Our Purpose
We will strengthen our industry’s safety culture and performance by sharing best practices, tools and resources. We are focused on the impact our safe choices have on our team members, their families and the communities in which we live and work. We are united in our commitment to continuously improve our safety culture and send each employee home safe each day.

Safety Week History
Safety Week started in 2014, when more than 40 national and global construction firms which comprised the Construction Industry Safety Initiative (CISI) group and the Incident and Injury Free (IIF) CEO Forum joined forces with a single aim: to inspire everyone in the industry to be leaders in safety.

We continue to focus on our original mission of:
• Thanking workers for supporting safety and recognizing their efforts to be injury free
• Increasing awareness of the importance of being committed to safety, every day
• Encouraging everyone to share best practices and work together to strengthen the industry’s safety culture
• Conducting on-site safety awareness activities to support education

In 2018, Safety Week was registered as a 501(c)6.

TOGETHER, WE ARE BUILDING A STRONGER, SAFER INDUSTRY.
When we think about safety in the construction industry, we first think about things like PPE, equipment inspections and the important policies and protocols we have in place to protect our workers from any dangers or on-site injuries.

But what about the things we can't see? The outside stresses and distractions that can take us out of our element, interfere with our focus and awareness and impact everything from our decision-making abilities to our reaction times.

Our jobs are both physically and mentally demanding—safety extends beyond gloves, glasses and harnesses, beyond just an item on a checklist. We know that the risks are real across our industry, and in every aspect of our work. Our focus and the choices we make every day have real consequences for everyone around us. So when it comes to creating a safe and productive work environment, it's critically important that we are both physically and mentally present as individuals and as an entire team. Struggles with anxiety, depression or stress, family tension, financial concerns, unresolved arguments or frustrations, can all lead to distraction, miscommunication and unpreparedness, all primary causes of workplace incidents.

Our commitment to staying safe and focused on the job is a point of pride and strength that runs across our entire industry. In order to ensure holistic safety, we must strive to create both a physically and mentally safe environment, and make every aspect of our wellbeing part of our safety culture and programs. It's important that we are alert, observant and always have each other's backs, regularly asking, how focused are we? How effectively are we communicating? Do we notice a team member struggling? How can we help?

We must prioritize both physical and psychological safety in the workplace, and how together, they play an important role in our relationships with our team members and with our ability to bring our safest, most productive, best selves to work every day.

MAY 3-7, 2021
When we think about safety in the construction industry, we first think about things like PPE, equipment inspections and the important policies and protocols we have in place to protect our workers from any dangers or on-site injuries. But what about the things we can't see? The outside stresses and distractions that can take us out of our element, interfere with our focus and awareness and impact everything from our decision-making abilities to our reaction times.

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Planning for Safety Week can include scheduling events on your project sites and in your offices, and distributing communication materials to your employees, business partners and local communities. Please ensure all events are limited to small groups and follow COVID-19 safety guidelines.

The following pages will help you plan to do the following:

01 Kick off Safety Week with Communication from Leadership

02 Plan Project Site Events

03 Plan Office Events

04 Spread the Word About Safety Week
It's important for employees to know that leadership is committed to Safety Week. In advance of Safety Week, share a message from leadership about why your company is participating.

Messages for leadership to address
Be sure the message from leadership is authentic. Consider having your executive(s) address one or more of these questions in their communication.

- Why is your company participating in Safety Week?
- Why is Safety Week important to all employees?
- What does leadership expect offices and projects to do during Safety Week?
- How do you include and promote Holistic Safety in your safety culture and programs?

Getting the message to employees
Consider one or more of the following methods for getting the Safety Week message from leadership out to all employees:

- Memo
- Company intranet article
- Company apps
- Toolbox talks
- Any other communication tool you use for sharing important updates with employees
Events on active construction sites are the most impactful moments during Safety Week. The most successful events engage craft, staff and often client representatives in meaningful conversations about safety. Some examples include:

- Kick-off/safety meetings
- Toolbox talks
- Safety demonstrations
- Project tours with company leadership
- Job site safety reviews and evaluations
- Appreciation barbecues or lunches
- Team meetings to discuss recommended daily topics
- Education on Holistic Safety in the workplace, including ways to help each other stay present and focused on the job

Note: Please ensure all events are limited to small groups and follow COVID-19 safety guidelines.
Invite your client and stakeholders to a kick-off/safety meeting

It's important for our clients and communities to be invested in the safety of our workforce. Consider inviting client leadership and any local leaders or stakeholders who have significant involvement and interest in the success of your project to a Safety Week event. Invite them to talk about why they’re invested in the safety of the workforce and how they’re actively demonstrating that commitment.

Toolbox talks

Toolbox talks are a way to address specific safety topics during Safety Week. Focus on the current phase of each project and the most significant safety concerns associated with the active work.

Project tours with company leadership

Show that the commitment to Safety Week and your company’s safety culture starts at the top by planning project leadership site visits throughout the week. Organize a job tour with key craft leaders and company leadership and get them engaged in important conversations about on-site safety.

Ask questions like:
• What are we doing well?
• What can we do better?
• What does Holistic Safety mean to you?

Safety demonstrations

Invite your equipment providers to the project site to demonstrate how to properly use tools and equipment safely and effectively. Get craft workers engaged in the demonstrations and conversations.

