



Alberta Labour Updates

**On behalf of Lisa Chen
May 16, 2017**

Busy year...

Business Plan Goal: Alberta has safe, fair and healthy workplaces

Priority OHS Initiatives:

- 1. Improve the ability to identify workplace trends and continuously improve OHS & ES policy, legislation and programs.**
- 2. Develop a comprehensive strategic framework for injury and illness prevention in collaboration with partners and other government ministries.**
- 3. Improve workplace compliance with OHS legislation by enhancing evidence-based proactive program initiatives – balancing education and enforcement.**
- 4. Promote safe, fair and healthy workplaces that support a positive workplace culture through improved knowledge, attitudes and behaviours.**
- 5. Incorporate the farm and ranch sector into Alberta's labour laws.**

Department Led Work - Highlight

- **User Engagement Project**
 - **Collaboration between Alberta Labour's Employment Standards (ES) and Occupational Health & Safety (OHS).**
- **Initiated by the teams who are responsible for education and awareness of ES and OHS, but with the understanding that this information has impacts on our policy/legislation teams, as well as our delivery teams.**
- **The objective was to reach out to our end users in order to gather information that will enable us to:**
 - **better meet their ES/OHS information needs,**
 - **leading to improved compliance with ES/OHS legislation, and**
 - **positive OHS/ES behaviours.**



WHY

The Benefit of User-Centered Services



How Did We Engage Users?

1. Who needs and wants ES and OHS services?



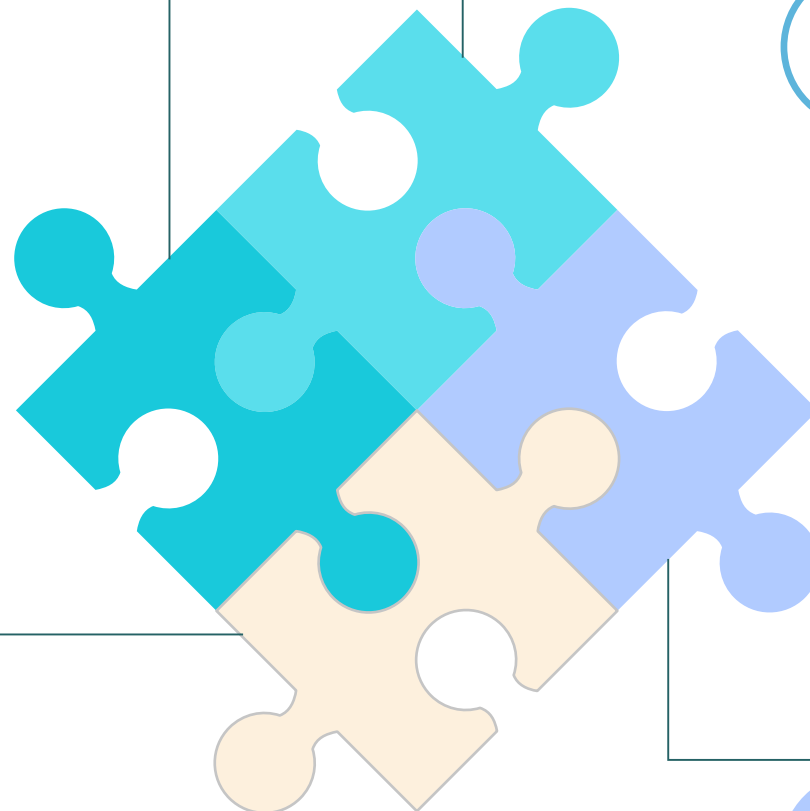
2. What ES and OHS information do users need?



