

Presentation to the
**AWCBC Prevention
Committee**

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Large Workplace Services

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Our Guiding Principles



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Nova Scotia's Workplace Safety Strategy

Launched on March 20, 2013

Six Strategic Themes

- Education and Training
- Inspection and Enforcement
- Leadership
- Safety Culture and Climate
- Safety System Performance Management and Measurement
- Small and Medium Business



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Strategy Update

- 1.74 Injuries per 100 covered workers – the lowest Injury Rate in history for WCBNS
- 5,847 Time-Loss injuries in 2016 – A 30% decline from a decade ago
- 88 Nova Scotia Leaders have signed the Health and Safety Leadership Charter (and counting)
- Over the past five years proactive inspections have increased from 26% of all inspections to 58%
- Nearly 100,000 views of “A Call to Lead” Leadership video
- 11,000 unique visits to the Small Business Toolkit



Strategy Update, continued

A Focus on Industry

- 32% decrease in Fishing assessment rate, due to better industry outcomes
- 1,373 people from Health Care and Community Services workplaces participated in the Steps for Safety: Workplace Violence Prevention Sessions
- 330 people from over 70 long-term care facilities participated in Safe Lift and Transfer workshops (PACE Workshop)



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!

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

Nova Scotians – safe and secure from workplace injury

Social Media and Websites

The screenshot shows the WCB Nova Scotia website homepage. At the top left, it says "WORK SAFE. FOR LIFE. WORKERS' COMPENSATION BOARD OF NOVA SCOTIA" and "100 YEARS 1917-2017". There is a search bar and a "My Account" link. The navigation menu includes "About Us", "Workplace Injury Insurance", "Return to Work", "Claims", "Health Services", and "Safety and Prevention". The main banner features a worker in a white cap and safety vest, with the text "Modernizing WCB Nova Scotia" and "WCB is modernizing its service and systems. Learn more about the improvements we're making." To the right of the banner is a yellow arrow pointing right with the text "Changing to serve you better". Below this are three dark blue boxes with white text: "Prevent workplace injuries", "Return to work", and "Corporate plans and reporting". At the bottom of the banner are three white boxes with orange text and small images: "Workers", "Employers", and "Service Providers".

Sign up for direct deposit today.

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Strategic Plan



Our new *Strategic Plan 2016-2020* sets

Latest News

WCB encourages Nova Scotians to do their part for workplace safety

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Less paid, more digital, more targeted

- **Primary focus will be return-to-work:** Working To Well becomes our platform.
- **Advertising will also continue, but in a reduced capacity:** Edited, shorter TV
- **Leadership-based workplace outreach:** “The Other Job” workplace campaign
 - Focuses on the jobs people hold outside of work – the “jobs” people shown in our TV ads are coming home to. There is much marketing partnership opportunity.
- **Targeted industry support:** Industry focus is health care, especially long-term and homecare
- **Other market presence is maintained**
 - SSNS Conference in April: Workplace Safety Strategy update and showcasing importance of leadership.
 - NAOSH week: Focus on Internal Responsibility System.
 - Day of Mourning: The Westray 25th Anniversary will be a prominent part of this campaign period. Micro-campaigns to support particular issues and IST plans, such as Slips Trips and Falls, as well as (per the Workplace Safety Strategy), raise awareness of the IRS will also be executed throughout the year.
- **Worksafeforallife.ca will be updated,** to build in a leadership toolkit from the Workplace Safety Strategy, and will be co-branded with LAE.

Approaches will vary, with flexibility in application and partners. All material is anchored in the simple idea of protecting the most important reasons for safety – your life outside of work.




Return to Work: Working to Well

- Nova Scotia has among Canada's highest claim durations. "Working to Well" was created and produced in partnership with the Atlantic Partnership throughout late 2015 and 2016, and will be launched in 2017 in partnership with NL, PE, and NB.
- Working to Well is grounded in the foundational message of "Work is healthy," that a timely and safe recovery is healthy and beneficial for the worker. Employers, workers, and healthcare providers must work as a team in fostering safe and timely return to work.
- The campaign centres on the successful return-to-work journeys of featured injured workers and the support team that helped them along the way, including their employer, their WCB case worker, their physiotherapist or other health care provider, and their personal support circle (family, friends).
 - It will launch first with a [microsite](#) targeted at injured workers, educating and supporting them with useful information and the comfort of knowing they're not alone.
 - Workplace kits supporting employers in building a return to work program and guiding injured workers on their journey to recovery will be distributed to key workplaces across Nova Scotia.
 - Even more crucial, operational teams within the WCB will support this program in claim conversations.



Poster, Profiles



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

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



WORKING TO WELL

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

Produced in partnership with:



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



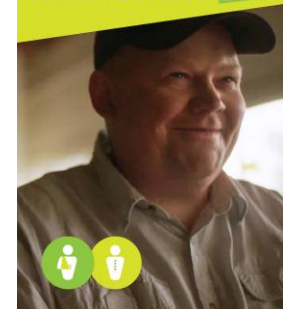
WORKING TO WELL

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



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



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Tip Sheet Sample, Meet the Team



MEET THE TEAM

Behind every worker hurt on the job, there's a team of people making their road to recovery possible.

