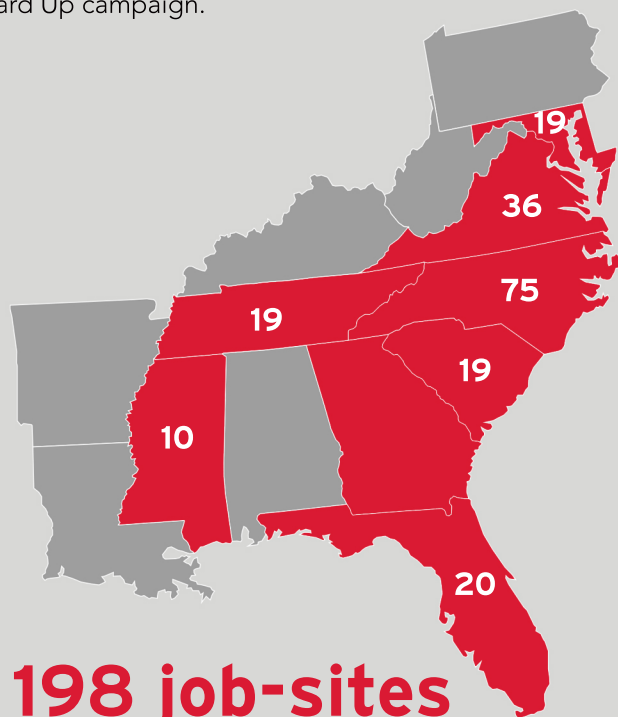




# National Safety **STAND-DOWN** TO PREVENT FALLS IN CONSTRUCTION

Builders Mutual participated in OSHA's National Safety Stand-Down for fall protection for the 7th consecutive year. The Safety Stand-Down is a week long voluntary event designed to encourage employers and workers to pause one day during the week to discuss fall hazards and reinforce the importance of fall protection.

From September 7 through September 25, 19 Risk Management consultants visited job-sites in 7 states, distributing safety glasses, dual-language fall protection flyers, and hardhat stickers promoting the Put Your Guard Up campaign.



**198 job-sites**  
were visited, with  
**1,806 people**  
attending Stand-Downs

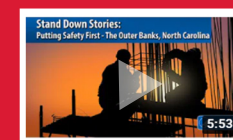
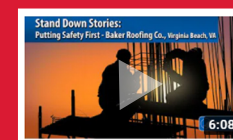


» Despite the challenges COVID-19 presents, our RM consultants safely conducted **17% MORE** job-site **Stand-Downs** in **2020** than in 2019.

## COMMUNICATIONS & SOCIAL MEDIA

8/27 & 9/3 Facebook promo posts announcing upcoming 2020 Safety Stand-Down dates

9/8 & 9/10 Facebook posts sharing videos created by CDC/NIOSH showing two 2019 Builders Mutual Road Show Stand-Downs, one with long time policyholder Baker Roofing and another at the Outer Banks HBA



9/10 Email to 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 resource

9/11 Facebook promo post sharing our fall protection and ladder safety flyers

9/14 & 9/16 Facebook posts sharing JSI Fall Protection video, and encouraging and showing appreciation for our policyholders who participated in Stand-Downs

9/23 & 9/26 Facebook post promoting two blog articles on fall protection and the RM partnership