

Marketing Toolkit for Hosts

Fall Prevention in Residential Construction – Training Seminar



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In the Marketing Toolkit for NAHB-affiliated Home Builders Associations—HBAs (i.e., HOSTs), you will find web banners, useful links, promotional copy and additional information that can easily be incorporated into your marketing efforts to promote the National Association of Home Builders/Job-Site Safety Institute (JSI) Fall Prevention in Residential Construction training seminar. The toolkit will help you promote the training, increase participation, and generate interest in the program!

Marketing and Promotion

Nothing can make or break an educational program more than the promotion it receives. If you have not adequately spread the word about the seminar, including reaching a wide enough audience and using appealing words and images, you may not generate the participation you wish. ***As the HOST, you will be responsible for marketing and promoting this training program at your state and/or local level.***

The seminar may also be promoted at the national, state, local, and regional level through the NAHB website (<https://www.nahb.org/en/learn/course-overviews/fall-prevention-in-residential-construction.aspx>). It will ultimately be the responsibility of the HOST to generate local advertisements and membership mailings. To assist the HOST, NAHB is providing this Marketing Toolkit that can be used to promote the training seminar, which will include items such as press releases, member email announcements, blog posts, social media, and advertisements suitable for use on your website, email, or newsletters.

The Marketing Toolkit contains several sample promotional pieces that can be modified to include the HOST information, the date of the seminar, and the location. Be sure to double check that the **date and time** for the seminar is correct prior to printing and distribution. Always remember to allow extra time for registration (e.g. seminar registration begins at 7:30 AM for an 8:00 AM seminar). If the HOST is looking for further assistance, NAHB staff will work with you to provide other marketing strategies. Attendance may not be limited solely to NAHB members so the HOSTs are encouraged to use the seminar as a recruitment tool. It is a good idea to begin advertising at least four weeks prior to the seminar.

There are countless forms of promotion. Recognize all of your opportunities, and then use as many as you can. Below are some of the more popular methods of promotion.

Website

1. Blog

Structure thoughts into a readable, skim-able and engaging blog post that your members will stick around to read. Here is a sample:

- Every year, more than 350 construction workers die from fall-related accidents. These accidents are preventable with safety planning and training.

The Occupational Safety and Health Administration—OSHA—continues to push builders to do more to keep workers safe and costs down. Developing and delivering a safety and training and education program goes a long way toward those goals.

A safety training program helps ensure that all of your workers, subs, vendors and invited visitors know what safe-work practices you require.

Through an OSHA-funded training grant aimed at providing safety training to the residential construction industry, the Job-Site Safety Institute (JSI) in partnership with National Association

of Home Builders and [HBA NAME] is conducting a 4-hour Residential Fall Prevention Training seminar for builders, trade contractors, supervisors and workers.

The 4-hour seminar focuses on identifying fall hazards in residential construction, as well as, providing attendees an understanding of the OSHA fall protection regulations and safe work practices to prevent fall-related accidents.

Please join [HBA NAME] for this important safety training [DATE/LOCATION].

Visit [INSERT REGISTRATION WEBSITE] to learn more and register.

2. Blurbs

A short promotional piece about the training program. Use Hyperbole: words like "incredible", "outstanding" and "free" are powerful tools to generate interest. Here is a sample:

- [INSERT HBA] is offering a FREE 4-hour educational course on fall prevention in construction with an emphasis on preventing falls from the roof, ladders, and scaffolding. The outstanding training course will take place on [DATE/LOCATION] and includes classroom instruction and hands-on training. Contact [INSERT HBA] for more details or register online [INSERT REGISTRATION WEBSITE].

3. Event Web Banner

Post an event web banner to a high-profile page on your HBA website, blogs, social media pages and email communications, and encourage HBA staff to do the same. The event web banner can be used alone or in conjunction with the social media and electronic/print marketing materials below that have also been provided for your use.

Link the banner to your training registration website or the NAHB Fall Prevention in Residential Construction webpage using this link: <https://www.nahb.org/en/learn/course-overviews/fall-prevention-in-residential-construction.aspx>. For help creating an event web banner, please contact NAHB staff listed below.

