Social Marketing Case Study
Is your workplace safe enough to hire your kids? **IT SHOULD BE**

Take Our Kids to SAFE Work
November 6, 2013

**SAFEC WORK**
SPOT THE HAZARD
ASSES THE RISK
FIND A SAFER WAY
EVERYDAY

safemanitoba.com

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**SPOT THE HAZARD**
**REPORT THE HAZARD**

www.safemanitoba.com

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change is good.
strategy  creative  service
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

Spot the hazard
Assess the risk
Find a safer way
everyday
Why not Work SAFE?
How did we get there?

Social Marketing Stages of Change

<table>
<thead>
<tr>
<th>PHASE</th>
<th>STAGE</th>
<th>BEHAVIOR</th>
<th>OUTCOME</th>
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<tbody>
<tr>
<td>CHANGE</td>
<td>5</td>
<td>Sustaining the change</td>
<td>BEHAVIOUR</td>
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<tr>
<td></td>
<td>4</td>
<td>Change with some relapses</td>
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<tr>
<td>ENGAGEMENT</td>
<td>3</td>
<td>Making the change</td>
<td>ACTION</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Determining how to change</td>
<td></td>
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<tr>
<td>AWARENESS</td>
<td>1</td>
<td>Acknowledging the need to change</td>
<td>KNOWLEDGE</td>
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<tr>
<td></td>
<td>0</td>
<td>No intention to change</td>
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</tr>
</tbody>
</table>
Awareness

WORK SHOULDN'T HURT
Engagement

EVEryone’s responsibility
Campaign Prevention Materials

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

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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
Behaviour

SAFE WORK needs your VOICE
at work & online
Behaviour

SPOT THE HAZARD
REPORT THE HAZARD

www.safemanitoba.com
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
4-H Youth to Promote SAFE Farms

October 03, 2013

Disability Safety Awareness

November 20, 2013
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...
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?"
Employers

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

Industry leaders and employers play a critical role in setting a safe example for those around them.

In fact, research has shown that in the absence of regular support from leaders, unsafe workplace environments and processes can develop.
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
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

Bulletins

SAFE Farms Bulletin 01: Reporting Serious Incidents
WORK SHOULDN’T HURT

for you, your family and your workers.
Find resources to prevent injuries on your farm.

safemanitoba.com/farms
New resource for farmers!

Safety and Health Guide for Manitoba Farms

Did you know?

- The agriculture sector — including farms of all sizes — is now included in Workers Compensation Board coverage.
- Farmers are required to follow Manitoba’s Workplace Safety and Health Act and Regulations.
- The Safety and Health Guide for Manitoba Farms was designed to help farmers fulfill their responsibilities for safety and health according to the Act, including workers compensation.

To get your free copy of the Safety and Health Guide for Manitoba Farms:

- Download a copy at safemanitoba.com/farms
- Request a copy by calling 1-866-929-SAFE (7233) or emailing safefarms@gov.mb.ca
Questions?