

Request for Proposal #2 - 2025

How Can the Roofing Industry Cause Roofing Personnel to take Personal Responsibility to Adhere to Safe Work Practices and Company Safety Requirements?

The Roofing Alliance is requesting proposals for a psychological study (1) to understand why some employees do not follow company safety rules and (2) to identify steps that an employer could take to reach those employees to cause them to follow regularly good safety practices.

Many professional roof contracting companies have sought to adopt a safety culture within their company. For years, roofing contractors have regularly conducted safety training and tool box talks. Contractors have adopted financial incentive programs to promote safety and employee disciplinary programs to deal with employees who violate safety protocols. Nevertheless, there is a class of employees, including those working on roofs facing substantial safety risks on a daily basis, who do not follow safety rules or do so begrudgingly and perhaps haphazardly compromising their personal safety and perhaps the safety of others.

The objective of this psychological study is to try to understand and reach these employees so that these individuals become personally committed to safety. Given the high number of Hispanic construction workers and the higher accident and fatality rates of Hispanic construction workers, the study might address steps geared to Hispanic workers.