

A young man with short brown hair, wearing a black polo shirt and a high-visibility yellow and orange safety vest, is smiling and looking towards a woman with curly brown hair whose back is to the camera. They appear to be in a professional or industrial setting. The background is slightly blurred, showing other people and what looks like a bulletin board.

# 2018 AWCBC – Safety & Prevention Committee WCBNS

# Agenda

- Overview of WCBNS Service Teams
- Overview of our operational shared goals and foci
- Overview of 2018 Social Marketing - engaging at the sector and workplace levels

# Workplace Service Team (WST) Overview

- Three teams responsible for case management services for all small and medium sized employers across the province.
  - Claim entitlement, RTW negotiations with the pre-injury employer and Vocational Rehab services
  - Request 'a la carte' injury prevention services via Practice Leadership Team

# Large Workplace Services Overview

- Six industry based integrated services team (IP & RTW) including:
  - Retail Food & Beverage
  - Wholesale Utility Infrastructure & Renewal
  - Cape Breton = all industries
  - Manufacturing
  - Government & Self Insured
  - Health & Social Services
- Practice Leadership Team



# Integrated Service Team (IST) Overview

- Each team has its own Strategic Portfolio Plan
  - behaviour change at sector, industry & workplace levels to improve outcomes.
- Each team has its own individual goals and initiatives but often the goals reach across many ISTs = shared goals.
- Cape Breton services all the industry groups and has linkages with the other ISTs.
- There are strong connections to our small and medium sized employers – particular for industry and sector events.

# Practice Leadership Overview

- Practice leadership is made up of:
  - Workplace Consulting Services
    - Injury Prevention
    - Return-to-Work
  - Ergonomics
    - Participatory Ergonomics
  - Prevention Education Consultant
    - Resources & Development
  - Prevention Information Officer
    - Rebate Programs & External Outreach

# Shared Focus for 2018

## 1. MSI Prevention

- <http://www.worksafeforlife.ca/Home/Prevention-Education/Protecting-Your-Body>

## 2. STF prevention

- <http://www.worksafeforlife.ca/Home/Injury-Prevention/Protecting-your-Body/Slips-Trips-Falls>

## 3. Promotion of Psychologically Healthy & Safe Workplaces

## 4. Working to Well

- <https://www.wcb.ns.ca/Working-to-Well.aspx>



# MSI Working Group 2018 Activities

- Mail-out for Top 850+ Employers with MSIs
  - Targeted at Industry and Individual Performance
  - Directed to Online Resources
- Guide for Preventing MSIs
  - Available on [Worksafeforlife.ca](http://Worksafeforlife.ca) in June 2018
  - Focused on:
    - Education and Awareness
    - Risk Identification
    - Risk Assessment
    - Control Implementation
    - Training
    - Evaluation



# MSI Working Group 2018 Activities

- MSI Coding Map
  - Partnership across WCBs in Canada
  - Develop a common definition of MSIs
- External Outreach
  - Building off 2017's Roadshows
  - Targeting Q4 Delivery
  - Content based on Guide for Preventing MSIs
  - Potential Online Resources through SkillsonlineNS

# MSI Working Group 2018 Activities

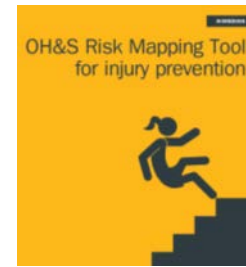
- Worksafeforlife.ca Online Resources - [www.worksafeforlife.ca](http://www.worksafeforlife.ca)
  - New Resources
    - Pictograms
    - Support Materials
  - Enhance Current Resources
    - Infographics
    - Refresh imagery
    - Webpage content

# STF Working Group 2018 Activities

- In an effort to target the top 500 employers with STF injuries, a STF Blitz Kit was created and mailed in January 2018.
- The Kit included:
  - Risk Mapping Tool
  - Discussion guide
  - Tip Sheet
  - Poster
  - Newly developed stickers.
- Teams hand delivered the kits to the targeted employers. The kit is an excellent tool to engage the workplace on STF injuries and is integral part of the hazard identification process.
- Great Feedback from Stakeholders
  - “everything we need in one folder”
  - “risk mapping tool is a great way to do hazard identification”

# STF Tools and Resources

- [STF Prevention Tip Sheet](#)
- Discussion and Activity Guide
- [STF Education Infographic](#)
- [OHS Risk Mapping Tool](#)
- [STF Prevention Posters](#), including [mini-posters](#)
- [Videos](#) - Nova Scotia Success Stories
  - [Rod Stickman Videos](#) and [Discussion Guide](#)



