



Governor's Occupational Safety & Health Conference



New Methods for Delivering Safety Information

October 31, 2022





Safety Moment





Building
PA PODCAST

The **KEYSTONE** 
CONTRACTOR



About me

Jon O'Brien



Executive Director of Keystone Contractor Association

Oversees a commercial construction trade association that is active throughout most of Pennsylvania

KCA provides labor relations, safety, workforce development, business development & community service

Co-host



**Building
PA** PODCAST

and

The **KEYSTONE**
CONTRACTOR
Magazine



About me

Chris Martin



President/CEO of Atlas Marketing since 2008

Directed campaigns for

Labor groups, industry associations, GCs, engineering firms, architectural firms

Speaks regularly on marketing topics and crisis communications to the industry

Co-host



and



Expectations

Use new and emerging technologies to reinforce or strengthen the safety story within your organization.

This means

- Develop a unique story
- Keep it simple, because ...



Communications



Why communications is your best tool?

- Intent
- Expectations
- Policy
- Procedures

Most importantly, you can **control the narrative**



Safety Story



More than incident reports and stats

More than hard hat stickers and jobsite posters

Focus on impact

Bring to life real issues facing your company,
agency, team

Talk about it



Safety Story



What's your story?



Safety Story



Safety Story



What your Safety Story is **not**

- Very specific details
- Focus on finger pointing
- Out of compliance
- Others?



Safety Story



What your Safety Story focuses on

- Results
- Key takeaways
- How to improve



A group of people in a meeting looking at a laptop screen. The image is partially obscured by a grey overlay on the right side.

Develop your Safety Story

1 | Plan

2 | Produce

3 | Present

Safety Story



How to tell your Safety Story

- Not about you
- Tell a story
 - Impactful
 - Engaging
- Recognize not everyone learns the same
- Back up your story
 - Stats
 - Graphics
 - Videos



Where to tell your story



IMPACT

Stories can raise awareness and draw attention to issues facing your company, team, crew

EMAILS

ENGAGEMENT

77% increase since 2021

FREQUENCY

99% check inbox multiple times/day

SOCIAL MEDIA

IMPACT

Easy communications & powerful

RESEARCH TOOL

See what/who is being followed or liked

PODCAST

COST

VERY low entry costs - \$100 to \$800

ACCESSIBILITY

Listeners download & listen at their leisure

MAGAZINE

SHOWCASE

Influence decision makers

CREDIBLE

Reliability due to long-form content



Generational Communications



BABY BOOMERS

Born 1946-1964

- Prefer face-to-face communication or phone
- Stronger work ethic – self motivated
- Driven by relationships

Defined by:

- Vietnam War
- Woodstock
- Rise of TV
- Civil Rights Movement



GEN X

Born 1965-1980

- Prefer email communications
- Will talk on the phone
- Value freedom and independence

Defined by:

- Fall of Berlin Wall
- MTV
- AIDS



Generational Communications



MILLENNIALS

Born 1981-1996

- Very collaborative, focused on connections
 - Prefers text or Slack/Teams
 - Technology driven
 - Utilize social media
- Defined by:
- 9/11
 - Obama election
 - Rise of Internet
 - Global Recession



