JSI fall protection safety video, and additional OSHA resources

5/2 Facebook post announcing 2019 OSHA National Safety Stand-Down with link to JSI fall protection safety video

5/6-10 Facebook posts with photos from Builders Mutual Road Show and RM Staff on job-sites

5/10 Facebook post of OSHA National Safety Stand-Down wrap up with link to WorkSafe resources

169 job-sites were visited, with
2,367 people attending Stand-Downs
GUARDRAILS PROTECT EVERYONE.

The Put Your Guard Up campaign, focused specifically on guardrail safety, is designed to shift behavior and help prevent future injuries by encouraging everyone on the job-site to protect workers and job-site visitors alike through the proper use of guardrails.

Builders Mutual wants to empower everyone on the job-site to take action by speaking up if guardrails are missing and standing up for improved job-site safety. With PutYourGuardUp.com, we are making it easy for GCs and trade contractors to incorporate guardrail safety into their safety programs. Downloadable resources include easy-to-use training materials focused on guardrail safety, daily inspection checklists, and a series of blog articles about the importance of guardrails.

We also partnered with a multi-cultural advertising agency, AC&M, to trans-adapt the campaign to be culturally relevant and language appropriate for the Hispanic market. All resources are available in Spanish on SubeLaGuardia.com.

MAKING GUARDRAILS PART OF THE CONVERSATION.

As a follow up to the Stand-Down events that included residential and commercial job-site guardrail training, we sent Thank You letters and recognition certificates to all policyholders that participated. In these Thank You letters we encouraged our policyholders to visit PutYourGuardUp.com to read more about the campaign and to take action to help prevent future job-site injuries.

For a select “VIP” group, as identified by the RM consultants, we also sent Put Your Guard Up kits, including PYGU job-site signs and training tools to help them incorporate the important message of guardrail safety into their safety programs.