THE HONG KONG HOUSING AUTHORITY

Memorandum for the Building Committee

Publicity Plan for
Site Safety Campaign

PURPOSE

This is a proposal on the publicity strategy and programmes to promote the message of site safety and to facilitate the implementation of safety measures on Housing Authority (HA) construction sites.

BACKGROUND

2. At its meeting held on 29 April 1999, the BC endorsed a number of safety initiatives to prevent industrial accidents on site. A consent has been made of the suggestion that a more comprehensive site safety campaign should be carried out in order to develop a safety culture for all levels of the construction industry and the community at large.

3. In the light that the HA is facing its peak production periods from the years 2000 to 2002, a 3-year campaign has been proposed to be launched in 2000. The proposal is presented in the following sections for Members’ comments.

4. For the current year, the HA site safety programmes will be integrated with the “Occupational Safety and Health Promotional Programme 1999/2000”, initiated by the Labour Department and supported by the related bodies and organisations. The major activities include “Safety Banners Campaign”, the “Safety Award Scheme on Good Housekeeping for the Construction Industry” and the “Personal Protective Equipment Promotional Campaign”. To ensure integration with the current consultancy on site safety, the consultants were asked the comment on the proposals (Annex A).
THEMES

5. The themes of the 3-year site safety campaign are recommended as follows -

Main theme : A Safe Work Place for All

First Year (2000) : A Committed Management is the Key to Site Safety

Second Year (2001) : Good Housekeeping Practices is the Golden Rule

Third Year (2002) : Continuous Improvement to Site Safety is Crucial to Everyone

OBJECTIVES

6. The objectives of the campaign are:

(a) to develop a safety culture for all levels of staff in the industry which is crucial to safety planning and the smooth implementation of site safety programmes;

(b) to instill into workers an understanding of the importance of good working practices which is a prerequisite for the prevention of industrial accidents;

(c) to promote the HA safety initiatives so as to enhance safety management and performance on its construction sites; and

(d) to strengthen the positive image of HA, and its determination to take the lead in setting high site safety standards and to take a firm stance on this issue.
TARGET GROUPS

7. We will capitalize on the management at all levels of the industry as well as related parties and organisations, seeking their commitment to improve site safety and to implement the site safety measures as stipulated by HA. While we will continue to disseminate site safety messages to front-line workers, emphasis will also be placed on the role of the family members of the workers since education starts from home.

STRATEGIES

I. Fact Finding

8. In planning the publicity programmes on site safety, it is proposed that HA staff should work very closely together with the appointed technical consultant on site safety in order to gather more comprehensive, accurate and relevant information for promotion purposes.

9. In addition to scientific research, regular meetings and focus groups will be organised for management and front-line workers respectively to identify the specific conditions affecting the implementation of safety measures on sites. The information collected can also enable us to define our promotion target more accurately and precisely.

II. Enhance Partnership among Key Players

10. The campaign requires the concerted efforts and input of all key players if it is to be successful. We will enlist support and assistance of other government departments and related parties to facilitate the implementation of our safety programmes as in past years. To maximize the workers’ awareness of site safety and to enhance the effectiveness of the campaign, the publicity plan will also take into account the safety projects organised by relevant organisations.
11. In order to produce a maximum effect, it is also proposed that joint promotional programmes with the Labour Department, the Hong Kong Construction Association, the Occupational Safety and Health Council, the Real Estate Developers Association, and the Construction Industry Training Authority will be organised. It is hoped that a central theme and common approach can be developed for the safety campaigns in future.

III. Strengthen Communication

12. Communication channels will be developed to strengthen liaison and cooperation with the contractors, site management and workers in mapping up long-term safety planning. While regular meetings will be held with contractors, workshops and focus groups will be organised for the site supervisory staff and workers. Their views and suggestions will be forwarded to the management and contractors for actions and implementation in site safety improvement.

13. Regular briefings for the press are also recommended. It is considered that a thorough and clear presentation of the new initiatives to the media and the general public can foster a better understanding of how the safety system is working and provide a good start for other publicity work to people in the related fields of the industry at subsequent phases. This will also enhance the positive and caring image that HA care about the safety of every worker on site, and is determined to prevent industrial accidents on its construction sites.