3. What are the best ways to deliver ES and OHS information and services?

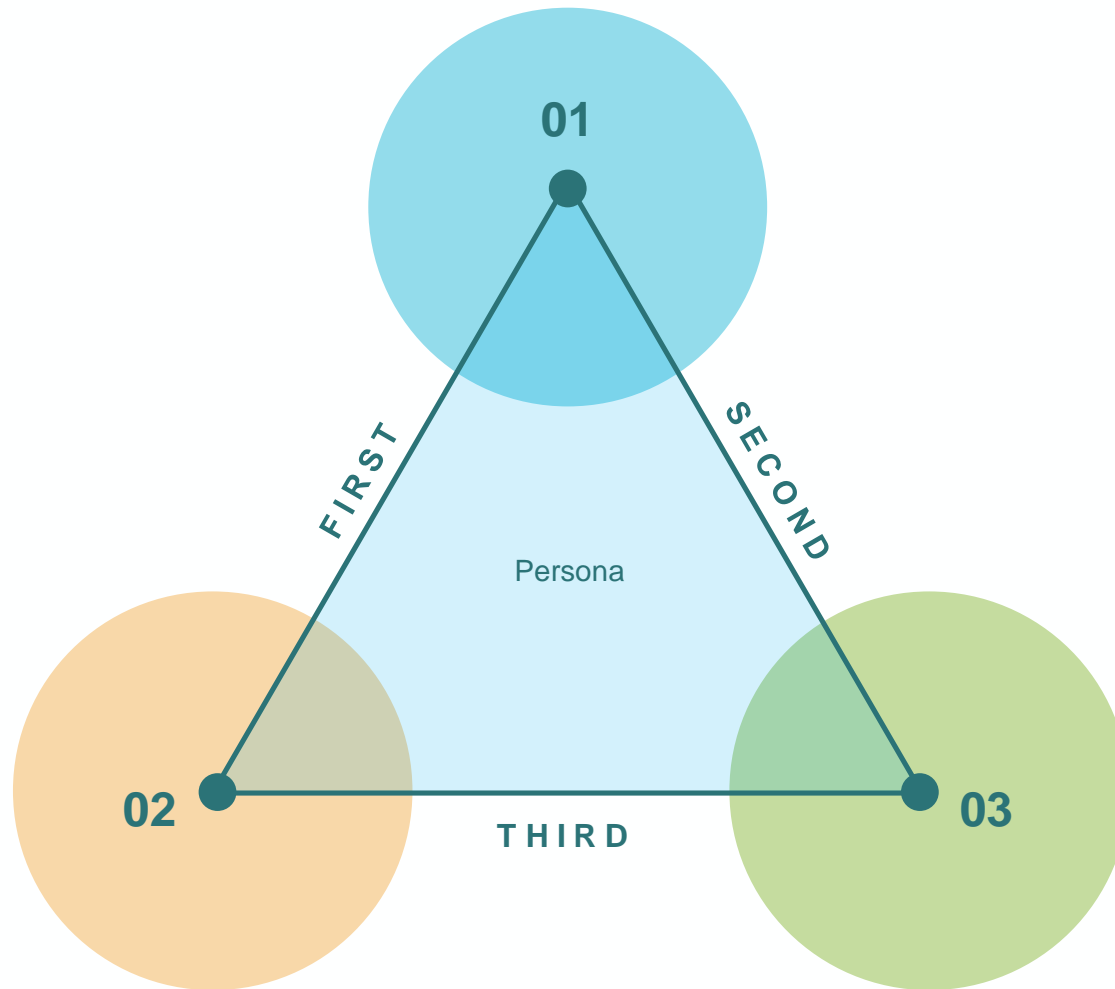


4. What would motivate users' proactive ES and OHS learning and behaviour change?



Guiding Principles

DESIGNING IMPACTFUL USER ENGAGEMENT



01- Behavioural Insights
Appeal to motivational triggers.

02-User-Centered Design
Understand your user

03- Data Driven Decisions
Rapid prototyping and constant experimentation

User-Centered Design

BLAME THE DESIGNER



100%

Of people are different. Users are asking for increasingly personalized and on-demand information

68%

Of Albertans own smartphones. Users are increasingly mobile and digitally literate

