

Improving site safety by Trojan horse messaging



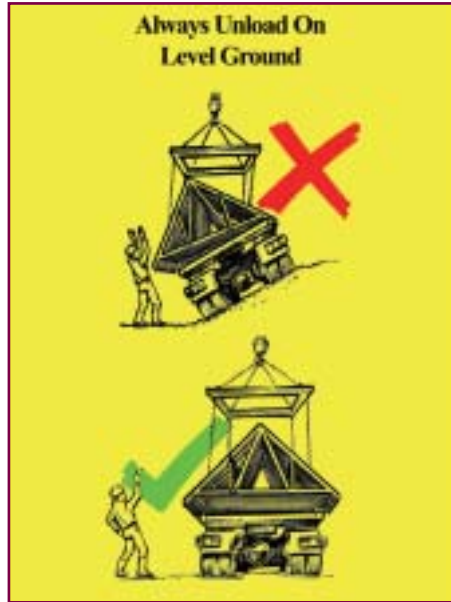
Improving the construction sector's health and safety record is high on the agenda of both industry and the UK Health and Safety Executive (HSE). SCI has just completed the second phase of the Trojan Horse Messaging pilot project, sponsored by the HSE and supported by a number of major contractors and industry bodies. The aim was to deliver vital health and safety messages directly to site operatives. To ensure timeliness and relevance, pictorial messages were attached to the material or equipment being used.

Phase II of the Trojan Horse messaging project demonstrates that awareness of the messages increases after repeated exposure to the pictorial messages, and observations show that such technique has both long-term and behavioural positive impacts.

This unique technique overcomes language barriers, delivers the right information at the right place and could be used to influence workers' actions on construction sites. As the UK prepares to welcome more European construction workers it is critical

that key aspects of health and safety are largely understood and embraced by site workers regardless of their native language. The Trojan Horse Messaging technique contributes to a safer environment for construction workers and represents a sustainable solution to site safety.

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The Trojan Horse message improving safety on site.