



**Agreement Establishing An Alliance
Between
Michigan Occupational Safety & Health Administration (MIOSHA)
And**

Name of Organization: Construction Association of Michigan
Address: 43636 Woodward Ave. **City:** Bloomfield Hills **State:** MI **Zip:** 48302
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Renew

Purpose and Scope of Alliance:

In this section, provide a brief summary of the purpose of the alliance, who is identified as the target audience, the major activities of the alliance, benefits, and positive impact on workplace safety and health of the alliance, etc.

Purpose: To increase the lines of communication between MIOSHA and the Construction Association of Michigan's membership. Improved communication, increased awareness and collaboration on safety and training initiatives will lead to a safer work environment.

Target Audience: CAM has over 3200 commercial and industrial member firms of which approximately 40% are specialty/subcontractors, 25% are equipment and material suppliers and 13% are general contractors/construction managers all of whom are concerned with safety and health. Our contractors range in size from the largest in the industry to smaller firms with one to five employees. Our target audience will include all CAM members but will focus on the small to mid-size firms that make-up over 85% of the membership.

Major Alliance Activity: Activities of the alliance will include promotion and application of safety and health training initiatives. Specifically, CAM would promote to its membership, participation of other 21d and 23g MIOSHA CET offerings. CAM will solicit up to 25 contractors to participate in MIOSHA consultation and hazard survey activities over a three-year period. Specific guidelines will be established between CAM contractors and MIOSHA. These agreements or partnerships would be promoted as examples of cooperation and above all safety. All of CAM's marketing mediums would be utilized to promote the relationship including CAM Magazine, Construction Buyers Guide, CAM Construction Project News, CAM Newsbriefs and CAM's website www.cam-online.com. Building banners, jobsite banners and press releases would be used to kick-off and continually promote the alliance.

Alliance Benefit: Increased worker and employer awareness of safety and health issues. The alliance will increase participation, understanding and compliance with MIOSHA rules and regulations by CAM members. The alliance will provide improved awareness, cooperation and promotion of both MIOSHA and CAM programs and services to the entire construction industry.

Alliance Positive Impact: Improved understanding of and cooperation between CAM members and MIOSHA, resulting in a safer work environment for employees of CAM member firms.

Goals and Objectives of Alliance:

All alliances must include an outreach and communication goal. Other goal areas should be included and explained when included in the activities of the alliance. Please list below the goals and objectives of this alliance.

- **Outreach and Communication:**

Describe the types of outreach and communication that will be a part of this alliance. Include, in general terms, how these will be accomplished.

The Construction Association of Michigan (CAM) communicates daily with over 3200 member companies. CAM's communication vehicles include but are not limited to our website www.cam-online.com; our daily construction reports, Construction Project News (printed and electronic); our annual CAM Buyers Guide; and our monthly glossy CAM Magazine.

www.cam-online.com would offer a link to the MIOSHA website highlighting MIOSHA news, changes in regulations and promoting MIOSHA programs and seminars. CAM will publish online articles about specific MIOSHA programs/initiatives a minimum of four times per year.

Construction Project News can be utilized to promote upcoming CAM and MIOSHA seminars.

The annual CAM Safety Achievement Award recognizes outstanding safety performance by CAM members.

The Construction Buyers Guide (distributed to over 19,000 users of construction services) will run a PSA promoting the CAM/MIOSHA Alliance (i.e. MISS DIG ad).

CAM Magazine, CAM Newsbriefs or CAMTALK will prepare a minimum of four articles per year featuring one of the Following: MIOSHA News, a "did you know" section highlighting specific CET programs and initiatives.

- **Training and Education:**

Include a description of training and education activities, when applicable. Do not respond if training and education is not part of the alliance.

CAM has a well-established training and education division known as CAMTEC. In 2008 CAMTEC offered over 55 classes of which 19 were safety and health related. CAMTEC had over 250 students in the twenty safety-related courses. CAM currently offers the MIOSHA 10-hour and 30-hour training, asbestos awareness training, first aid and CPR training and additional classes covering various safety topics.

The CAM Safety Director will work closely with a CET representative to identify specific seminars, training programs and other initiatives CAMTEC could offer to CAM members and non-members. Through the CAM/MIOSHA alliance we will produce at least three new seminars involving current MIOSHA initiatives and would look to increase attendance in safety-related courses by 20% to 30% or 50 to 75 students annually.

CAM will provide MIOSHA a free booth in the Design and Construction Expo. We will work with the CET division to develop a series of safety and health programs that could be offered to all attendees. CAM and MIOSHA will co-promote attendance.

This sounded like a good idea at the time but hasn't panned out as viable.

- **Promoting Dialogue:**

Include a description of how this alliance will promote dialogue in Michigan related to workplace safety and health issues. Do not respond if promoting dialogue is not part of the alliance.

CAM, through the CAM Safety Committee and other related committees and councils, will promote cooperation and dialogue between CAM members and MIOSHA. A MIOSHA CET representative will be welcome to attend committee meetings for input on cooperative and collaborative efforts.

Roles and Responsibilities:

Include a general description of the role of all parties signing the alliance.

CONSTRUCTION ASSOCIATION OF MICHIGAN

1. Promote safety and health training initiatives to CAM Members.
2. Promote member participation in 21d and 23g MIOSHA CET offerings. (CAM will specifically solicit specific members to participate in 21d programs for small contractors, up to 25 in a three-year period.)
3. Alliance to be promoted in CAM Magazine, Construction Buyers Guide, Construction Project News, CAM Newbriefs and www.cam-online.com.
4. CAM to publish articles about specific MIOSHA programs/initiatives no less than four times per year.
5. CAM to provide MIOSHA with a PSA in the annual CAM Buyers Guide and a booth at the annual Design and Construction Expo.
6. CAM's Education Manager to work with MIOSHA representative to develop and produce up to five new safety and health courses. CAM to increase the amount of students being trained in safety and health-related courses by 50 to 75 students annually.
7. CAM to welcome a MIOSHA CET representative at any CAM Safety or Council meeting.
8. CAM Safety Achievement Award will recognize outstanding safety and health performance.
9. CAM will promote the MIOSHA Training Institute and MIOSHA cooperative programs to members via email blasts, sharing of email lists, sharing of mailing lists, etc; possibly sponsoring one or more MTI classes for chapter members
10. CAM doesn't do "technical meetings" sounds like a carryover from the ASSE alliance.

MIOSHA

1. Provide CAM with information and assistance on MIOSHA programs and initiatives.
2. Help CAM's Education Manager with securing qualified instructors for CAM produced safety and health programs.
3. Assist CAM with producing safety courses to be offered at Design and Construction Expo.
4. Promote alliance in MIOSHA Newsletter and on the MIOSHA website.
5. Offer MIOSHA CET division services to CAM members.
6. Recognize CAM members that participate in MIOSHA programs via MIOSHA Newsletter and website.

Outcomes of Alliance Activities:

Include a general summary of the expected outcomes of the alliances such as the number of activities, news releases, outreach activities, anticipated number of people reached as a result of the alliance activities.

Improved communication and cooperation between CAM, CAM members and MIOSHA resulting in improved program delivery and understanding.

Encourage CAM member firms to become directly involved in consultation/hazard surveys offered by MIOSHA CET consultants.

Increased awareness of MIOSHA and the programs CET offers.

Increased MIOSHA coverage in CAM's publications and information about the alliance in MIOSHA publications.

Increased involvement and cooperation between MIOSHA training and CAMTEC.

Safer better-trained CAM member employees on jobsites throughout the state.

