

change  makers™



**SAFE
WORK**



Social Marketing Case Study

change is good.™

strategy | creative | service

Is your workplace safe
enough to hire your kids?
IT SHOULD BE



Take Our Kids to **SAFE** Work
November 6, 2013



**SAFE
WORK**

**S
A
F
E** SPOT THE HAZARD
ASSESS THE RISK
FIND A SAFER WAY
EVERYDAY

safemanitoba.com

WCB
Workers Compensation
Board of Manitoba

SPOT THE HAZARD
REPORT THE HAZARD

www.safemanitoba.com



**SAFE
WORK**

**S
A
F
E** SPOT THE HAZARD
ASSESS THE RISK
FIND A SAFER WAY
EVERYDAY

Where did we start?

- Time loss injury rate had reached all time high of **5.6** in 2000
- WCB & WSH set two goals:
 - Decrease time-loss rate by **25% in five years**
 - Create culture of safety & health in Manitoba

Where are we today?

- **82%** of Manitobans are aware of SAFE Work
- Time loss injury rate of **3.3** injuries per 100 FTE workers
- **Safemanitoba.com** a trusted, high-traffic resource
- SAFE Work includes SAFE Farms, SAFE Roads, SAFE Healthcare & more

Target Audiences

- **Employers**
- **Workers**

Also:

- **Workplace Safety & Health Committees**
- **Supervisors**
- **Youth**

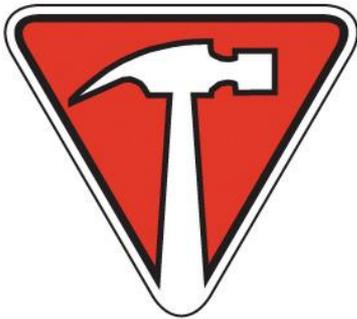
Target Behaviours

What does being safe at work mean?

Target Behaviours



Why not Work SAFE?



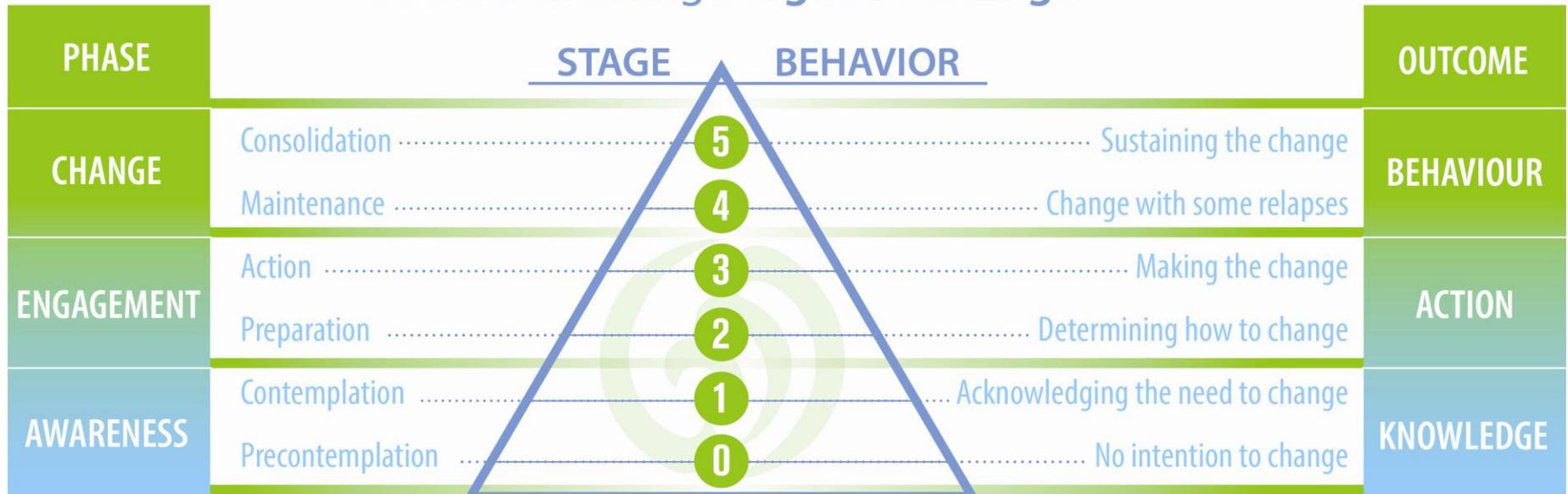
**SAFE
WORK**



TM

How did we get there?

