

SAMPLE CAMPAIGN PACK · 38 ASSETS

Working at Height

A four-week behavioural safety campaign for construction and maintenance crews

Built from a single topic line. Every asset below was produced in one generation run — aligned to one behavioural objective, one set of critical controls and one measurement plan.

4

WEEKS

38

ASSETS

6

LANGUAGES

9

KPIs

SAFETY CAMPAIGN HUB

safetycampaignhub.com · Pack ref SCH-WAH-01 · Sample output, fully editable

INSIDE THIS PACK

38 assets, one campaign spine

This is a real, unedited example of what one topic line produces. Nothing here was written by hand afterwards — the strategy, the scripts, the metrics and the translations all come from the same campaign profile, so they say the same thing in the same voice.

#	Asset	Where it lands	Format	Owner
01	Campaign strategy & behavioural diagnosis	HSE leadership pack	PDF / DOCX	HSE Manager
02	Critical controls & verification plan	Site verification programme	DOCX / XLSX	Site Lead
03	Four-week rollout schedule	Campaign calendar	PDF / ICS	HSE Advisor
04	Toolbox talks × 4 (scripted, with Q&A and challenge questions)	Pre-start briefings	PDF / DOCX	Supervisors
05	Supervisor coaching guide (what good looks like, how to intervene)	Supervisor huddle	PDF	Supervisors
06	Poster series × 3 with headline, sub-line and CTA	Notice boards, welfare units	PDF / PNG	Comms
07	Digital display slides × 6	Screens, intranet, TV walls	PPTX / PNG	Comms
08	Safety alert & learning-from-incident brief	Email, notice boards	PDF	HSE Advisor
09	Safety moment scripts × 5 (90 seconds each)	Meeting openers	DOCX	All leaders
10	Leader safety walk prompts	Visible leadership tours	PDF / mobile	Senior leaders
11	Knowledge check (10 questions, answer key)	LMS / paper	XLSX / SCORM-ready	Training
12	Measurement plan & KPI dashboard	Monthly HSE report	XLSX	HSE Manager
13	Translated set — 6 languages, RTL-aware	Multilingual workforce	All formats	Comms
14	Attendance & sign-off register	Assurance evidence	PDF	Supervisors

Why this is hard to reproduce by hand

A generic AI chat gives you a toolbox talk. This pack gives you a **campaign spine**: one behavioural objective, mapped to your critical controls, cascaded through 38 assets that all reinforce the same three behaviours — then measured with leading indicators you can actually report to your board. Rewriting this consistency by hand is roughly two weeks of an advisor's time.

01 CAMPAIGN STRATEGY

Behavioural diagnosis, not a poster

Before a single asset is written, the platform builds a hidden campaign profile: what is actually going wrong, why people do it, and which behaviours will move the risk. Every asset in this pack is generated from that profile.

The problem, stated precisely

Falls from height remain the largest contributor to serious-injury potential across the portfolio. Investigation data shows the failure is rarely equipment and almost never knowledge — it is a small number of repeated, time-pressured decisions taken at the point of work: climbing the last two rungs, unclipping to reposition, and accepting a scaffold handover without re-checking the tag.

Behavioural drivers identified

Observed behaviour	Underlying driver	What the campaign does about it
Unclipping to move across a working platform	Double lanyards feel slow; crews judge the exposure as 'a few seconds'	Reframes the risk as time-at-height, not distance. Week 2 talk rehearses the 100% tie-off transition until it is muscle memory.
Working from the top two rungs of a leaning ladder	Access equipment is 40 m away; the task is 'only a minute'	Removes the excuse: Week 1 introduces the 60-second access rule and a supervisor commitment to stage equipment before the shift.
Accepting a scaffold without checking the tag	Assumed someone else has verified it; tags are weather-damaged	Week 3 makes tag verification a visible, named act — 'check it, say it, sign it'.
Not challenging a peer taking a shortcut	Social cost of speaking up outweighs perceived risk	Week 4 gives crews a scripted, low-friction intervention phrase and rewards its use.

Campaign objective

One measurable behavioural objective

By the end of week 4, **100% tie-off during all transitions at height** is observed in at least 95% of documented height-work observations, and scaffold tag verification is evidenced on 100% of handovers — sustained for the following eight weeks.

Three behaviours the whole campaign repeats

- **Plan the access before the task.** If you cannot reach it safely from a stable platform, stop and stage the right equipment.
- **Stay connected, always.** Two hooks, one always attached. Every transition, every time.
- **Check the tag, say it out loud.** Verify, voice, sign. No silent handovers.