Social Media

Add a message to your social media accounts, such as Facebook, Instagram, Twitter, and LinkedIn. These are great marketing tools to promote the free Fall Prevention in Residential Construction training seminar. A best practice is to post at least on a weekly basis so that the safety training stays a top priority as this training date approaches.

Repost the following sample posts to your own social media accounts to let your members know you are providing the fall prevention training. These posts are ready to cut and paste or you can also create your own messages to promote the training.

1. Twitter

- Three simple steps to prevent falls: Plan. Provide. Train. [INSERT HBA] is offering FREE prevention training [INSERT REGISTRATION WEBSITE].
- Use the right ladder or scaffold to get the job done safely. Brush up on the basics with FREE fall prevention training [INSERT REGISTRATION WEBSITE].
- Each year, more than 350 construction workers die from fall-related accidents that could be prevented. Learn how to avoid becoming a fall statistic by attending this FREE training [INSERT REGISTRATION WEBSITE].
- Stop Falls, Save Lives. [INSERT HBA] is offering FREE prevention training [INSERT REGISTRATION WEBSITE].

2. Facebook/Instagram

- Workers who are six feet or more above lower levels are at risk for serious injury or death if they fall. Learn how to prevent falls. [INSERT HBA] is offering FREE prevention training [INSERT REGISTRATION WEBSITE].
- Did you know that 3 out of 4 workers surveyed believed that fall accidents in the workplace could have been avoided with proper training? [INSERT HBA] is offering FREE prevention training [INSERT REGISTRATION WEBSITE].
- Falling Off Ladders Can Kill: Learn how to use them safely at the [INSERT HBA] FREE prevention training [INSERT REGISTRATION WEBSITE].

3. LinkedIn

- \$132,598 per violation! That is OSHA's new penalty for willful and repeat violations. Avoid the fine by learning which fall protection systems need to be used to be in compliance. Attend this FREE fall prevention training [INSERT REGISTRATION WEBSITE].
- Falls are the leading cause of death in construction. In 2017, there were 381 fatal falls to a lower level in construction. Learn how to prevent falls by attending this FREE fall prevention training [INSERT REGISTRATION WEBSITE].
- Every construction worker should be trained on proper set-up and safe use of fall protection equipment they use on the job. Attend this FREE fall prevention training [INSERT REGISTRATION WEBSITE] to learn how to protect against and arrest falls.

Electronic & Print

1. Email/newsletter messages

Promote the seminar in your membership newsletter or in a member email. Here is a sample email that you can personalize and send to members to inform them of the availability of the fall prevention training.

[Subject] [HBA NAME] FREE OSHA Fall Prevention Training!

[Body]

Hello [NAME],

I am happy to announce that [HBA NAME] will be offering a FREE 4-hour Fall Prevention in Residential Construction training course. This important training program will focus on assisting both employees and employers on identifying and avoiding fall hazards encountered during home building operations.

Each year over 350 construction workers die in fall-related accidents, and thousands suffer disabling injuries. Without access to effective safety training, we will continue to see far too many accidents. The seminar will teach you how to:

- Recognize common fall hazards in residential construction.
- Identify when fall protection is required.
- Determine which protection system to use for a given fall hazard.
- Understand the key requirements and basic safety practices for each protection system.
- Understand the safety requirements and practices for ladders and scaffolding.

This training program was produced under a grant from the Occupational Safety and Health Administration (OSHA), by the Job-Site Safety Institute (JSI) in partnership with NAHB and [HBA NAME].

Please join [HBA NAME] for this important safety training [DATE/LOCATION]. Visit [INSERT REGISTRATION WEBSITE] to learn more and register.

Sincerely,

[YOUR NAME AND HBA SIGNATURE BLOCK]

2. Marketing flyers

Flyers should look like a special advertisement—not a memo or letter. These promotional items are designed to inform, explain, and sell. Sample flyer will be provided.

3. Press Release

Press releases act as an article completely on their own. Always include the Who, What, When, Where, and Why. Try sending the press releases to the local newspaper about hot topics or popular speakers. Often you can generate a story about the program if the topic could affect the community or the industry. Sample press release will be provided.

Additional Assistance

If you have any additional questions or need further assistance, please contact Christian Culligan at (202) 266-8590 / cculligan@nahb.org or Rob Matuga at (202) 266-8507 / rmatuga@nahb.org we will be happy to assist you.