

CASE HISTORY:

Construction Safety Calendar

Fast Facts:

- Monthly safety lessons from the National Safety Council.
- Additional safety information and Web references on back of December and inside back cover.
- Full-color images of construction workers on job sites.
- Masculine design.

Summary:

A construction company wanted to provide safety tips to its employees on a regular basis. Using a 12-month calendar, the company created an effective vehicle for delivering its safety message every month of the year.

The National Safety Council provided the tips for each month and for the back of December and the inside back cover. The company encouraged supervisors to discuss the featured topic with workers each month, increasing awareness of job site safety.

The company distributed the calendars during its yearly Safety Week.