INFORM

I just need
some quick info

INTERACT

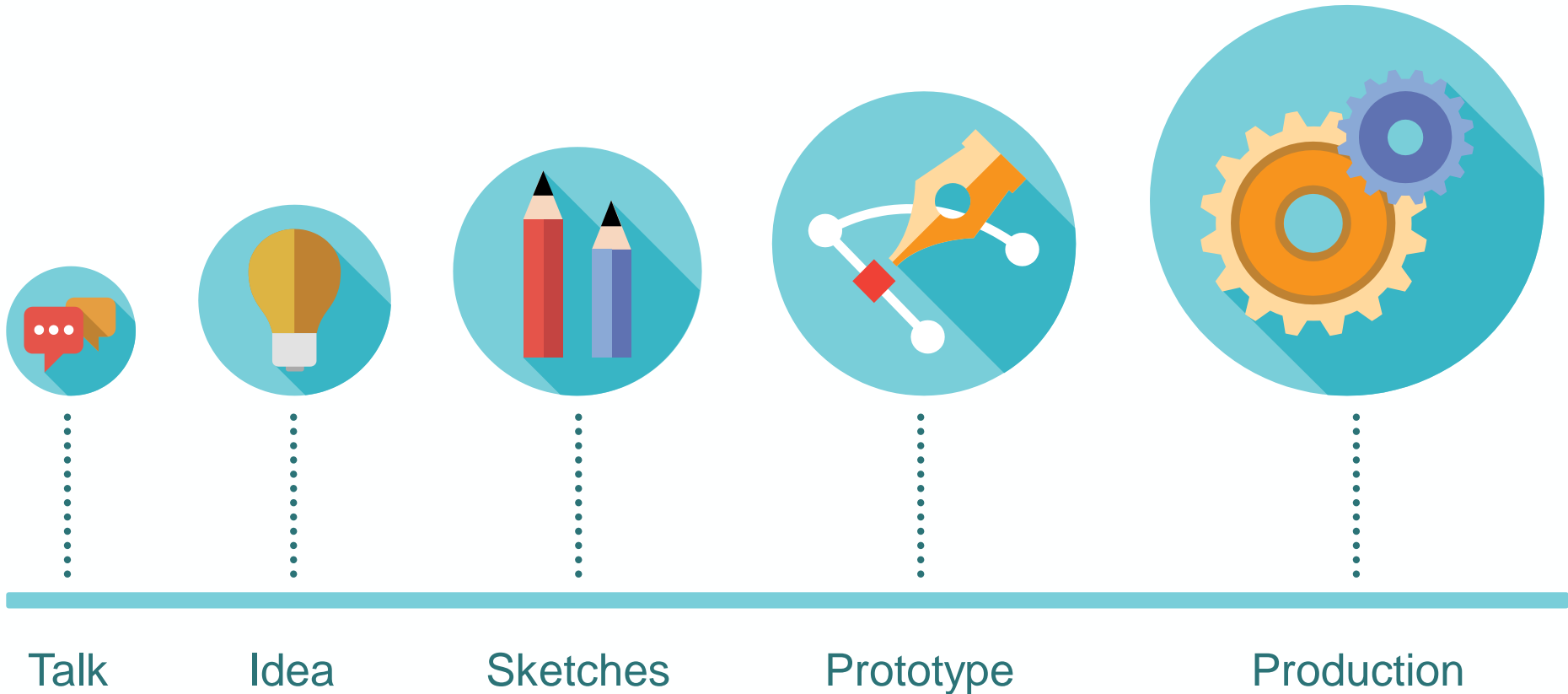
I need expert
help

ONGOING

I use your
services daily

Rapid Prototyping

INCREASING ENGAGEMENT



According to the behaviours and preferences of each worker segment, we are developing tailored tactics to engage with them in order to increase their compliance with Employment Standards and Occupational Health and Safety.

How Did We Engage Users?

DATA COLLECTION

7



SEGMENTS

Employers (large & small), Mature Workers, Indigenous Workers, Young Workers, Marginalized Workers, and Low Income Earners

1945



ALBERTANS

Albertans were contacted all across the province

3



TACTICS

3 forms of data collection including in-person, telephone and online



PERSONAS

Do You Know This Worker?



Persona



Tony

CHANCY AND CURIOUS

Tony has been in the construction industry for over 10 years. He moved to Canada a few years ago. There, many rules pertaining to ES and OHS were not enforced, so dealing with all the standards and regulations in Canada was new to him. Despite that, he has been an eager learner and is receptive of ES and OHS information through various channels. He tries his best to comply with rules, though he admits that sometimes this falls through the cracks.



MOMENTS

KEY TIMES TO ENGAGE



MOMENTS MATTER

KEY TIME TO ENGAGE

Near Misses

Experiencing a “near miss” brings OHS to the forefront and snaps employers and workers out of complacency. A near experience may trigger both parties to alter behavior to reduce chances of future incidents.

Change in Career

At the start of a new/change in career, workers may be more receptive to learning about ES and OHS rules and regulations, have more questions, and have not yet become complacent.

Performance Review

In a performance review that involves a review of a worker’s safety record, there is an opportunity to change behaviors and improve on safety measures.

TACTICS

HOW TO ENGAGE



Next Steps

- Move to implementing this approach for future projects
- Refine the user information we have gathered as we continue the interactions
- Target specific stakeholders with resources instead of *all* “workers” or “employers”

Priorities for this year...

- 1. In partnership with Agriculture and Forestry, incorporate the farm and ranch sector into Alberta's labour laws to ensure waged, non-family farm and ranch workers are better protected when at work.**
- 2. Prevent injury and illness in Alberta workplaces, in collaboration with partners and other ministries.**
- 3. Improve workplace compliance with occupational health and safety and employment standards legislation by identifying workplace trends, balancing education and enforcement activities, and continuing evidence-based initiatives for those who may be most vulnerable to unsafe workplaces.**
- 4. Conduct a review of Alberta's worker compensation process and the Alberta Workers' Compensation Board to ensure workers and employers receive fair₃ and equitable treatment.**

Thank you Matt!

**Please send me
your questions!**