Social Marketing Stages of Change



© 2011, ChangeMakers Marketing Communications

Awareness

WORK
SHOULDN'T
HURT

Engagement

**EVERYONE'S
RESPONSIBILITY**

safemanitoba.com/campaign/sons-and-daughters-2013

beg Free Press Clients CM - BusDev Feedly SAFE Work Manitoba -... Google Analytics

Campaign Prevention Materials



Is your workplace safe enough to hire your kids?
IT SHOULD BE

Take Our Kids to SAFE Work • November 6, 2013

Every workplace should be SAFE enough for your kid to work in.

Employers

- [Take Our Kids to SAFE Work Day Bulletin](#)
- [Guide for Training New and Young Workers](#)
- [SAFE Work for Young Workers](#)
- [Employer Responsibilities](#)
- [Program Assessment Tool](#)

Employees

- [Take Our Kids to SAFE Work Day Bulletin](#)
- [SAFE Work for Your Youth](#)
- [Worker Responsibilities](#)
- [Resolving safety and health concerns](#)
- [Talking to your employer about safety](#)

Awareness/Engagement

WORKPLACE INJURIES ARE

100% PREVENTABLE

safemanitoba.com/safework/debate/are-all-workplace-injuries-preventable

SAFE Work Debate

SAFE WORK

VOTE NOW!

Are Workplace Injuries Everyone's Responsibility?

YES 73%

NO 27%

Issues About Streeters Workplace Safety and Health Community

Are ALL Slips and Falls Preventable? Are ALL Back Injuries Preventable? Are Workplace Injuries Everyone's Responsibility?

SAFE Work Debate - Are all injuries preventable?

Are ALL Workplace Injuries Preventable?

You might agree a lot are... but ALL? Do we accept that sometimes, things just happen? Or can we find a way to prevent them? The debate starts here.

Join the Debate



Behaviour



Behaviour



Change = Exchange

Measurement

- **Annual survey**
- **Website**
- **Other tactics:**
 - **Social media**
 - **Campaign-specific actions**
 - **Partnership activities**

Engagement & Behaviour

- **Audience specific:**
 - **Safety Community**
 - **WSH Committees**
 - **Supervisors**
 - **Safety professionals**
 - **Employers**

Safety Community

- **Have additional responsibilities at work**
 - Committees monitor safety, make recommendations for improvement
 - Supervisors are responsible for workers
- **SAFE Work believers (usually)**
- **Need resources, information, encouragement**

Safety Community

- **Training and Consulting**
- **Website**
- **SAFEty Check**
- **Online SAFEty & Health Community**
- **NAOSH Week**



TAKE OUR KIDS TO WORK™ SAFE. Includes sub-links: Learn more, See the campaign, SAFE Farms 4-H Contest, Take Our Kids to SAFE Work, Why are you SAFE?

Find Exactly What You Need With Our QuickFinder... Select any combination of role, industry/topic and resource type to find your resources! Includes dropdowns for What's Your Role?, Industry/Topic, Resource Type, and a Search Now! button.

News and Events section. News: 4-H Youth to Promote SAFE Farms (October 03, 2013). Events: Disability Safety Awareness (November 20, 2013).

Quick Links section with a link to 2000 Reasons Contest.



SAFETY Check Issue 107

Introducing: A Toolkit for New Manitobans

We are pleased to offer a new prevention and information toolkit designed specifically for newcomers to Manitoba.

The toolkit is intended to help teach newcomers to Manitoba about their workplace safety and health and workers compensation rights and responsibilities.

[Learn more and download today!](#)

Congratulations Winnipeg Mennonite Seniors Care!

We asked Manitoba safety and health committees to get their coworkers

Online Course Registration

We offer online registration for all our courses – simply view the [SAFE Training Calendar](#) and locate your desired training session on the calendar.

Click on your chosen event and follow the instructions on the registration page!

If you do not see your desired date on the calendar, please select the next available date.

SAFety

& health community



Log In

Search

Posts



HOME ACTIVITY MEMBERS FORUMS ARTICLES BLOG ACHIEVEMENTS

New On The Blog

Is Your Workplace SAFE Enough?

Username

hilary

Password

.....

Remember Me

[Create an Account](#)

Log In

Get Involved

NAOSH Week



SAFE Work is important to all Canadians.