Tone and framing decisions

The campaign avoids fear imagery and injury statistics. Evidence from behavioural safety programmes shows shock content produces short-lived compliance. Instead the pack uses **competence framing** and **peer proof**, written for an international workforce in metric units and plain English at CEFR B1.

02 CRITICAL CONTROLS

Mapped to the controls you already verify

The campaign does not invent new rules. It reinforces the critical controls already in your management system and tells each role exactly what to verify.

Critical control	Failure mode targeted	Verification act	Who	Frequency
Certified access equipment in place before work starts	Improvised access; ladders used as work platforms	Visual check of staged equipment at pre-start	Supervisor	Every shift
Scaffold inspected and tagged within validity period	Expired or missing tag accepted	Tag read aloud and recorded on permit	Working party	Every use
Fall-arrest system connected at all times above 1.8 m	Momentary disconnection during transition	Observation of two-hook transition	Supervisor / peer	Daily sample
Exclusion zone established below the work area	Dropped-object exposure to crews below	Barrier and signage check	Supervisor	Every set-up
Rescue plan in place and rehearsed	No plan for suspension trauma	Named rescuer confirmed at pre-start	Site Lead	Every shift

Generated against your organisation profile

In the live product these five rows are populated from your own critical-control library and risk register — including your control owners, your terminology and your verification frequencies. The campaign then speaks your language, not a generic one.

Risk register linkage

Register ref	Risk	Pre-campaign rating	Target residual	Campaign contribution
R-014	Fall from height during façade works	High (16)	Medium (8)	Behavioural reliability of tie-off control
R-022	Dropped object striking personnel	High (15)	Medium (9)	Exclusion-zone discipline, tool tethering message
R-031	Scaffold collapse / misuse	Medium (10)	Low (4)	Tag verification behaviour, defect reporting route

03 ROLLOUT PLAN

Four weeks, sequenced deliberately

Each week has one message, one asset set and one thing leaders must do. The sequence moves from awareness to rehearsal to peer accountability — the order matters.

Week	Message	Assets deployed	Leader action	Leading indicator
Week 1	Plan the access	Launch briefing · Poster A · Toolbox talk 1 · 2 display slides · Safety moment 1	Stage access equipment before every shift and say so at pre-start	% pre-starts where access equipment confirmed
Week 2	Stay connected	Toolbox talk 2 · Poster B · Practical tie-off rehearsal · Alert brief · Safety moment 2	Run one hands-on transition rehearsal per crew	Observed 100% tie-off during transitions
Week 3	Check the tag	Toolbox talk 3 · Poster C · Scaffold tag walkabout · 2 display slides · Safety moment 3	Join one scaffold handover and verify aloud	% handovers with verified tag recorded
Week 4	Speak up, back each other	Toolbox talk 4 · Peer-intervention cards · Knowledge check · Close-out brief · Safety moments 4–5	Recognise two crews publicly for an intervention	Number of logged peer interventions

Channel mix and cadence

Channel	Cadence	Reach	Asset used
Pre-start / toolbox briefing	Daily, 10 min	All field crews	Toolbox talk + safety moment
Notice boards & welfare units	Weekly poster swap	Whole site	Poster series A–C
Digital screens & intranet	Rotating, 15 s per slide	Site + office	6 display slides
Email / WhatsApp broadcast	Twice weekly	Supervisors upward	Alert brief, close-out
Leadership site walk	Weekly	Sampled crews	Leader prompt card
LMS	Week 4	All height-authorised staff	10-question knowledge check

Localisation built in

Every asset in this schedule exists in English, Arabic, Hindi, Urdu, Tagalog, French and Spanish — generated together, not translated afterwards, with right-to-left layout handled automatically. See page 11 for a side-by-side example.

04 TOOLBOX TALK 1 OF 4

Plan the access before you plan the task

10 minutes · Delivered by the supervisor at pre-start · Script is written to be read aloud

Objective

Crews stage the correct access equipment before starting, and treat improvised access as a stop-work trigger.

Open — 60 seconds

“Before we start — think about the last time you needed to reach something just above your head reach. What did you stand on? Be honest. Nobody is in trouble here; I want to know what really happens when the right platform is forty metres away and the job is one minute long.”

Teach — 4 minutes

- **The decision point is before the task, not during it.** Once you are holding a tool and the job is in front of you, the cost of walking away for equipment feels enormous. Ten minutes earlier, it costs nothing.
- **A leaning ladder is access, not a workplace.** Use it to get somewhere; do not work from it with both hands, and never from the top two rungs.
- **Podium steps, towers and MEWPs exist because they are faster to work from.** The set-up time is recovered in the first few minutes of work.
- **The 60-second rule:** if getting the correct access takes under 60 seconds, there is no debate. If it takes longer, that is a planning failure to fix at pre-start — not a reason to improvise.