GEN Z

Born 1997 - 2010

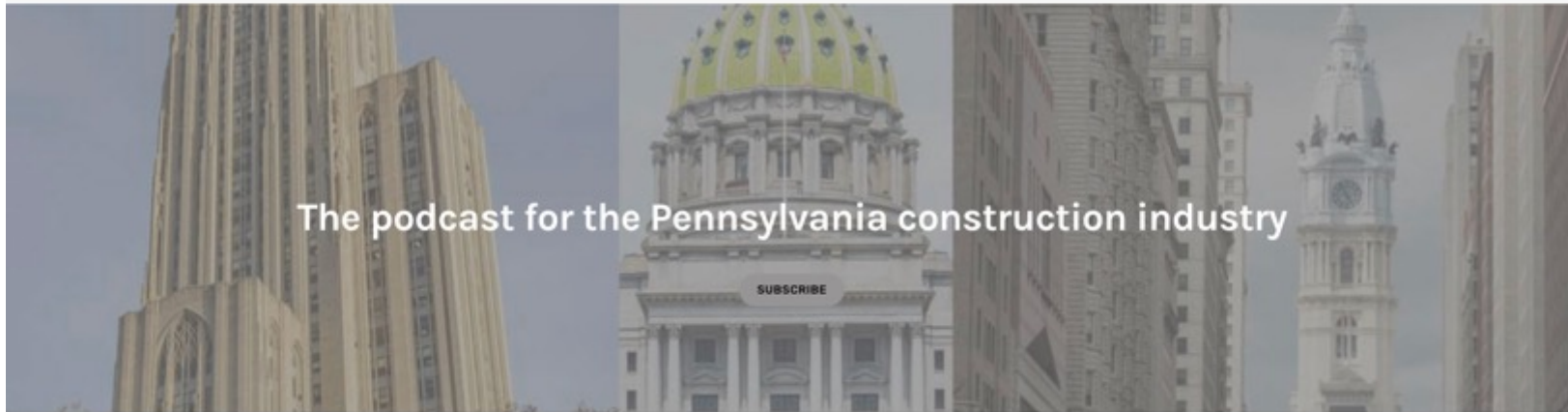
- Appreciates face-to-face communication, **BUT**
 - Prefer digital communication
 - Streams content almost constantly
- Defined by:
- Global terrorism
 - Social media
 - YouTube
 - Brexit/Trumpism



Chris And Jon Are Going To The GOSH Co...
Building PA Podcast

00:00

00:00



The podcast for the Pennsylvania construction industry



Safety Culture. The Importance Of Safety Training in Construction.

SEPTEMBER 27, 2022

While the hazards faced in construction are in some ways similar to those in other industries, there are some unique issues that safety professionals and contractors must consider. In our ongoing pursuit to educate and inform professionals in the construction industry about safety on the job site and in the office we are hosting Risk Manager and Certified Safety Professional, Brent Gates with Triskler Agency. As the leader of the risk management program within his company, Gates works with clients to assess their risk management needs and how he can do...

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Toolbox Talk- Stigmas Associated with Opioids & Addictions by Rachael Cooper of National Safety Council

JULY 27, 2020

Rachael Cooper of the National Safety Council provides a safety stand-down talk that addresses stigmas associated with drug addictions. Due to labels, fears, punishment, etc. that some feel may come with an addiction, those suffering from addiction may be slow to seek help, or not seek help at all. This mindset needs to change and our workforce needs to know that they can speak up and where to get the help that they need.

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Labor Relations and Safety

NOVEMBER 29, 2021

The HR and Safety Director of Kalkreuth Roofing and Sheet Metal, Seth Abraham, stopped by the Building PA Podcast to discuss labor relations and safety. Listen in as Seth discusses his thoughts on workforce development and the value relationships bring to creating a safety culture across 5 offices and 7 states. Seth shared that at Kalkreuth, the company sees HR and safety as a combination that ties labor together. His challenge is to encourage his team to focus on zero tolerance and incidents while balancing relationships. Seth discussed why relation...

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A Bold and Candid Conversation About Suicide Prevention and Mental Health in Construction

SEPTEMBER 6, 2022

According to the CDC, men working in construction have one of the highest rates of suicide compared to all other industries. A shocking statistic, but one that can not be ignored. Today's podcast is all about shining a light on mental health and wellness in construction. We're kicking off this month with a candid conversation with the Director of Safety for the Associated General Contractors (AGC) of Washington, Mandi Kims. Kims is an accomplished safety professional and leader within the construction industry on the topic of mental health & wellness...

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Building a Safety Culture with Rocky Bleier

APRIL 28, 2020

How has Rocky Bleier, owner of Rocky Bleier Construction Group built a safety culture at his firm? Listen in to hear the Steeler's legend talk about how the military and his football career impacted his leadership style as he developed a winning safety culture. As an award-winning contractor, Bleier is proud of the relationships he and his team have developed along with a track record of quality projects throughout the Mid-Atlantic and Midwest regions. Each of these relationships are built upon the safety culture he discusses on the latest episode of Buildin...

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QUESTIONS



Thank you



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