

# THANK YOU TO OUR 2026 SAFETY WEEK SPONSORS





CONSTRUCTION  
**SAFETY WEEK**

**2026 KICKOFF**

PRESENTED BY



**MAJESTIC**  
RELIABILITY IN SAFETY.®

**SAFEBUILD**  
**ALLIANCE**

# MEETING AGENDA

## Welcome + Announcements

SafeBuild President, Caren Seal

## Presentation: Focus on the Human and Safer Work Will Follow

Chase Sterling, Wellbeing Think Tank

## Sponsor Presentation

Majestic + Acme

# 2026 SAFETY WEEK: MAY 4-8

Visit [CONSTRUCTIONSAFETYWEEK.COM](https://www.constructionsafetyweek.com)

2026 Theme:

**ALL IN TOGETER | RECOGNIZE • RESPOND • RESPECT**

- Planning resources
- Spanish-language materials
- Daily topics, sample agendas, and toolbox talks
- Media and branding materials
- Social media resources, and more

# ARE YOU A SAFEBUILD MEMBER?



Member-exclusive programming

Visionary Leaders, Field Leadership, & Safety Professionals

New member resources

NEW Website, Member Hub, Chat Forum, Mobile App, FAQ

More Ways to Participate

Board of Directors, Committees, Sponsorships, Cohorts

Visit [SafeBuildAlliance.com](https://SafeBuildAlliance.com)

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— 11<sup>th</sup> Annual —  
**GOLF**  
TOURNAMENT  
✕

— August 11, 2026 —



Langdon Farms Golf Course

REGISTRATION OPENS MAY 4<sup>TH</sup> —  
WATCH YOUR INBOX &  
[SAFEBUILDALLIANCE.COM](https://www.safebuildalliance.com) FOR  
DETAILS

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# THANK YOU TO OUR 2026 SAFETY WEEK SPONSORS



# Focus on the Human, and Safer Work Will Follow

SafeBuild Alliance - Construction Safety Week Kickoff



Chase Sterling, MA, CWP (she/her)

# BE PRESENT

Chase Sterling is a leading expert in workplace wellbeing, with over two decades of experience helping organizations create cultures where employees thrive. She is the Founder and Executive Director of Wellbeing Think Tank, a 501(c)(3) nonprofit, known for amplifying experts over influencers and providing educational events that support individual and organizational wellbeing.

An international speaker, Chase is known for blending storytelling, science, and humor to inspire meaningful change and has presented for SHRM, IFEBP, DisruptHR, NASA, and more. Her professional background includes roles with Cigna, Google, and Wounded Warrior Project. Her research has been published in the American Journal of Health Promotion, she's a contributor to the Harvard Flourishing at Work program, and she serves on the Business & Industry Sector Team for the U.S. National Physical Activity Plan. She often reminds audiences: "When it comes to wellbeing at work, all you need to do is... everything."

A U.S. Army veteran, Chase holds an MA in Industrial-Organizational Psychology with a focus in Occupational Health, a BS in Exercise Science, and multiple industry credentials.



**Chase Sterling, MA, CWP**

Executive Director | Wellbeing Think Tank

WHERE ARE WE NOW?

# Construction Has Made Progress



# But Progress ≠ Solved

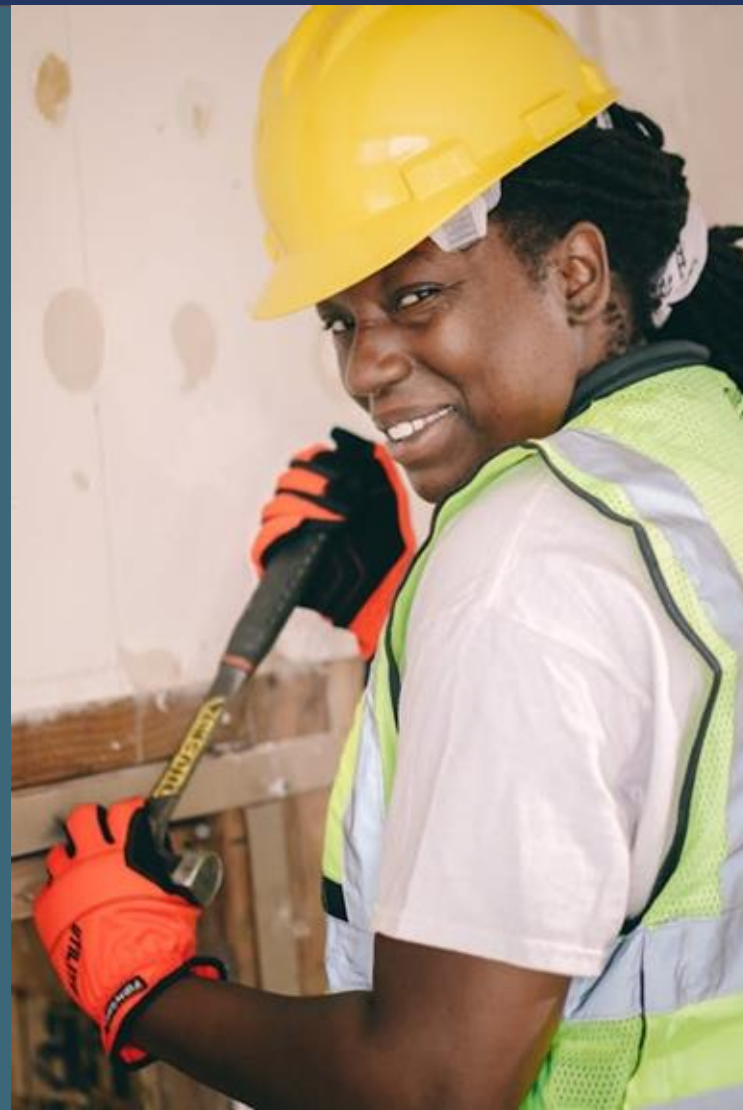
Over 1k lives lost  
1 in 5 workplace  
fatalities occur in  
construction