Discuss — 3 minutes (ask, then wait)

- 1 Where on this site are we most likely to improvise access this week?
- 2 What would it take to have the right equipment already staged there tomorrow morning?
- 3 Who here has been asked to 'just quickly' get up somewhere in the last month? What did you do?

Commit — 2 minutes

Close the talk with a specific ask

Name the two locations on this job where we will stage access equipment before tomorrow's shift, and name who is doing it. Write both on the board. I will check at pre-start.

What the supervisor watches for today

- Anyone standing on a bucket, drum, guard-rail, pipe rack or crate
- Ladders being worked from rather than climbed
- Crews walking past staged equipment because it is 'not worth moving'
- Good practice worth naming out loud in tomorrow's pre-start

04 TOOLBOX TALK 2 OF 4

Two hooks, one always attached

10 minutes · Delivered by the supervisor at pre-start · Script is written to be read aloud

Objective

Crews complete every transition at height without a moment of disconnection, and treat the transition itself as the highest-risk part of the task.

Open — 60 seconds

"I want everyone to picture the last three seconds before you clip on again after moving. That gap — that is where people fall. Not while working. While moving. Today we are going to practise those three seconds until they feel automatic."

Teach — 4 minutes

- **Most falls happen during transition**, not while stationary. The exposure is short, which is exactly why it feels acceptable.
- **Sequence: attach the free hook first, confirm it visually and by feel, then release the other.** Never the reverse, never both hands on the same task.
- **Anchor above where you can** — a low anchor increases fall distance and swing.
- **Check your clearance.** A 1.8 m lanyard plus deceleration plus your body length needs real space beneath you. Below that, you need a shorter system or a different method.
- **Suspension trauma is a clock.** If someone hangs, we have minutes, not hours. Who is our named rescuer today, and where is the kit?

Discuss — 3 minutes (ask, then wait)

- 1 When is it hardest to stay connected on the work we are doing right now?
- 2 Has anyone found an anchor point on this job that is awkward or missing? Where?
- 3 If you saw a colleague unclip to reposition, what exactly would you say?

Commit — 2 minutes

Close the talk with a specific ask

Every crew runs one physical transition rehearsal today with a supervisor watching — harness on, hooks in hand, real anchor points. It takes five minutes. Nobody skips it.

What the supervisor watches for today

- Both hooks parked on the harness while moving
- Anchoring below shoulder height where a higher point exists
- Lanyards trailing over edges or through sharp steelwork
- Rescue plan and named rescuer known by the crew, not just the permit

05 SUPERVISOR COACHING GUIDE

How to intervene without shutting people down

The single biggest predictor of whether a campaign changes behaviour is how supervisors respond in the first ten seconds after they see something. This page is written for them.

The four-step intervention

Step	Say something like	Why it works
1. Pause, don't pounce	"Hold on a second — can you come down / stop there for me?"	Removes the hazard first. No conversation happens while someone is exposed.
2. Ask, don't accuse	"Talk me through how you got set up here."	You learn the real driver — missing equipment, time pressure, unclear plan — instead of getting a defensive answer.
3. Name the standard	"Our rule is two hooks, one always attached. That's not negotiable, and it's not about you."	Separates the person from the behaviour and keeps the standard consistent across crews.
4. Fix the cause, then thank them	"What do you need so this doesn't happen again? ... Thanks for being straight with me."	Turns a correction into a system fix and makes the next person more likely to be honest.

Recognise as often as you correct

Campaigns fail when the only feedback at height is negative. Aim for at least three recognitions for every correction, and make recognition specific: "I watched you transition three times without a gap — that's exactly the standard" lands far harder than "good job today".

Questions supervisors will get, and honest answers

They ask	Answer with
"We've always done it this way and nobody's been hurt."	"Agreed — and that's exactly what makes it feel safe. The exposure is real every time; the outcome just hasn't caught up with us yet. I'd rather not find out."
"There isn't time to get the tower out."	"Then that's my problem to fix, not yours to work around. Tell me what you need staged and when, and I'll have it there."
"The tag was missing but the scaffold was obviously fine."	"You can't see a missing tie or an overloaded bay from the deck. No tag means no access until someone competent says otherwise."

