

Press Release

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NFB's Stay Safe, Stay Away national safety campaign wins prestigious industry award

The National Federation of Builders (NFB) popular Stay Safe, Stay Away campaign has been awarded the Corporate Social Responsibility Award for 2010 by the Public Relations Consultants Association (PRCA).

The increasingly popular national safety poster competition for school children was sponsored by Building & Civil Engineering (B&CE), and supported by the Health and Safety Executive (HSE). Launched during Child Safety Week, children (key stage 1 – 2) across the country were invited to take part and 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 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: "Our members work hard to ensure that they operate responsibly and it is great to see that the campaign has won such a prestigious award. I am delighted that the campaign goes from strength to strength every year and that every child who learns about the dangers of building sites is a child saved from injury or worse. We wish to congratulate all of the other winners and nominees in this year's PRCA Awards."

PRCA Communications Director Richard Ellis commented: "The National Federation of Builders has done a fantastic job of engaging their members, the HSE and most importantly the very children they are trying to protect. Not only did they help children explore and better understand the risks of building sites, they also helped them understand that they are responsible for their own safety. They are deserved winners of this prestigious award."

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