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Innovative Health & Safety DVD's set for wider audience

Construction Industry Publications (CIP) has published two pioneering DVDs aimed at improving health and safety awareness in the construction industry.

The short films, commissioned and funded by SGB Group, are being distributed to a wider audience through CIP to help employers communicate key health and safety messages.

The Cost of Accidents DVD shows that the safety of ourselves and those around us at work, home or leisure ultimately depends on the decisions made by individuals. The main message is that people should stop and think about the consequences of decisions before acting.

Shelley Atkinson Frost, Health & Safety Director, Construction Confederation welcomed the publishing of this DVD and on reviewing the film said: "This is not a traditional technical health and safety DVD - it effectively communicates key health and safety messages using an innovative approach. This DVD gives a powerful message on the significant impact a simple unsafe act can have on the individual concerned and/or others. There is specific focus on the behavioural safety of workers and the fact that both at work and in every day life people gamble with the lives of others by making quick but potentially fatal decisions.

"The situation explored in the film is an everyday situation which in most circumstances, where luck prevails, would be merely a near hit. However with a very simple change in circumstance the consequences could be serious or even fatal. It is a compelling and emotive account of the tragedy following a poor decision of an individual worker."

In the Real World is an innovative short film that aims to raise awareness of safety responsibility, in the light of the Corporate Manslaughter and Homicide Act.

Shelley Atkinson Frost said: "This DVD demonstrates how, as a result of relatively simple procedural carelessness and a lack of individual safety leadership, an accident can become a tragedy. As one senior observer in the film comments at one point: "The only thing that separates near misses like these from fatal accidents is the outcome".

“In the Real World looks chillingly at the possible consequences for CEOs, MDs and senior management throughout the sector, if hierarchical safety responsibility is found wanting. Importantly, it also demonstrates how middle managers and supervisors are key to meeting corporate safety responsibilities.”

Neil Murray, SGB Group Head of Health and Safety commented, ‘We are pleased that through this publishing arrangement the SGB DVDs can now reach a wider audience and help put safety first across the whole industry. ‘

Copies of the SGB DVDs are available to purchase from Construction Industry Publications Ltd (CIP), at £25 per copy. With every sale of the DVDs £1 will be donated to Cancer Research

Order from CIP, 3 Gatelodge Close, Round Spinney, Northampton, NN3 8RJ. Tel 0870 078 4400, or via their website www.cip-books.com

ENDS

Notes to editors:

1. CIP can be contacted:

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