



Dear MCAHN Contractor Members,

We know it has been a difficult year. You, our members, and our industry have dealt with many challenges along the way. We are so proud of how you have adapted to the ever-changing health and safety protocols.



As a result of the global COVID-19 pandemic, being at the forefront of health and safety has become more crucial than ever before for owner clients and purchasers of construction. **Now is the time for unionized trades to steer the conversation around safety in the construction industry,** and who better to do that than you - our members.

We are here to help!

Leveraging the recently released [study](#) led by the Institute for Work and Health, which found that unionized construction sites in Ontario's ICI construction sector are 31% safer when compared to non-unionized sites, MCAHN and UA Local 67 engaged in a regional publicity campaign to help communicate these findings, showcasing how unionized mechanical contractors adapted to new COVID-19 protocols to keep work sites safe.

As part of the campaign, Greg Crawford, MCAHN President, spoke to local and national media about our region's economic recovery forecasting a return to almost 80% of pre-COVID hours for 2021 and the value that a unionized workforce brings to a job site.



We also launched a radio campaign this month to help highlight the 31% Safer study. **Keep listening to hear our ads on 102.9 K-Lite FM and 105.7 EZ Rock.**

So, what can you do with this information?

Engaging in a new bid? Looking to get the safety message out to your network? Searching for tools to secure market share? Below you'll find a number of news articles that you can reference during discussions with potential clients, or simply share the links with your network.

In addition, we encourage you to post your own 31% Safer images on social media, don't forget to use the hashtag #31safer

Media Articles / References

- [Halton mechanical contractors predict work increase in 2021: 'It's a great sign'](#)
Burlington Post – Thursday, March 11
- [Mechanical Contractors Association of Hamilton Niagara hoping for 'robust' years in the future](#)
Niagara This Week – Friday, March 19
- [MCA of Hamilton Niagara forecasts steady future after huge pandemic hit in 2020](#)
Daily Commercial News – Friday, March 19
- [Mechanical contractors can expect more work in 2021, says Hamilton-Niagara agency](#)
CBC Hamilton - Thursday, March 4
- [Unionized Hamilton-Niagara mechanical contractors expect business rebound after adapting to COVID-19 in 2020](#)
Ontario Construction News – Wednesday, March 10



All this information can also be found at the 31 Safer Website below



This campaign was generously supported by:



To encourage Individuals/Current Tradespersons to "join the UA/MCAHN forces."

Questions? Contact MCAHN P: 905.522.1965
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