

# press release



## **National Federation of Builders launches 'STAY SAFE, STAY AWAY' campaign for 2011**

Building sites are dangerous places and figures from the Health and Safety Executive (HSE) highlight that between 2008 and 2009 25 children were injured and one child killed as a result of being on construction sites. The National Federation of Builders (NFB) believes that raising awareness and educating schoolchildren about the hazards of building sites and how to stay safe, is a positive step to reducing the numbers who end up in hospital every year.

The NFB's award winning and increasingly popular **STAY SAFE, STAY AWAY** safety poster competition for schools, which is sponsored by Building & Civil Engineering Benefits Schemes (B&CE), South West Builders Federation, Yorkshire Builders Federation and NFB local associations: London, Surrey, Hampshire and Birmingham, and supported by Merlin Entertainments, The Child Accident Prevention Trust (CAPT) and JCB is now in its eighth year. Schoolchildren across the country in key stages 1 - 2 have been invited to take part and are now busy designing posters that warn of the danger of building sites and how to keep themselves safe and avoid injury.

This year the NFB have launched a dedicated website to promote the dangers posed by construction sites and to continually raise awareness and educate young people. The website, [www.staysafestayaway.co.uk](http://www.staysafestayaway.co.uk), hosted by the NFB's safety mascot Norman the friendly builder, offers hints and tips on how to create the best possible poster for the competition as well as educating children through safety advice.

Julia Evans, Chief Executive of the NFB said: "I am delighted that our campaign goes from strength to strength every year. For every child who is made aware of the dangers of building sites, it is potentially a life saved. Our members work hard to ensure that they operate responsibly and it is great to see thousands of schools passing on the message to pupils."

Minister for Construction Mark Prisk added: "Building sites are dangerous places, not just for children. By educating them about the risks involved and teaching them how to stay safe, we can prevent serious accidents. I am pleased to see the NFB continuing its important work on the 'Stay Safe, Stay Away' campaign."

Philip White, Chief Inspector of Construction at the Health and Safety Executive (HSE), said: "Building sites can be very dangerous places, even for people who work on them. But for children and young people who shouldn't be there, and don't properly understand the risks, what seems like a bit of an adventure can all too easily end in tragedy. We want children to enjoy playing outside during the summer holidays but it's vital they stay safe and stay away from construction sites."

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"Contractors have a responsibility to ensure their sites are left safe and are properly secured when work has stopped. They should also carry out regular site visits to check that fencing is still doing its job."

The closing date for submitting posters is the **1<sup>st</sup> June 2011** and an expert panel of judges will pick seven regional winners. From these regional winners one national winner will be selected. Winners will receive family passes to some of the UK's top entertainment attractions courtesy of Merlin Entertainments. Regional winning schools will also be awarded with £200 in book tokens and the national winning school will receive a £500 donation. The national winning poster will be displayed on NFB construction sites across the country.

Winners will be announced during National Child Safety Week, organised by the Child Accident Prevention Trust (CAPT) who are also supporting the campaign.

Katrina Phillips, Chief Executive of CAPT said: "Child Safety Week helps children learn about real risks and how to stay safe from serious injury, while also having fun. So we are pleased to support the NFB's Stay Safe, Stay Away campaign, which shares these aims. Building sites are not playgrounds and no child should start the summer holidays from a hospital bed."

Previous campaigns have indirectly led to the very successful Considerate Constructors' Scheme. This enables construction companies to demonstrate their consideration for the communities in which they build.

For further information please visit [www.staysafestayaway.co.uk](http://www.staysafestayaway.co.uk) or contact [marketing@builders.org.uk](mailto:marketing@builders.org.uk)