Construction Industry Outreach

Lisa Capicik, CSP, CHST
Brasfield & Gorrie
Traditional Safety Messaging
Traditional safety measurements

Brasfield & Gorrie Safety Stats
Recordable Incident Rate (RIR)

Brasfield & Gorrie Safety Stats
Lost Time Incident Rate (LTIR)
Fanatical focus on Recordability

Cases per 100 Employees

- TOTAL CASES
- DAFW CASES

Cases per 100 Employees

0   | 1    | 2    | 3    | 4    | 5    | 6    | 7    | 8    | 9    | 10   |
Companies with low traditional safety #’s

One dead, four hurt in bridge collapse on Wake Tech campus

Worker dies in fall at Sound Transit light-rail construction site in Bellevue

Worker killed in accident at Microsoft construction site

Worker Killed At Construction Site Of New 49ers Stadium

OSHA fines Mortenson and Berwald Roofing for U.S. Bank Stadium fatality

Deep Cove father takes on Kiewit after son’s death

1 killed, 1 injured in downtown Miami construction accident

A falling crane crushed cars in Seattle, killing a college student, a Marine and two others

Man killed in fall at uptown tower construction site

Highway 520 bridge worker dies after fall

PCL faces class-action lawsuit over Outer Banks power outage

Electrical worker falls to his death at new arena in Detroit
Understanding the Challenge

**Cases per 100 Employees**

- **TOTAL CASES**
- **DAFW CASES**

**Deaths and Death Rate**

- **Deaths**
- **Rate**
Better Safety Conversations
What do we do with all this?

Actual Outcome vs. Potential Outcome
The crane’s mast fell over on the afternoon of April 27, as workers were taking it apart. Sections landed on top of the new Google building where it had been used and on traffic below, striking six vehicles.

SEATTLE (AP) — Human error may have caused a crane collapse that killed four people and injured four others over the weekend.
Atlanta, GA (December 9, 2015) – Choate Construction Company announces “OneLife,” a new visual identity under the Choate Construction brand that represents the company’s unwavering commitment to worker safety.

The OneLife identity is designed to positively engage everyone that it encounters and challenge them to make safe decisions for their life, their family, and their legacy. The OneLife logo will be on all Choate safety and personal protective equipment (PPE), site signage, and other collateral with the intent of giving a face to the personal choices that workers must make each day to return home safely to their loved ones.

According to OSHA, nearly 6.5 million people work at approximately 252,000 construction sites across the nation on any given day. Last year, the Bureau of Labor and Statistics reported 796 construction workers died on the job. By
The Power of Stories

- Stories describing a real event can be compelling
- Relevant – answers “WHY?”
- Reinforces company values
- Communicates higher values rather than following rules
- Have the greatest possible impact with limited resources
Kids’ Chance of Georgia

Federal safety investigators look into deadly crane accident

ATLANTA (CBS46) - Federal safety investigators are looking into what led to an accident in northeast Atlanta in which two workers fell to their deaths.

Authorities said the men died of trauma after the lift in which they were working fell to the ground at 525 Glen Iris Drive in northeast Atlanta on Thursday.

The men have been identified as Rigoberto Lopez, 29, of Marietta, GA, and Carlos Turner, 42, of Dallas, Georgia.

Atlanta police said the two men were working on the lift at about 1:15 p.m., painting and doing water-sealing work at a Midtown 4th Ward Apartment Homes.

Atlanta Fire Department Battalion Chief David Rhodes said the men were 40 feet in the air when they began to rock the crane back and forth to try and free it from soft ground near the curb.

The crane tipped over, and both men fell to the concrete sidewalk below, authorities said.

One of the men was taken to Grady Memorial Hospital where he died in surgery, and the other man was taken to Atlanta Medical Center where he died.

Lopez and Turner worked for AGS Waterproofing.

OSHA, the Occupational Health and Safety Administration, is investigating the accident.

Stay with CBS46.com for new information on this developing story.

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0 Comments

WHY LEVERAGE KIDS CHANCE?

For Georgia: Help LOCAL young people.

