



CONSTRUCTION
INDUSTRY
FEDERATION

Campaign Toolkit

12-23 October 2026

<https://cif.ie/safetycampaign/>

#CIFSafety26



Campaign Sponsors

The CIF gratefully acknowledges the support and sponsorship of the companies listed below. Their contribution plays a vital role in enabling the successful delivery of the 2026 campaign.

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Campaign Overview

As outlined on the campaign webpage: <https://cif.ie/safetycampaign/>, the CIF Construction Safety Campaign is running over two weeks, from 12-23rd October 2026.

The campaign incorporates the European Week for Safety and Health at Work, which runs from 19-24th October. For more information, visit: <https://healthy-workplaces.osha.europa.eu/en/get-involved/european-week>

Under the campaign theme of **Back to Basics**, the CIF has identified five key sub-themes to help companies establish their own initiatives for the two-week campaign; these are as follows:

- Critical Risks
- Health and Wellbeing
- Frontline Workers
- Leadership, and
- Beyond Compliance.

Over the course of the campaign, we are asking companies across construction to step back, examine their safety management systems, and, most importantly, talk to their teams. Honest conversations, reflective feedback, and an openness to listen can reveal far more than any report. Health and safety is lived on the ground, and the people delivering our projects often see the risks most clearly. Let's use this campaign as an opportunity to reset, refocus and recommit to the basics because the basics are not basic at all. They are the foundation of every safe site, every successful project, and every worker returning home safely and in good health to their family and friends.

Campaign Objectives

The primary objective of this campaign is simple – to renew focus on the fundamentals every day through safe behaviours, a risk-based approach, and open conversations that help safeguard the health, safety and wellbeing of everyone working in construction. Measurable objectives include the following:

1. To promote safe and healthy practices across the construction industry
2. To drive engagement of contractors nationwide in the campaign
3. To showcase the level of activity across the construction industry on safety, health and wellbeing
4. To promote our campaign sponsors
5. To secure new campaign partners, who will download and display the campaign logo from the CIF website
6. To promote the services of the Construction Health Workers Trust (CWHT).

Charity Partner

The Construction Health Workers Trust (CWHT) is the Charity Partner for the CIF Construction Safety Campaign 2026. The CWHT was founded in 1994 and is dedicated solely to the promotion of better health among construction workers by providing free on-site health screenings, raising awareness of health issues and promoting healthy lifestyles. For more information, visit the CWHT webpage: <https://www.cwht.ie/>



Campaign Themes

Back to Basics

Take Time - Make Safe Choices - Look After Yourself and Each Other.

The Back-to-Basics theme was introduced for the CIF Construction Safety Campaign in 2025 and has been retained for 2026. The theme recognises that keeping people safe, healthy and well often depends on consistently getting the fundamentals right. Construction is a complex industry but keeping people safe and healthy often comes down to getting the basics right, always. Most incidents do not result from people intentionally taking risks. Rather, they occur when routine tasks become overly familiar, hazards are overlooked, shortcuts are taken, or assumptions are made that someone else has carried out the necessary checks.

The objective of the campaign is straightforward: to refocus attention on the essential practices that underpin safe and healthy working. By promoting safe behaviours, a risk-based approach to decision-making, and open, meaningful conversations, the campaign aims to strengthen the health, safety and wellbeing of everyone involved in construction.

Before undertaking any task, take a moment to ask yourself:

- Do I understand the job?
- Have I reviewed the Risk Assessment Method Statement (RAMS), Safe Plan of Action (SPA) or Safe System of Work Plan?
- Do I have the appropriate competency, training, equipment and PPE?
- Is my work area safe?
- What could go wrong, how can I prevent it, how do return home safely?
- Could my long-term health be affected by my actions?
- Do I need to consult or seek assistance from others?

Critical Risks

Know the Risks - Control the Risks - Save Lives.

Critical risks affect contractors across all areas of the construction industry. Critical risks are construction activities where a failure to apply effective controls could result in a life-changing injury or a fatal incident. Examples include work at height, mobile plant, lifting operations, excavations, electricity, confined spaces, temporary works, and exposure to hazardous substances such as silica dust. These critical risks are the areas that should receive the highest level of planning, supervision, worker engagement, and control verification before work begins.

