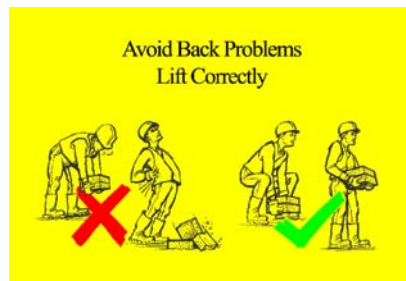




## Trojan Horse delivers key health & safety messages

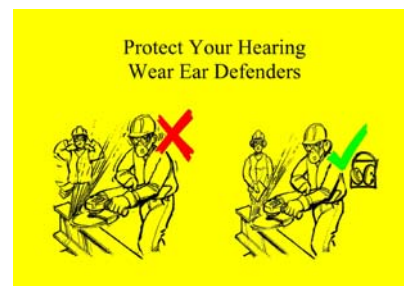
The outcomes from the Trojan Horse Health and Safety Messaging project were presented at a high-profile seminar on the 12th of September 2006 at the Health and Safety Executive Rose Court Offices in London. Key health and safety personnel within various major contractors, construction clients and trade associations attended the high-profile event.



The project, which was a successful example of partnership between the HSE and industry, was led by the SCI with Loughborough University and The Concrete Society as partners. Significant technical and logistical support was provided by several companies including Skanska, Taylor Woodrow, Bovis Lend Lease, Mace, Multiplex and Dover Trussed Roof Co. Ltd.

To assist in the dissemination of health and safety information to site operatives, SCI initiated the Trojan Horse project in 2004. The Trojan Horse technique aimed to deliver positive safety messages (Figures 1 & 2) to site operatives using messages on the medium they routinely work with. The first phase of the study showed that the Trojan Horse messaging technique:

- Generated minimal interference with construction site works;
- Elicited positive responses from the operatives working on site and utilising components on which Trojan Messages were displayed;
- Resulted in high levels of awareness and information uptake with regards to the safety recommendations.



The second phase of the Trojan Horse project aimed to assess the long-term and behavioural impact of the Trojan Horse safety messages. The key conclusions from Phase II are:

- Awareness of the messages increased after repeated exposure to the messages;
- Observations of behaviour after implementation of the Trojan Horse message suggested a positive impact on operatives' behaviour;
- The social environment was found to play a central role in shaping the behaviour observed in this study.

The positive outcomes of the study have led the Health and Safety Executive to recommend the use of Trojan Horse messaging as part of the overall health and safety strategy of companies. It is envisaged that companies would assume ownership of this messaging technique and, working in conjunction with trade associations and the HSE as facilitators, exhibit leadership in enabling the large-scale application of the Trojan Horse messages. In order to facilitate the uptake of the Trojan Horse technique, it has been proposed to develop a Trojan Horse website and a Trojan Horse toolkit.

The final report will be published by the HSE on the 13th of October 2006 and will be available from the HSE website.

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**See also :**

The report is available on the HSE website at: [www.hse.gov.uk/research/rrpdf/rr336.pdf](http://www.hse.gov.uk/research/rrpdf/rr336.pdf).

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