# STF Tools and Resources

- STF presentation completed and being used as part of the Hazard Identification workshop
- Footwear Guide completed and will be on [worksafeforlife.ca](http://worksafeforlife.ca) in 2018
- Social media promotion of STF tools
- Safety Association use of STF tools
  - Nova Scotia Trucking Safety Association(NSTSA) promotes Risk Mapping tool during Hazard Prevention Course as well as on NSTSA Twitter Feed
  - Fisheries Safety Association of Nova Scotia(FSANS) promotes Risk Mapping Tool with the use of the Small/Medium Safety Tool Kit.



## STF - What's Coming Next?

- Social Media promotion of tools and resources ongoing via WCB Communications (blogs, story telling, videos)
- Videos-Employers using Risk Mapping Tool and demonstration(Q3)
- Engage Safety Associations on use of STF tools for the Sectors(Q3)
- Moving from awareness to behavior change as we move forward

# Psychologically Healthy Workplaces Working Group: Background & Purpose

- Nova Scotia has made great strides with improving OH&S outcomes
- To achieve even more positive results we need to focus on elements that move beyond safety compliance to building a culture of safety
- Elements required for a strong safety culture are very similar to those required for a psychologically healthy and safe workplace
- Purpose of this working group is to increase awareness, coaching and assessment resources that will help Nova Scotia employers improve the psychological health and safety of their workplaces

# Psychologically Healthy Workplaces - External Resources

**Status:** Materials with Communications for branding:

- Summary Overview (one pager)
- Assessment Questionnaire (13 questions)
- Infographic
- Frequently Asked Questions (WSFL.ca)
- WCB Blog - Nova Scotia Power

**Status:** Materials in final development:

- Awareness Presentation
- Employer highlights (Public Service Commission, NSTSA and Loblaws – all in development)



# Psychologically Healthy Workplaces – Resources & Support

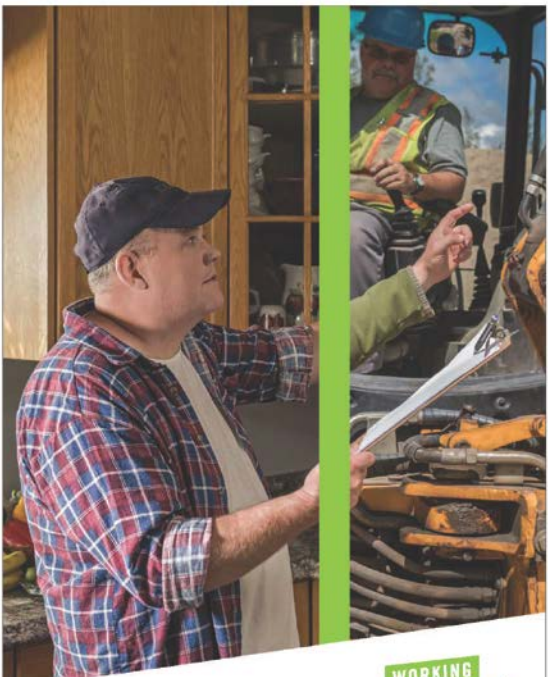
- Expand our Workplace Consulting Model to include consideration for psychological health and safety
- We don't teach programs or train on psychological health but rather offer direction & links to national experts & services
- Inclusive support on both physical injury & mental injury prevention and RTW

# Working to Well 2018 Working Group

- Our Return to Work program – grounded in the message that work is healthy.
- Arose out of the Atlantic partnership in 2016
- Continuing to grow and evolve our supports for workers, employers and services providers
- <https://www.wcb.ns.ca/Working-to-Well.aspx>
- This year lots of focus on internal resources
  - Linkages between workplace coaching & RTW. More than happy to share!




# Working to Well Working Group 2018 Activities




**WORKING TO WELL**

**STAYING CONNECTED TO WORK IS A HEALTHY PART OF RECOVERY.**  
 Everyone has a role to play when a workplace injury occurs.  
 What can you do to support a safe and timely return to work for someone?  
 Learn more at [wcb.ns.ca/workingtowell](http://wcb.ns.ca/workingtowell)

**WORKING TO WELL SUCCESS: DENISE'S STORY** **WORKING TO WELL**



**RN**  
Denise Cann RN



Health care workers like Denise Cann are more likely to be injured at work than people employed in any other industry.