06 POSTER SERIES

Three posters, one message architecture

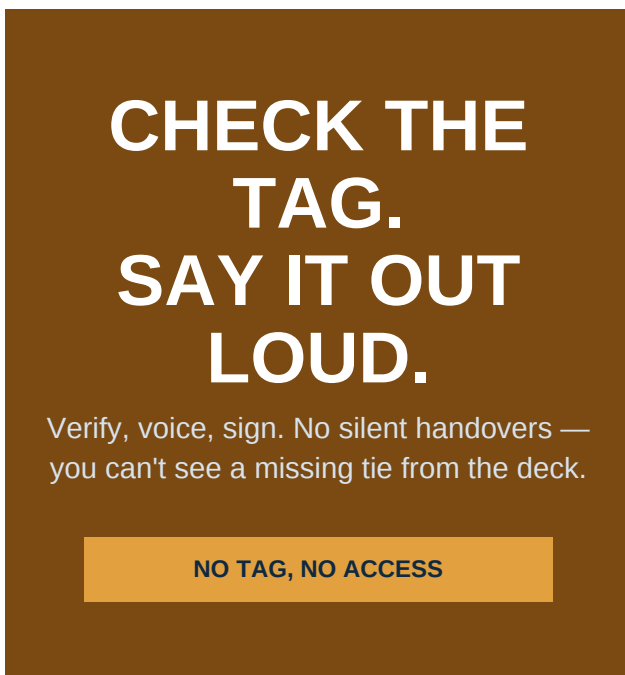
Each poster carries a headline, a reason and an action. They are generated as print-ready artwork in your brand colours with your logo; the layouts below show the copy.



Poster A · Week 1 · A2 + A3 + digital



Poster B · Week 2 · A2 + A3 + digital



Poster C · Week 3 · A2 + A3 + digital

Display slide copy (6 generated)

1. "Three seconds unclipped is still a fall."
2. "The last two rungs are not a workplace."
3. "No tag? No access. Ask, don't assume."
4. "Below the work? You're in the drop zone."
5. "Who is our named rescuer today?"
6. "Speaking up takes four words: *Hold on a second.*"

Each slide is generated at 1920×1080 and 4:5, with your logo, brand colours and the campaign reference locked into the master.

07 SAFETY ALERT & LEARNING BRIEF

Written to be read in ninety seconds

Generated from an anonymised event pattern, structured so crews reach the learning before they reach the outcome.

SAFETY ALERT SCH-WAH-A1 · NEAR MISS · HIGH POTENTIAL

What happened

A two-person crew was installing cladding fixings from a mobile tower. To reach the final two fixings, one operative unclipped, stepped onto the guard-rail mid-rail and leaned across. The tower shifted approximately 15 cm on an uneven slab. The operative recovered, unhurt. Nobody reported it until a colleague raised it the following day.

Why it happened

- The task was 95% complete and the remaining work was estimated at two minutes.
- Repositioning the tower required a second person and a slab survey — perceived as disproportionate.
- The crew had no agreed phrase or route for stopping work this close to completion.
- Outriggers were deployed but the slab fall had not been checked at the new position.

What we are doing

- Any repositioning of a tower now requires a two-minute slab and outrider re-check, recorded on the permit.
- 'Last two fixings' is named explicitly in Week 1 as the highest-risk moment of any task.
- Stop-work language rehearsed in the Week 4 talk: *"Hold on a second."*

Ask your crew, today

Where on our job is the 'last two fixings' moment most likely to catch us? Name it before it happens.

Safety moment 1 of 5 — 90 seconds

"I want ninety seconds before we start. Yesterday somebody on this site was two fixings from finished. Two. They unclipped and leaned instead of moving the tower, and the tower moved instead of them. They walked away — that's luck, not skill.

Here's the thing about the last two fixings: that's the moment where you're already finished in your head. Your judgement quietly gets worse while your confidence goes up. That's not a character flaw, it's how people work.

So today, when you get near the end of something and you feel that pull to just reach — that's your signal. Not to push on. To stop and move. Anyone want to tell me where on our job that moment is going to show up?"

08 MULTILINGUAL SET

Generated in six languages, not translated afterwards

Each language is produced from the same campaign profile, so idiom, tone and control terminology stay consistent. Right-to-left languages get proper layout, not mirrored English.

Language	Script / direction	Assets included	Review status
English	Latin · LTR	All 38	Source
Arabic	Arabic · RTL, full layout mirroring	All 38	Native-idiom generated
Hindi	Devanagari · LTR	All 38	Native-idiom generated
Urdu	Nastaliq · RTL	All 38	Native-idiom generated
Tagalog	Latin · LTR	All 38	Native-idiom generated
French	Latin · LTR	All 38	Native-idiom generated
Spanish	Latin · LTR	All 38	Native-idiom generated

Side by side — the same poster line

Language	Generated line
English	Two hooks. One always on. Most falls happen while you're moving.
Spanish	Dos mosquetones. Uno siempre enganchado. La mayoría de las caídas ocurren al desplazarse.
French	Deux mousquetons. Un toujours attaché. La plupart des chutes surviennent lors des déplacements.
Tagalog	Dalawang hook. Isa laging nakakabit. Karamihan sa mga pagkahulog ay nangyayari habang gumagalaw.