The CIF is calling upon all companies and individuals engaged in construction work to reflect on the following aspects before proceeding:

- Do you know your critical risks?
- Are controls in place to manage these critical risks?
- Are your colleagues aware of these critical risks?
- Are the controls adequate for protection of safety, health and worker wellbeing?



Health & Wellbeing

What are the hidden risks on our sites? Look after yourself and each other. Health is safety.

Health and safety is not just about physical injuries. Health and wellbeing deserve the same attention as physical safety. Construction can be demanding. Deadlines, long hours, travel, and personal pressures can all affect how we think, feel and perform.

As part of this campaign, we encourage everyone to:

- Look after their physical health.
- Get enough rest.
- Stay hydrated.
- Speak up if they're struggling.
- Support colleagues who may need help.
- Make use of wellbeing supports available through the company
- Consider any Hidden Health Risks (e.g. RCS, Asbestos, Noise etc.).



Sometimes the most important question you can ask a colleague is: "Are you okay?" The construction sector employs circa 190,000 people, with men accounting for 91% of the workforce. Research indicates that construction workers face disproportionately higher rates of mental health challenges, suicide, chronic illness, respiratory disease, and workplace accidents. Many of these risks are preventable, making the workplace a key setting for improving health outcomes, engaging employees in positive health initiatives, and fostering a stronger, more supportive organisational culture.

Frontline Workers

You see it - You live it - You make the difference.

Front-line workers are the individuals with “boots on the ground” who undertake or directly supervise construction activities. This includes foremen, supervisors, chargehands, and operatives.

The purpose of focusing on front-line workers is to hear directly from those who carry out the work and manage day-to-day site operations, as they have first-hand knowledge of the challenges, risks, and realities of construction.

Genuine worker engagement means giving a voice to those closest to the work. While safety campaigns often feature safety professionals, it is front-line personnel who influence behaviours, decisions, and standards on site every day. Front-line workers should be placed at the centre of safety conversations, providing opportunities to share their experiences, concerns, lessons learned, and practical solutions. Foremen, supervisors, and chargehands should be recognised as key safety influencers. Through their planning, communication, leadership, and daily interactions, they play a critical role in shaping site safety culture. Workers must be given meaningful opportunities to contribute.

Toolbox talks, site forums, focus groups, podcasts, videos, and worker-led discussions are effective ways of capturing and sharing their perspectives. Real stories from real construction sites resonate most strongly with workers. Lessons and advice delivered by peers often have greater credibility and impact than those delivered through more formal channels.



Leadership

Lead by example - Empower your team - Build a safety culture.

Leadership is not defined by position alone. It is reflected in the decisions we make, the behaviours we demonstrate, and the standards we uphold every day.

Creating a strong safety, health and wellbeing culture requires commitment from everyone. Safety is not the responsibility of one person or one role. It is a shared commitment that relies on leadership, accountability, and active participation at every level of the organisation. Through effective leadership, construction companies can strengthen safety performance, improve quality, enhance productivity and build trust with employees, clients and stakeholders. Of all these priorities, safety must remain fundamental. It is not simply a compliance requirement or a box to be ticked. It is a mindset and a core value. Everyone has a role to play:

- **Directors** - establish expectations and set the tone from the top.
- **Managers** - provide the resources, support and systems needed for success.
- **Supervisors** - demonstrate safe behaviours and lead by example.
- **Workers** - follow agreed safe systems of work and speak up when something does not look or feel right.

When everyone plays their part, we create safer sites, stronger teams, and better outcomes for all. Positive leadership should be visible, recognised and celebrated. Sharing examples of supervisors and operatives who demonstrate exemplary safety behaviours, intervene to prevent harm, or introduce innovative safety improvements helps reinforce the standards we want to see across the industry. Questions for leaders to reflect upon:

1. Is safety, health and wellbeing genuinely embedded within our strategic priorities and cultural norms?
2. Do I consistently demonstrate the safety behaviours I expect from others?
3. Is my team trained not only in procedures, but also in taking proactive leadership for safety, health and wellbeing?
4. Are subcontractors held to the same safety, behavioural and cultural expectations as direct employees?
5. Do I recognise and reward behaviours that reinforce a positive safety, health and wellbeing culture?
6. When concerns are raised, do I listen, act and provide feedback?

