

News story

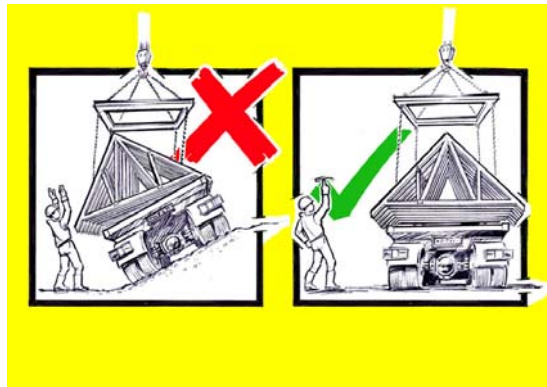


SCI takes on the Trojan safety challenge to develop a system to help improve construction site worker safety

SCI, the leading, independent provider of technical expertise and disseminator of best practice to the steel construction sector, worked in partnership with the Health and Safety Executive (HSE) and industry sponsors* to develop a technique that conveys vital health and safety information on construction sites through pictures.

The highly successful project, known as Trojan Horse Messaging, relies on pictures to overcome language barriers while communicating vital information to construction workers from various backgrounds.

The SCI initiated, three-year long study analysed the long term and behavioural impact of the Trojan Horse Messaging technique and developed a wide range of messages for application in many potentially hazardous situations on construction sites. Ultimately, it clearly demonstrated that repeated exposure to the pictorial messages attached to the material or equipment being used, increased awareness of the safety messages and in turn, led to a positive behavioural change amongst site operatives. Donaldson Timber Engineering is one company who has commercially applied the messaging system to great success.



Giving Safety the Trojan treatment...



"I think that anyone who has not looked at Trojan Horse as a project, should do. Just thinking about what you could do and how you would apply it will be the start to improving your business. The doors this could open for a business and therefore potential opportunities that may arise are worth the effort!!!"

Mark Murphy,
Integrated Systems Manager and Chair of the Trussed Rafter Association Health & Safety Committee



Donaldson Timber Engineering is the UK's largest independent manufacturer of roof trusses (also known as trussed rafters). In addition to roof trusses its range includes I-beams (FJI joists) and Posistrut joists. It has a roof truss capacity of 17,000 per week, underlining our position as the first truly national manufacturer and supplier of roof trusses and engineered timber products. It also specialises in the design and construction of timber floor systems.

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How did Donaldson come to use the Trojan Horse messaging system?

Mark Murphy, Integrated Systems Manager and Chair of the Trussed Rafter Associations Health & Safety Committee explains: 'I first heard about the Trojan Horse project a number of years ago, and thought it was a fantastic idea. I made some enquiries and found out that Dover Truss were representing the trussed rafter industry on the project advisory group. I decided to read up on the idea, and await the outcome of the work and research being undertaken.'

Giving Safety the Trojan treatment...

Applying the messaging system commercially and effectively

Having become chairman of the Trussed Rafter Association Health and Safety Committee, Mark wanted to revisit the project. He thought that the message was best placed on the vehicle. This meant it would be a constant reminder, to the relevant people (those unloading the lorry).



Improving employee safety across the board

Mark continues: "The Trojan Horse project is one part of a system of health and safety initiatives we have introduced. These health and safety initiatives have really raised our profile with some of the larger house builders, and as such we have a fantastic dialogue with our opposite numbers in these companies. This has meant that we have made major improvements to the safety of not only our own employees, but the haulage drivers, and the people who unload on site."

Good news for safety, is good news for business

"This potentially can be great for our business," says Mark. "Through the improved relationships described above, we were able to "show off" our initiatives to the Scottish House Builders Forum. There were 170 people from the construction sector who were either existing customers or potential customers. I have been asked back to give another presentation next year showing what progress we have made."



About SCI

SCI is the leading, independent provider of technical expertise and disseminator of best practice to the steel construction sector. We work in partnership with clients, members and industry peers to help build businesses and provide competitive advantage through the commercial application of our knowledge. We are committed to offering and promoting sustainable and environmentally responsible solutions. www.steel-sci.org

* Major companies such as Taylor Woodrow, Morgan Sindall, Saint-Gobain, North Midland Construction, Construction Skills, I.H.S., Skanska, Multiplex, Bovis and Mace participated in the study.