

Press Release

15 October 2010

NFB's Stay Safe Stay Away national safety campaign shortlisted for prestigious industry award

The National Federation of Builders (NFB) popular Stay Safe Stay Away campaign has been shortlisted for a prestigious Public Relations Consultants Association (PRCA) Award.

The increasingly popular national safety poster competition for school children is sponsored by Building & Civil Engineering (B&CE), supported by the Health and Safety Executive (HSE), and now in its seventh. It was launched during Child Safety Week with children (key stage 1 – 2) across the country being invited to take part. Children were asked to design a poster that warns of the danger of building sites and how to keep themselves and others safe and avoid unnecessary serious injuries.

The dangers posed by building sites is a national problem which has seen over 16 children killed on sites in the last 10 years and hundreds more seriously injured. It is a sad fact that many of these deaths and serious injuries could have been prevented. The NFB believes that raising awareness and educating schoolchildren about the hazards on building sites and how to stay safe, is a positive step to reducing the numbers who end up in hospital every year.

The PRCA Awards provide a showcase for the best that the UK's PR industry has to offer. Winning or being shortlisted for a PRCA Award is a great achievement and a huge boost to everyone who worked on the campaign.

Julia Evans, Chief Executive of the NFB said: "I am delighted that our campaign goes from strength to strength every year. Every child who learns about the dangers of building sites is a child saved from injury or worse. Our members work hard to ensure that they operate responsibly and it is great to see that the campaign has been shortlisted for such a prestigious award."

For further information on the NFB's Stay Safe Stay Away Campaign please contact 08450 578160 or email marketing@builders.org.uk

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