# Hidden Risk Factors



**5x more deaths  
from suicide than  
from jobsite  
injuries**

# We CAN continue to improve the industry!





# HUMAN

# START WITH CONNECTION

# The Need to be Seen



# Practical Ways to Build Belonging

1. Structured onboarding
2. Inclusive crew culture
3. Connection rituals
4. Peer support programs
5. Supervisor behavior



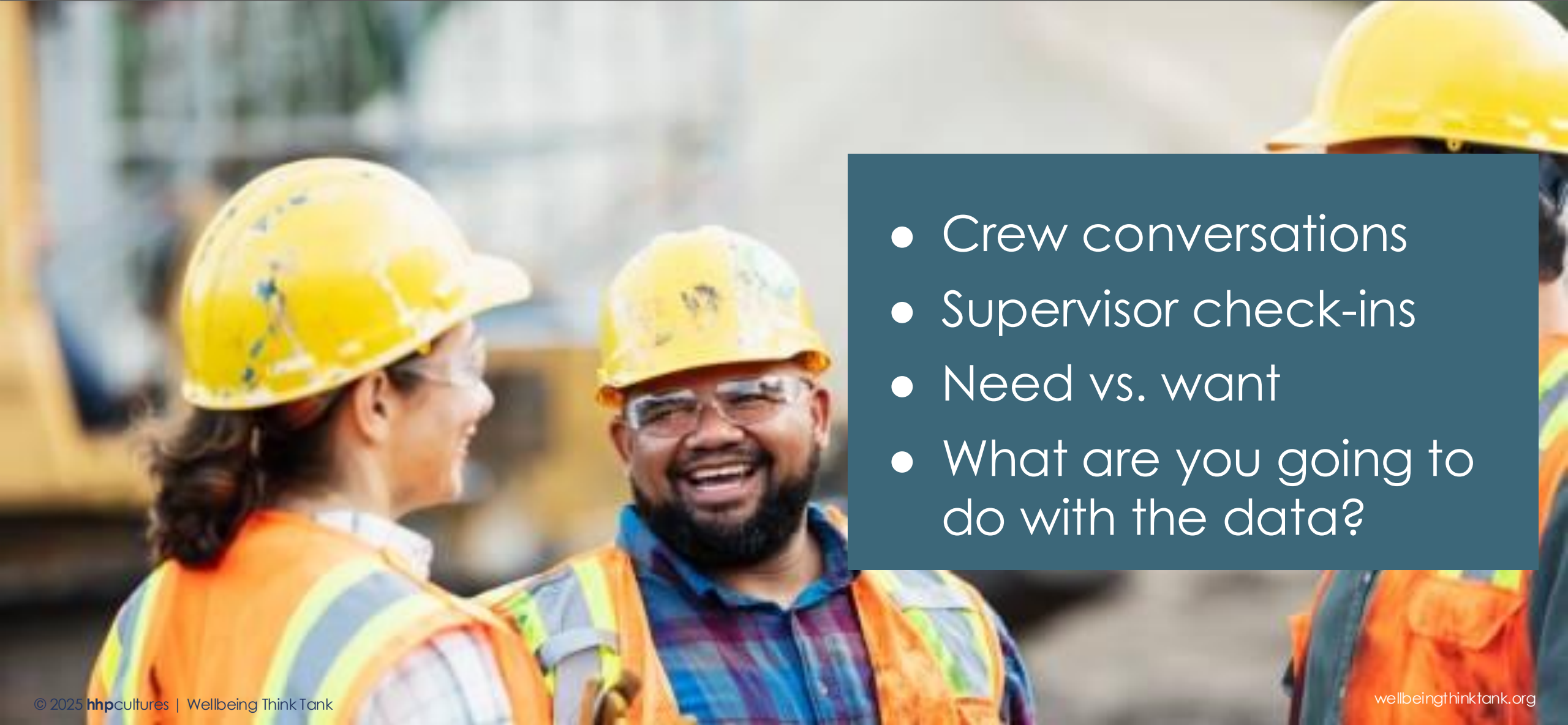
LISTEN TO YOUR PEOPLE

A hand holding a blue pen points to a document featuring various charts and graphs. The document includes a bar chart with red, teal, and yellow bars, and a line graph with green and red lines. The text 'ur company' is partially visible on the left side of the document.

**THERE IS NO SUCH THING AS SURVEY FATIGUE**

**THE PROBLEM IS INACTION FATIGUE**

# The Need to be Heard

- 
- A photograph of three construction workers on a job site. They are wearing yellow hard hats and orange safety vests. The worker in the center is a man with a beard and glasses, smiling broadly. The worker on the left is a woman with glasses, looking towards the man. The worker on the right is partially visible, also wearing a yellow hard hat. The background is a blurred construction site.
- Crew conversations
  - Supervisor check-ins
  - Need vs. want
  - What are you going to do with the data?

# Respond and Demonstrate

- Share what you heard
- Share next steps
- Show what changed


SHOW YOUR PEOPLE THEY ARE VALUED

# From Individual to Shared Ownership

- “Do your job” → “We’ve got this”
- Looking out for yourself → looking out for each other
- Safety as a requirement → safety as a shared responsibility



# Create Shared Purpose and Recognition

- 
- Why the work matters
  - Pride in what's being built
  - Everyone goes home safe

DON'T LOSE SIGHT OF THE BASICS

# Reinforce What Keeps People Safe

- Jobsite safety practices
- Protection from harm
- Consistency in expectations

# Create a Culture of Wellbeing



- Toolbox talks & safety briefings
- Movement and recovery breaks
- Peer and mental health support

# DEVELOP AND EXECUTE HUMAN-CENTRIC STRATEGIES

# Breakdown silos

- Executive Team
- Supervisors, Foremen & Crew Leads
- Labor Relations
- Human Resources
- Benefits (Internal and external partners)
- Safety, Health and Wellness
- Corporate Communications
- Employee or Peer Resource Groups

# What, Why, How

## Planning

- What problem are we trying to solve?
- Why is this important to the organization?

## Execution

- What are we going to do?