Beyond Compliance

We don't just follow Rules - We do what's right, always.

Beyond Compliance means creating an environment where people choose to do the right thing, not because they have to, but because they care about themselves, their colleagues and the success of the entire team. Positive intervention and speaking up are expected behaviours.

Compliance establishes the minimum standard; it's merely a starting point for health, safety and wellbeing - we aim for higher. Excellence in construction is achieved when individuals, supervisors, managers and directors go beyond minimum requirements and take personal responsibility for protecting themselves and others – we do the right thing irrespective of whether someone is watching. The objectives for the theme of Beyond Compliance are as follows:

- Strengthen a culture of safety, health and wellbeing across the industry
- Encourage personal accountability at all levels
- Promote proactive hazard identification and risk management
- Increase worker engagement and involvement
- Encourage interventions when unsafe behaviours or conditions are observed
- Reinforce leadership commitment to safety, health and wellbeing, and
- Reduce incidents linked to complacency and shortcuts.



Ten Steps for Campaign Engagement

What to do?	How to do it?
1. Sign-up as a Partner	Visit the campaign webpage and register your company to become a campaign partner. It is free and is open to all companies. By registering as a partner, your company's logo will be displayed on the campaign webpage, as a supporter of the campaign. Visit: https://cif.ie/safetycampaign/partners/
2. Download the Logo	Download the Campaign and Partner Logos, and use in your email signature line, on your company webpage, in recognition of your commitment to ensuring safety, health and wellbeing of employees. See downloads section of the campaign webpage: https://cif.ie/safety-week/ 
3. Engage with the Campaign Materials	Watch the pre-recorded podcasts via social media channels attributed to @CIF_Ireland or via the campaign webpage: https://cif.ie/safetycampaign/ or on the respective CIF and iProperty YouTube channels: https://www.youtube.com/user/CIFireland https://www.youtube.com/@ipropertyradio Screen social media channels for content using the social media tag: #CIFSafety26
4. Highlight Campaign Involvement	Promote the campaign on your company website - using a copy of the campaign logo, campaign webpage link and social media tag: #CIFSafety26 Where appropriate, email campaign images and video content to the CIF: csc@cif.ie
5. Poster Campaign	Affix campaign posters in your workplace / meeting space / construction site - see downloads section of the campaign webpage: https://cif.ie/safety-week/ 
6. Raise Awareness / Tell	Make the campaign logo your computer desktop 'wallpaper' during the month of October. Tell others about what is happening in your area. Include information on the campaign in

What to do?	How to do it?
Others	your meetings, mailouts, newsletters etc.
7. Develop a Plan of Activities	Discuss with your colleagues, to ascertain what you can collectively do to support the campaign. Here are some ideas: ▪ Organise a health, safety or wellbeing event. For example, invite a guest speaker from one of your suppliers (e.g. health screening / mobile plant equipment / ladders / MEWPs / PPE etc.) to give a relevant talk on the thematic hazards, risks and associated control measures applicable. ▪ Small improvements made consistently have a big impact. Pick one basic safety, health or wellbeing aspect and seek to improve it – for example: ○ Improved housekeeping ○ Carrying out better pre-task planning ○ Checking equipment before use ○ Having more meaningful safety conversations ○ Looking out for a colleague's wellbeing. • Watch pre-recorded campaign podcasts, as available via social media channels, the campaign webpage or on the @CIF_Ireland or iProperty YouTube channels. ▪ Deliver a toolbox talk on one of the 6x themes assigned. ▪ Promote worker engagement – seek volunteers for delivery of talks, participation on training etc.
8. Promote the Plan via social media.	Use the social media hashtag #CIFSafety26 on all your campaign social media engagements to gain recognition for your work and to promote your endeavors.
9. Acknowledge Participation	Thank everyone who actively engaged in the campaign.
10. Request Feedback	Carry out a poll / survey with your staff as to what to do again next year, what not to do again and what else could be done. It is great to get feedback, and it helps your staff feel more involved (as long as you act on it and let them know what the results were).

Contact CIF

Please address all correspondence to the campaign mailbox: csc@cif.ie