IV. Emphasis on Training and Education

14. A report from the Construction Industry Training Authority (CITA) shows that only two victims of the 40 fatal cases in the preceding three quarters are Green Card holders, who have completed the safety training course. The result indicates that there is a need to strengthen education on site safety. A series of education and training programmes will be organised to arouse workers’ safety consciousness and awareness on sites.

15. In view of the fact that most fatal accidents are attributed to falling
from high level and struck by falling objects, the emphasis of the education programmes for workers will be on the prevention of falling objects and fall from height with a view to minimizing probable fatal accidents. Good housekeeping and use of personal protective equipment by workers will also be promoted to reduce any possible risks to their lives.

PROPOSED PROGRAMMES

16. The proposed programmes of the 3-year Site Safety Campaign are stated in Annex B.

ACTION PLAN

17. The main thrust of HA’s site safety campaign in 2000 will be on the organization of a 1-day summit conference. Regular meetings with contractors, and workshops and focus groups for middle management and front-line workers will be arranged, starting from the second half of the year.

18. The action plan as stated in Annex C focuses mainly on the preparation of the summit conference in the first year. The action plans for the second and the third years will be submitted at a later date, taking into consideration of the results of the summit conference, which will provide guidelines for long-term safety planning.

FINANCIAL IMPLICATIONS

19. The estimated expenditure of the on-going and 3-year campaign is estimated at $3.85M. Sufficient funds are available and provided by the Development and Construction Branch for the proposed campaign.
DISCUSSION

20. At the meeting of the Building Committee on 24 February 2000, Members are invited to comment on and endorse the proposed Site Safety Campaign projects and the action plan for the first year as stated in Annexes B and C.
## Action Plan for Site Safety Campaign 2000

<table>
<thead>
<tr>
<th>Target Time</th>
<th>Action</th>
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<tbody>
<tr>
<td>Mar. 2000</td>
<td>- Solicit co-hosts, if necessary, and arrange meetings to iron out scope of involvement</td>
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<td>- Set up the Organising Committee for the summit conference</td>
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<td>- Identify objectives and theme for the summit conference</td>
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<td>Apr. 2000</td>
<td>- Source the list of potential speakers and moderators</td>
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<td>- Propose session topics</td>
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<td>May 2000</td>
<td>- Finalise conference content and format</td>
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<td>- Send initial invitations to potential speakers</td>
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<td></td>
<td>- Design &amp; production of First Announcement Flyers</td>
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<td></td>
<td>- Solicit mailing list of professional institutes (local &amp; overseas) and target sponsors</td>
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<tr>
<td>Jun. 2000</td>
<td>- Send out sponsorship proposal</td>
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<td>- Design &amp; production of programme</td>
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<td>- Set up Abstract Selection Committee</td>
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<td>- Invite Guest(s) of Honour for opening/closing ceremonies</td>
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<td>Jul. 2000</td>
<td>- Design and production of souvenirs</td>
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<td>- Design and production of Registration Brochures &amp; Conference Programme</td>
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<td>- Invite moderators</td>
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<td>Aug. 2000</td>
<td>- Issue invitations for ceremonies and Welcome Dinner</td>
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<td>- Arrange newspaper supplement</td>
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<td>- Line up interviews with head of host organisation and speakers</td>
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<td>Sep. 2000</td>
<td>- Arrange press conference to announce details of the summit conference</td>
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<tr>
<td>mid-Sep. 2000</td>
<td>- Summit Conference</td>
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Oct. 2000 - Compile the list of contractors and/or relevant organisations to be invited for the regular meetings
- Determine format and topics for discussion
- Production of educational and promotional materials

Nov. 2000 - Hold bi-monthly meeting
- Determine the topic of workshops for middle management

Dec. 2000 to Jan. 2001 - Arrange focus group discussions for supervisors
- Arrange survey for front-line staff in individual sites

Feb. 2001 - Review the programmes of the first year
- Arrange briefing sessions for the media
- Prepare action plan for the Site Safety Campaign 2001