



## **Pilot Project in Chilliwack Promotes Skilled Trades to Elementary Students**

*Honour the Work initiative launched by BC Construction Association and BC Road Builders.*

VICTORIA, BC (May 6, 2025) – The British Columbia Construction Association (BCCA), in collaboration with the BC Road Builders and Heavy Construction Association, is proud to announce the launch of the pilot phase of the Honour the Work initiative this May. This innovative program aims to enhance Science, Technology, Engineering, Arts, and Mathematics (STEAM) education through hands-on activity kits and books designed to inspire elementary school students.

The Honour the Work initiative is dedicated to fostering creativity, critical thinking, and problem-solving skills among young learners. The comprehensive kits provided include detailed guides for educators, complete with lesson plans, instructional videos, and various resources, all aligned with the British Columbia curriculum standards.

The initial pilot of the Honour the Work initiative will be conducted in School District 33 in Chilliwack, with the goal to expand to additional school districts in the next school year. Part of this expansion will be supported through our industry fundraising drive, with a goal to raise \$550,000 which will help supply 500 classrooms and over 21,000 students with access to the Honour the Work curriculum. The program aspires to encourage future generations to consider careers in the construction trades.

"We are thrilled to launch the Honour the Work program, which we believe will make a significant impact on students' education and career aspirations. By exposing students to the exciting possibilities within the construction industry, we are not only supporting their educational journey but also contributing to the growth and sustainability of our industry. "

- Chris Atchison, President of the BCCA

"The Honour the Work initiative is a testament to our commitment to education and community development. By providing engaging and interactive resources, we hope to ignite a passion for the construction trades among young students, paving the way for a skilled and dedicated workforce in the future."

- Matt Pitcairn, President of the BC Road Builders and Heavy Construction Association,

"We are thrilled to partner with the BC Construction Association (BCCA), the BC Road Builders & Heavy Construction Association, and Chilliwack educator Heather Elliott. Through our elementary program, we aim to showcase how careers in the skilled trades require a blend of STEAM skills, critical thinking, and hands-on expertise. By integrating diverse career pathways into cross-curricular lessons for students from kindergarten to grade 5, we provide young learners with early exposure to meaningful and impactful professions that help build and sustain our communities."

- Angela Coldwell, Honour the Work

“We are pleased to be a part of this innovative pilot project, that aims to engage students with hands on learning, future career exploration and cross-curricular content. It is an exciting opportunity to bring community partners into the classroom in a meaningful way. We look forward to seeing the project in action across our district.

- Heather Elliot, Acting Vice Principal of Career Education, School District #33

For more information about this initiative please visit: [bccasn.com/honour-the-work/](http://bccasn.com/honour-the-work/).

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### **About the British Columbia Construction Association**

The British Columbia Construction Association (BCCA) is a non-profit organization representing the interests of the construction industry in British Columbia. The BCCA is committed to ensuring a productive and prosperous construction sector by advocating for industry needs, providing valuable resources, and promoting best practices.

### **About the BC Road Builders and Heavy Construction Association**

The BC Road Builders and Heavy Construction Association represents the interests of road builders and heavy construction contractors in British Columbia. The association is dedicated to fostering a safe, sustainable, and innovative industry by supporting education, advocacy, and community engagement.

### **About the School District #33 – Chilliwack**

Located in the Fraser Valley of British Columbia, we are a learning community of approximately 15,000 k - 12 students and approximately 1,100 pre-k students served by approximately 2400 permanent and casual teachers and support staff. Our diverse programs include elementary, middle and secondary neighbourhood schools, French Immersion, Integrated Arts & Technology programs, and more.

We are privileged to work and learn on the unceded traditional territory of Pilalt, Sema:th and Ts'elxwéyeqw.

### **About Honour The Work**

Honour The Work, founded by educators and supported by industry leaders, is designed to address the skilled trades labour shortage by sparking interest in these careers at an early age. The heart of the program is the curriculum-aligned STEAMS Kits (Science – Technology – Engineering – Math – Skills), tailored for grades 1-5. These kits offer hands-on activities that bridge classroom learning with real-world skilled trades careers, complete with lesson plans, curricular outcomes, digital resources, building materials, and diverse children's literature celebrating skilled trades.



*For more information about BCCA, visit: [bccasn.com](http://bccasn.com)*

*For more information about RBAHCBC, visit: [roadbuilders.bc.ca](http://roadbuilders.bc.ca)*

*For more information about School District #33 - Chilliwack, visit: [sd33.bc.ca](http://sd33.bc.ca)*

*For more information about Honour The Work, visit: [honourthework.ca/](http://honourthework.ca/)*

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