That's why each year the nation celebrates occupational safety and health for an entire week, bringing special events, awards presentations and a heightened awareness of ways to work more safely with it.

This year, North American Occupational Safety and Health week (NAOSH) was held May 5-11, and Manitoba is well on its way to full-on festivities. The theme this year was "Are You As Safe As You Think?"

About

- ▶ [SAFE Work](#)
- ▶ [SAFE Work Services](#)
- ▶ [Research and Workplace Grants](#)
- ▶ [Get Involved](#)
- ▶ [SAFE Work Partners](#)
- ▶ [SAFE FAQ](#)

**Find Exactly What You Need
With Our QuickFinder...**



Select any combination of role,
industry/topic and resource type

Employers

- **Lead workplace culture**
- **Control budgets & investment in safety**
- **Most understand responsibility for safety**
- **Also often see injuries as result of worker error**

Browser address bar: safemanitoba.com/campaign/safe-momentum

Navigation tabs: Winnipeg Free Press, Clients, CM - BusDev, Feedly, SAFE Work Manitoba -..., Google Analytics

SAFE Momentum

//////

Campaign **Prevention Materials**

Biovail Believes in SAFE Work

Biovail believes in SAFE Work - learn how.

Blue Cross Believes in SAFE Work

Manitoba Blue Cross Believes in SAFE Work - learn how!

Canwest Believes in SAFE Work

- ▶ SAFE Work is Good for Business 2013
- ▶ Employers Make SAFE Workplaces
- ▶ **SAFE Momentum**
- ▶ SAFE Youth
- ▶ Sons and Daughters
- ▶ Call Before You Dig
- ▶ SAFE Work Needs Your Voice
- ▶ SAFE Work Debate
- ▶ Sprains, Strains and Tears
- ▶ Tie One On
- ▶ SAFE Workers Aren't Born
- ▶ SAFE Production

The screenshot shows a web browser window with the address bar containing 'safemanitoba.com/campaign/safe-leadership'. The browser's address bar also shows several icons: a star, a refresh icon, and a Google search icon. Below the address bar, there are several icons for social media and analytics: 'Free Press', 'Clients', 'CM - BusDev', 'Feedly', 'SAFE Work Manitoba', and 'Google Analytics'. The main content area features a large image of a smiling man in a suit, with a blurred group of business professionals in the background. Below the image, the text 'SAFE Leadership' is written in large, bold, red letters. Underneath this, a paragraph reads: 'Industry leaders and employers play a critical role in setting a safe example for those around them.' A decorative line of diagonal slashes follows. Below the slashes, another paragraph states: 'In fact, research has shown that in the absence of regular support from leaders, unsafe workplace environments and processes can develop.' To the right of the main content, there is a sidebar with a list of links: 'Test Your Training', 'Video Resource Library', 'Report Unsafe Work', and 'iAuditor2'. Below the list is a red button that says 'Find Exactly What You Need With Our QuickFinder...'. Underneath the button is a search form with three dropdown menus: 'What's Your Role?', 'Industry/Topic', and 'Resource Type'. A red button is partially visible at the bottom of the sidebar.

Bringing SAFE Work to the Farm

- **2009 – Agriculture added to industries covered by WCB**
- **Increased outreach to farmers to raise awareness of safety and health**

safemanitoba.com/farms

g Free Press Clients CM - BusDev Feedly SAFE Work Manitoba -... Google Analytics



SAFE Farms

Farm injuries and illness cause human suffering and cost money. That's why it's so important to take the necessary preventative safety and health measures in your operation.

Ensure that everyone on your farm, including visitors and contractors, understands their safety and health responsibilities and follows the policies you have set for your farm.

Contact the Provincial Farm Safety Coordinator

Email: safefarms@gov.mb.ca
Phone (Brandon): (204) 726-6361
Toll-Free (Canada): 1-866-888-8186
Fax: (204) 726-6749

Bulletins and Guides	Planning Tools	News
MAFRI	Permits	Links

Bulletins

SAFE Farms Bulletin 01: Reporting Serious Incidents

[▶ Read more](#)



**SAFE
FARMS**

S SPOT THE HAZARD
A ASSESS THE RISK
F FIND A SAFER WAY
E EVERYDAY

WORK SHOULDN'T HURT

for you, your family and your workers.

Find resources to prevent injuries on
your farm.

safemanitoba.com/farms

change  makers™



Questions?

change is good.™

strategy | creative | service