Denise is a registered nurse whose shoulder was injured while she was assisting a patient. Soft tissue injuries, along with sprains and strains, are the most common type of injury in Nova Scotia workplaces, taking both a financial and human toll on employers, workers and their families.

But Denise had a great support network around her, and direct access to physiotherapy meant that she was able to start her treatment plan right away. Her physiotherapist worked closely with her employer to determine an appropriate return to work plan, which was supported by her WCB case worker.


Furthermore, Denise's co-workers and family demonstrated their support in a hundred ways, meaning she could concentrate on her first priority – participating actively in her recovery process, so she could get back to family life and caring for her patients at work.

It took hard work and determination with lots of good people in her corner, but Denise returned to what she loves doing every day.



For more information, visit [wcb.ns.ca/workingtowell](http://wcb.ns.ca/workingtowell)





**WORKING TO WELL SUCCESS: ROBERT'S STORY** **WORKING TO WELL**

**WORKING TO WELL SUCCESS: JEFF'S STORY** **WORKING TO WELL**

**WORKING TO WELL SUCCESS: DARREN'S STORY** **WORKING TO WELL**

# Social Marketing: A Closer Look



## Overall awareness umbrella

**Target:** *General Public - Working Nova Scotians and their influencers*

Continue our awareness presence, with updated creative. Based upon research, with an increased industry focus, deliver against objective to continue to build societal and cultural awareness of the importance of workplace safety, and the human reasons it matters outside of work.

## Leader awareness

**Target:** *Leaders – CEO, JOHS Co-Chair, safety manager.*

Continued leaders campaign, but with further targeting.  
Consider more targeted social media outreach and direct marketing to leaders.  
Notable shift at this level to include more RTW focus.

## Industry /issue marketing

**Target:** *Workers and employers*

Industry specific approaches, driven at times by operational support in partnership with SPPs.  
Major focus (per health strategy): Long-term care and homecare, but support others as operations determine.  
Fishing also continues in maintenance mode. Opportunities in manufacturing, retail.

## In-workplace activations

**Primary target:** *Workers (direct and via leaders)*

Support RMs/WCs with in-workplace activations such as The Other Job, and develop others. Online activities at [worksafeforlife.ca](http://worksafeforlife.ca), posters, leave-behinds, etc.  
Both safety and RTW have presence in workplaces at the front lines.

2018 Marketing approach at a glance, by segment

# Social Marketing 2018

- Health Care focus:

- See separate ppt
- PACE online:

<https://www.youtube.com/playlist?list=PLZMntaHj803odqyP8ijolh1A0uljy9CwF>

- Full Westray Video:

<https://www.youtube.com/watch?v=k8w3SFFu4II>

- This year's DOM cut (new):

[https://www.youtube.com/watch?v=XxiW\\_6wgbMM](https://www.youtube.com/watch?v=XxiW_6wgbMM)

(already 35K views which is high)












# PACE Safe Handling & Mobility

- Workshop for Health Care and include supporting video
  - [Videos created for mobile workforce](#)
- Rolled out to Acute Care, Long Term Care, and Health Care
- PACE – Physical, Agitation, Communication, Environment

SAFE HANDLING PROGRAM POINT OF CARE ASSESSMENT

Don't forget to 'PACE' yourself!

WORK SAFE. FOR LIFE.  
WORKERS' COMPENSATION BOARD OF NOVA SCOTIA

	Physical	Agitation/Aggression	Communication	Environment
OKAY TO PROCEED	<b>INDEPENDENT</b> Unsupervised or with supervision. 	<b>NON-AGGRESSIVE:</b> 	<b>SUFFICIENT COMMUNICATION</b> 	<b>NO OBSTACLES</b> 
PROCEED WITH CAUTION	<b>MINIMAL ASSISTANCE</b> Optional gait/transfer belt 	<b>UNPREDICTABLE</b> Check patient history 	<b>LIMITATIONS</b> 	<b>MOVABLE OBSTACLES</b> 
STOP! GET ASSISTANCE	<b>MODERATE-MAXIMUM ASSISTANCE</b> 2 people required. Optional gait/transfer belt 	<b>MODERATE</b> 	<b>CANNOT COMMUNICATE</b> 	<b>OBSTACLES</b> 

Nova Scotians – safe and secure from workplace injury

# PACE KIT

Total cost: approx. \$750



THANK YOU!

