

Create a Culture of Safety to Improve Labor Recruitment Efforts

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company's culture. But a culture of safety entails more than plastering job sites and office buildings with safety reminders or listing safety as one of the core values of an operation.

behaviors into every person in the ranks. Here are just a few tactics that can help keep construction workers safe and alleviate labor shortages:

1. OFFER SAFETY TRAINING

According to the U.S. Bureau of Labor Statistics, 60% of construction accidents occur in the first year of employment. Therefore, keeping workers safe can be summed up in a single word: training. Commercial construction companies must ensure everyone on-site is properly trained in basic safety. Also, forepeople should be put through the paces of site safety supervisory training to ensure they can implement project-specific safety protocols.

2. FOCUS ON AWARENESS

From laborers to the lead superintendent, everyone who sets foot on a jobsite should be acutely aware of the importance of maintaining a safe environment. Companies can request that all workers sign a safety agreement that not only details safety procedures but also includes a commitment to report any unsafe conditions to the foreperson or project manager. Safety is hard to manage, and it takes every set of eyes to keep

3. PROVIDE AND MANDATE PERSONAL PROTECTIVE EQUIPMENT

This is the most basic of requirements, but employers should provide personal protective equipment to ensure they're keeping construction workers safe during day-to-day operations and protected from potential hazards on projects. PPE such as hard hats, safety glasses, safety vests, gloves, boots or solid shoes, ear protection when loud equipment is in use, and face masks (based on the location's requirements) should be mandated for all people on location.

4. KEEP PROJECT SITES CLEAN

The Bureau of Labor Statistics reports that fall-related injuries account for over one-third of construction industry fatalities and comprise nearly 40% of fatal work-related falls in the United States. The biggest culprit of these accidents is safety hazards. Accidents are bound to happen when materials, tools, and debris are left lying around the jobsite. To mitigate these accidents, companies can encourage all workers to pick up after themselves (and others) when items are out of place. Organized jobsites are safe jobsites.

5. STAY ON SCHEDULE

This might seem like a less obvious solution, but staying on schedule can do wonders for keeping construction workers safe. For one, rushing through a build can lead to accidents. It can also encourage workers to take shortcuts, which increases the chances of injury. Besides, scheduling issues often lead to workers laboring for longer hours and even weekends. And

Putting time and effort into safety is always important - but especially in light of the labor shortage in the construction industry. When workers are safe, less time is spent filling labor gaps and more time can be spent completing projects.



Grant Robbins is the co-founder and CMO of _____, the time-saving tool that helps construction companies verify that their subcontractors and partners have the correct insurance on every project.

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