Job site safety reviews and evaluations

Have your project team assess where they feel the project is in terms of safety performance. Focus on items like safety culture, training and communication. Review and discuss project safety documents.

Appreciation breakfasts or barbecues

The end of Safety Week is a great time to reflect on the week’s events, reaffirm your commitment to safety and show appreciation for your team. Recognize craft workers for their hard work with a thank you from leadership. Consider giving out Safety Week-branded items as a year-long reminder. Be sure you include all shifts in your plans.

DOWNLOAD TOOLBOX TALKS
PLAN AN ENTIRE WEEK’S WORTH OF ACTIVITIES ON YOUR JOB SITES USING THE SAMPLE AGENDA BELOW AS A GUIDE

MAY 03
MONDAY
• Kick-off event / safety meeting including craft, staff, client and community representatives
• Toolbox Talk/Daily Topic #1

MAY 04
TUESDAY
• Craft-led safety tours with company leadership, safety discussions
• Toolbox Talk/Daily Topic #2

MAY 05
WEDNESDAY
• Safety demonstrations
• Toolbox Talk/Daily Topic #3

MAY 06
THURSDAY
• Safety demonstrations
• Toolbox Talk/Daily Topic #4

MAY 07
FRIDAY
• Job site appreciation lunch
• Toolbox Talk/Daily Topic #5
Many organizations look for ways to get their office staff involved in Safety Week. Management talks, morning stretch & flex routines, site-specific safety trainings like tornado or fire drills, and first-responder visits are some of the ways Safety Week members and participants can get their office staff thinking about the importance of safety in their workplace.

Here are some tips on planning events in your offices during Safety Week.

**Warm up to safety / stretch & flex**
Get everyone together for a morning stretch & flex and discuss office ergonomics. Consider maintaining this brief but important daily check-in year-round.

**Management talks**
Coordinate a discussion with an operations or safety leader about safety at your company. Incorporate discussions about how office employees not directly involved in on-site operations are expected to support the company’s safety culture.

**Site-specific safety training**
Plan a safety training that’s specific to your geographic location or building. Discuss safety risks that exist within the office and how to mitigate them. Schedule a tornado, earthquake or fire drill and use it as an opportunity to review what to do in these situations. Include discussions about the risks we don't always see, and how to notice and handle the outside stresses and distractions that impact workplace safety.

**Project or first-responder visits**
Organize a tour of a local project or yard site with discussions with key safety leaders. Coordinate a visit with local police, fire or other first responders and discuss safety in your office and within your community.

**Team Meetings**
Bring your team together to discuss safety-related topics and programs at your company. Include discussions about what Holistic Safety means to your team, the important role it plays in creating a safe, productive work environment and ways to help each other stay present and focused on the job. Also use our recommended daily topics to spark team discussions each day during Safety Week.
PLAN AN ENTIRE WEEK’S WORTH OF ACTIVITIES IN YOUR OFFICES USING THE SAMPLE AGENDA BELOW AS A GUIDE

**MAY 03**
**MONDAY**
- Warm up to safety / stretch & flex
- Site-specific safety training

**MAY 04**
**TUESDAY**
- Warm up to safety / stretch & flex
- First-responder visit

**MAY 05**
**WEDNESDAY**
- Warm up to safety / stretch & flex
- Management talk

**MAY 06**
**THURSDAY**
- Warm up to safety / stretch & flex
- Project site visit

**MAY 07**
**FRIDAY**
- Warm up to safety / stretch & flex
- Appreciation lunch
Some of the ways Safety Week members and participants spread the word about Safety Week include:

- Memos from leadership
- Articles on company intranet
- Updates on social media
- Articles in company magazines or newsletters

Here are some tips on how to spread the word about Safety Week.

Share updates during and following Safety Week on your internal communication channels

Keep employees updated on what’s going on during Safety Week with updates on any internal company communication platforms, including company intranet sites or newsletters. Share a photo gallery of Safety Week events on your projects and in your offices.

Post about your Safety Week efforts on social media

Your company’s social media channels provide a great opportunity to share Safety Week updates, which can be posted prior to and throughout Safety Week. Collect photos from a job site, office event or project team and provide a summary of what the project did and discussed. Share quotes and thoughts from safety leaders in your organization about what Safety Week means to them. Remember to tag Construction Safety Week in your posts at #ConstructionSafetyWeek.

DOWNLOAD SOCIAL MEDIA RESOURCES
Invite local media to attend a signature Safety Week event

If your client approves, invite the media to join you for a signature Safety Week event. Allow them to film speakers and speak with project staff, craft and client leaders about why Safety Week is something they’re proud to engage in and support.

Post an article on your company blog or website

If you have a company blog or a spot on your website where you share articles externally, consider posting about Safety Week. Share a photo gallery of events from across your company. Publish thoughts from leadership and employees about the importance of Safety Week and what you’re doing to ensure your safety programs are best in class.

Issue a news release following a Safety Week event

If you’re unable to invite the press to your event, consider providing them with a news release and photography after the event. Focus on the reasons why the safety of your workforce is of interest to the public since that is the ultimate audience the media serves.

Use Safety Week-branded materials to support your events and communication

You can use Safety Week branded communication materials and promotional items to help bring your Safety Week communication and events to life.