Arabic, Hindi and Urdu render natively in the product

The live pack includes Arabic, Hindi and Urdu with correct shaping and right-to-left flow across posters, slides, scripts and sign-off sheets. They are omitted from this printed sample only because of font embedding in this preview file.

Delivery note for multilingual crews

Supervisors deliver the talk in the crew's working language and confirm understanding with the three challenge questions, which are generated per language rather than translated word-for-word. Where a crew is mixed, the pack provides a bilingual pre-start card with the three campaign behaviours in both languages on a single side.

09 MEASUREMENT PLAN

Nine indicators you can put in a board pack

A campaign without measurement is a poster. These indicators are generated with the campaign, baselined before launch and tracked for twelve weeks after close-out.

#	Indicator	Type	Baseline	Week 4 target	Source
1	Observations showing 100% tie-off during transition	Leading	68%	min 95%	Observation app
2	Pre-starts confirming staged access equipment	Leading	41%	min 90%	Pre-start record
3	Scaffold handovers with verified tag recorded	Leading	72%	100%	Permit system
4	Logged peer interventions at height	Leading	3 / month	min 20 / month	Intervention log
5	Height-related near misses reported	Leading	5 / month	Increase expected	Reporting system
6	Crews completing tie-off rehearsal	Activity	0%	100%	Supervisor sign-off
7	Knowledge check pass rate (min 80%)	Activity	n/a	min 95%	LMS
8	Toolbox talk attendance across height-authorised staff	Activity	n/a	min 98%	Register
9	Height-related recordable injuries	Lagging	2 / 12 months	0	Incident system

Read indicator 5 carefully

A successful campaign usually makes near-miss reporting go **up**, not down. The pack tells leaders this in advance so a rising number is celebrated rather than punished — one of the most common ways good campaigns get killed in week three.

Close-out and sustain

When	What happens	Owner
End of week 4	Close-out brief delivered; results shared with every crew, including where we fell short	HSE Manager
Week 6	Spot-check observation round; refresh poster set to variant B	HSE Advisor
Week 8	Micro-talk (5 min) regenerated from the same profile to re-anchor the three behaviours	Supervisors
Week 12	Sustain review: are leading indicators holding? Feed result into next campaign profile	HSE Manager

09 MEASUREMENT

Knowledge check — sample questions

Ten questions are generated with an answer key, mapped to the three campaign behaviours.

- 1 You need to reach a fixing 2.4 m above the deck and the podium steps are five minutes away. What is the correct action? (Free text / multiple choice)
- 2 During a transition between anchor points, how many hooks may be detached at once?
- 3 A scaffold tag is present but the inspection date has passed. What do you do, and who do you tell?
- 4 Name the two most common moments when tie-off discipline breaks down on our sites.
- 5 A colleague is working from the top two rungs. Give the exact words you would use.

10 ASSURANCE

Attendance and sign-off register

Generated for every talk, ready to print, with the campaign reference and behaviours printed on the sheet so the evidence and the message stay together.

Name (print)	Role / crew	Talk ref	Date	Signature
		SCH-WAH-TBT1		
		SCH-WAH-TBT1		
		SCH-WAH-TBT1		
		SCH-WAH-TBT1		
		SCH-WAH-TBT1		
		SCH-WAH-TBT1		
		SCH-WAH-TBT1		
		SCH-WAH-TBT1		

Supervisor declaration: I confirm the talk above was delivered in a language understood by everyone present, that the three campaign behaviours were stated, and that the specific commitment made by this crew was recorded and will be checked at the next pre-start.

This entire pack came from one topic line.

You typed “working at height, construction crews, four weeks”. Everything you have just read — the behavioural diagnosis, the control mapping, four scripted talks, the supervisor coaching guide, three posters, six slides, five safety moments, an alert brief, a nine-indicator measurement plan and the full set in six languages — was generated together, in one voice, in about ninety seconds.

In the live product it is also generated against **your** organisation profile: your critical controls, your risk register, your terminology, your logo and brand colours, your reporting routes. Then it exports to PDF, Word, PowerPoint and a ready-to-share campaign package.

Build your first campaign free at safetycampaignhub.com