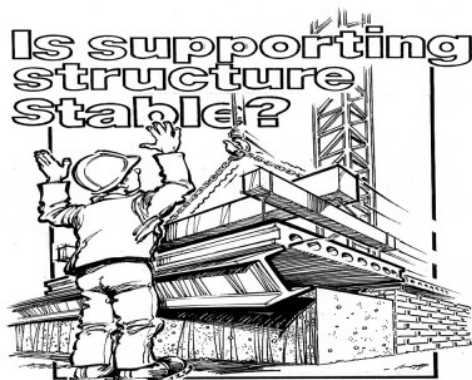




Trojan Horse Messages for Construction Site Operatives

Imagine that you were able to remind each operative on a construction site of some key safety messages just before he or she embarked on the related activity? It might just change behaviour enough to save a life.

The recently completed Trojan Horse Project found that appropriate messages carried onto site through attachment to large construction components achieved a level of awareness and message recall that was equivalent to showing the site operative the message and asking the operative to describe it.



The project was sponsored by the Health and Safety Executive within the 2002 competition for ideas call under the Falls from Height Programme. Led by the SCI (Steel Construction Institute), it involved the Concrete Society, TRADA (Timber Research and Development Association) and BSRIA (Building Services Research and Information Association) working under the Co-Construct umbrella. Messages were carefully designed in collaboration with trade associations representing steel construction, metal deck erection, pre-cast concrete erection and timber trussed rafter construction.

It became clear that, despite significant 'background noise' in the form of other site notices, the awareness and recall of content from the Trojan Horse messages was extremely high.

The results were discussed in open meetings and enthusiasm from outside the project was encouragingly high, a number of additional companies requesting to participate in a second phase.

One of the companies, Hanson plc had conducted similar experiments within office and manufacturing bases groups. Time-related dilution of the impact of safety messaging had been observed and a number of strategies were proposed to keep messages 'fresh'. In the second phase of the Trojan Horse project the SCI hopes to marshal resources to conduct a series of longitudinal surveys to look particularly at the effect of variation in messaging techniques as we look at their long term impact on operatives. A third phase involving long-term commercial support for the scheme is already in planning.



A range of participating companies agreed to quality assure, attach and carry the messages onto site through their products. Field engineers were trained in the application of 'canteen' surveys. These sought to interview operatives in down-time on a one-to-one basis. In all approximately 70 field interviews were conducted.



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