For Construction: Influence our entire INDUSTRY.

For SunTrust Park: Safety is PERSONAL.
Courtney’s Story

- In 2011 Courtney’s father, Karl Kumor, was working for A&W Waterproofing when he was involved in a work-related accident. Mr. Kumor and another co-worker were working on a lift 40 feet in the air when the lift tipped over causing Mr. Kumor to fall and seriously injure himself.

- Courtney was in high school when her life was suddenly turned upside down with the passing of her father. With the help of her Chance, Courtney and her family have been able to focus on healing from this tragedy instead of worrying about the financial stress of college. Courtney has excelled in college from the very beginning and is now a junior at Dartmouth College where she is majoring in neuroscience.

- She is a member of the Kinnick Block Chardonnay team and maintains a GPA of over 3.6.
The Power of Stories
CHOATE Construction

**Kids’ Chance of Georgia, Inc.**

**Fishing for Futures**

- Two chartered boat with captain (2 teams)
- Tournament Welcome bag
- 2 quarts live bait & fishing poles
- Tournament t-shirts
- Low Country Boil Dinner for anglers – (up to eight)
- Logo on all advertising including electronic communications, tee shirt, program and category awards
- Promotional items in gift bag
- Banner at tournament and beverage station

**Chance Sponsor - $2,000**
- One chartered boat with captain (1 team)
- Tournament Welcome bag
- 2 quarts live bait & fishing poles
- Tournament t-shirts
- Low Country Boil Dinner for anglers – (up to four)
- Logo on electronic communications, tee shirts and program
- Promotional items in gift bag

**Beverage Sponsor - $1,500**
- One 2-4 person team
- Tournament Welcome bag
- 2 quarts live bait & fishing poles
- Tournament t-shirts
- Low Country Boil Dinner for anglers – (up to four)
- Logo on banner, tee shirts and program
- Promotional items in gift bag

**Hope Sponsor - $1,000**
- One 2-4 person team
- Tournament Welcome bag
- 2 quarts live bait & fishing poles
- Tournament t-shirts
- Low Country Boil Dinner for anglers – (up to four)
- Name on banner, tee shirts and program
- Promotional items in gift bag

**Calcutta Wager Sponsor – $500**
- Tournament t-shirts
- Low Country Boil Dinner for registered anglers
- Company name tee shirts, program & category awards
- Promotional items in gift bag
Where to Start

National Association of Women in Construction

Associated General Contractors of America

American Society of Safety Professionals

AIHA - Protecting Worker Health

Associated Builders and Contractors

Occupational Safety and Health Administration

OSHA

National Association of Home Builders

Division Name > Presentation Title
Find Events

IIF™ Executive Forum

Standing in mutual commitment toward the elimination of worker injury, the Incident & Injury-Free (IIF™) Executive Forum is comprised of CEO’s from leading U.S. engineering and construction firms. Since 2009, the IIF™ Executive Forum has met bi-annually with the objective to both sustain and recreate their present IIF™ journeys while at the same time creating the possibility of an industry-wide safety transformation.

Safety Week 2019 | We Are Stronger & Safer Together
Safety Week 2019
Fundraising

- Hi Viz t-shirt sales
- Individual / Personal Contributions
  - Subcontractors
  - Vendors
- Scrap iron $ on projects
  - This can be significant
- Website Video
Topping Out Celebrations
Topping Out Events
Create lasting relationships
Leverage the **value** KC messaging can provide to an organizations mission

- KC student stories provide touchpoints to employees in a way standard safety messaging cannot.
- Employee’s see first hand through these stories what cost decisions can have. “I never thought about what my child/family would have to endure if x,y,z might happen
- Find touchpoints through Safety and Health professionals and their support organizations, but don’t be afraid to also contact Executive Boards in organizations such as AGC, ABC.
- Work on the relationship and value add first.
- Let the organizations find the relationship sweet spot (topping out events, annual video, quarterly/annual functions/events.
- Have a clear understanding of the organizations expectations when you get the nod…
  - Have a student on standby, ready and able to share their story.