- Why are we doing it?

**How will we measure success and track outcomes?**

# Identify Impact Opportunities

A photograph of three construction workers in safety gear (hard hats, safety glasses, and high-visibility vests) looking down at blueprints on a construction site. The background is slightly blurred, showing construction equipment and structures.


## Planning

1. Inventory available benefits and resources
2. Examine community partnerships and offerings

## Execution

1. Invest in supervisor support
2. Prioritize individual education and awareness

# What We Can Apply Today

- 
- Focus on the human
  - We all need to feel seen, heard and valued
  - The worst behavior we accept becomes our culture
  - Strategy > Programs

Handout Download

**Chase Sterling**

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wellbeingthinktank.org

Connect with me on [LinkedIn](#)



THANK YOU

# SPONSOR PRESENTATION



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REGIONAL SALES MANAGER  
**JOHN HARTNETT**

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### **Fit, Comfort, Performance**

Majestic's service and industry expertise ensure the knowledge to keep workers stay safe and productive.



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### **Innovative Technology**

The latest of technological advancements combined with old-world craftsmanship results in award-winning PPE.



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### **Superior Quality & Reliability**

Premium-quality PPE crafted from the highest grade materials and each 3rd party tested to ensure performance.



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### **Dedicated Support & Training**

As a partner in safety, we provide comprehensive training and dedication to our customers to ensure that your team knows how to get the most out of their PPE, from fit to function.

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# What do the ANSI standards really mean?

- Gloves – Cut, Abrasion, Puncture, and Impact resistance.
- Hi –Viz apparel – Type, Class, background material, reflective, and what about fit?
- Safety Glasses – Impact, particles, chemical, light, face types and more. What about Anti-Fog?

# Your Majestic Support Team in OR / WA

- John Hartnett – Majestic Glove –  
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- Todd Rosencrans – Mountain Pacific Sales  
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