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HOME BUILDERS LOOK TO IMPROVE JOB SITE SAFETY WITH ENGLISH SKILLS

TOWN, STATE – The [HBA NAME] recently took a major step forward to improve safety standards on construction jobsites by acquiring Sed de Saber®-Construction Edition, a revolutionary program that teaches English to Spanish-speaking workers.

Developed by Home Builders Institute (HBI) – the workforce development arm of the National Association of Home Builders (NAHB) – and sponsored by Lowe’s Commercial Services, the tool is a response to an enormous need for better safety and communication on building sites around the country.

According to NAHB, 2.5 million Hispanics work in the residential construction industry, while the Occupational Safety and Health Administration (OSHA) estimate that 25 percent of jobsite accidents are related to the language barrier.

“We know our members face communication challenges on their sites every day,” says [HBA President name.] “We also know it’s not easy for people to attend classes; we are all busy. Sed de Saber-Construction Edition is self-paced, so you can learn at home, on your own time, making it convenient (and fun) to learn English.”

Sed de Saber-Construction Edition utilizes a LeapFrog® Quantum Pad and uses a listen, play and record feature to teach over 340 phrases and 500 vocabulary words using seven books and cassettes. The curriculum was created specifically for the construction industry with an emphasis on job site safety and also includes life skills.

Prior to launching in February 2007, Sed de Saber-Construction Edition’s first book was tested by 13 employers and 84 workers over four weeks with participant gains averaging 40 percent. The entire system takes about five months to complete following the recommended guidelines of practicing 30 minutes each day.

Sed de Saber-Construction Edition is available for lease to HBA members for \$395 and to non-members for \$495. If your company or organization would like to join in this effort to improve safety and quality on construction jobsites, please contact [HBA CONTACT NAME] at [CONTACT INFO].

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[INSERT HBA Boiler Plate]