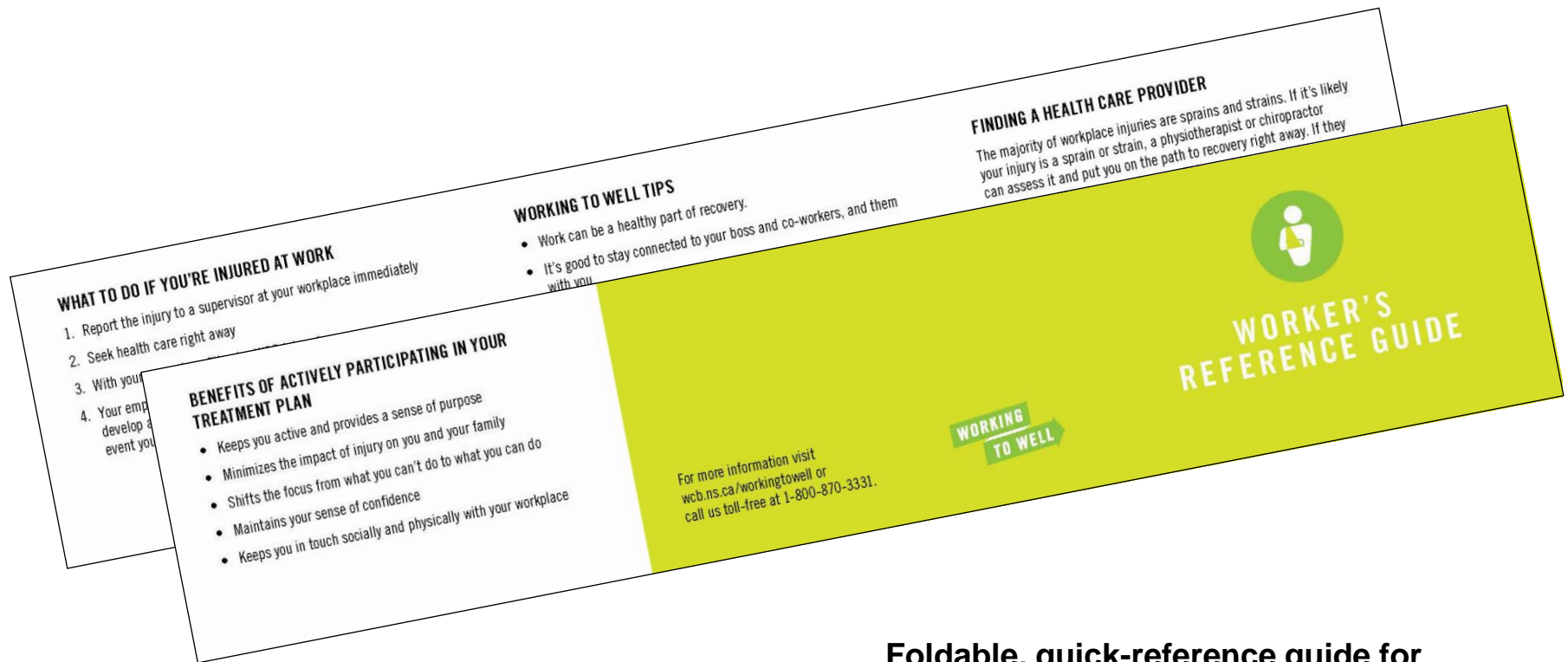
WORKER
A healthy employee also makes for a healthy home life and economy. With the support of other team members, workers actively participate in their recovery plan, minimizing the impact of their injury on themselves, their families and their workplace.

EMPLOYER
Employers play the most influential role on the return-to-work team. They demonstrate workplace safety leadership by creating an environment that supports workers recovering from injury and that includes connecting with employees and the entire team.

HEALTH CARE PROVIDER
Health care providers set the wheels in motion for an injury treatment and recovery plan. They work closely with employers, workers and the WCB to create and implement a plan that allows for a safe and timely return to the job.

CASE WORKER
WCB case workers take the worry out of a workplace injury at a time that can be challenging for both workers and employers. They help navigate a path so routines can get back to normal, as soon as safely possible.

Wallet Card



Foldable, quick-reference guide for workers to the RTW process

New, Shorter Ads

- Existing footage is re-edited to create new video assets in line with the original spots underlying message and emotional weight
- These new assets extend the life of the What Matters Most video, and allow for a more strategic, cost-effective media buy

[:15 - https://youtu.be/hnC-7an_rIA](https://youtu.be/hnC-7an_rIA)

[:30 - https://www.youtube.com/watch?v=yuxWKtQMzGE](https://www.youtube.com/watch?v=yuxWKtQMzGE)



Leaders: Creative Concept Extension

- Extends the What Matters Most campaign further to the workplace level, particularly to leaders, building capacity for the campaign to be customized by industry
- At the root of this concept evolution is a call to action. A simple line that transforms our present What Matters Most campaign message to one that speaks to decision makers:

Get them home safe to what matters most.

- This approach, which takes inspiration from the [radio introduced in 2016](#), uses workplace nametags as an easily recognizable device to communicate our message: “Remember, they have another job to go to. Get them home safe to what matters most.”
- Executions will include both leader-focused advertising and in-workplace or event executions. There is also potential for a province-wide promotion in the general public
- This concept, like our base campaign, originates in Victoria, Australia, where it is a significant state-wide promotion and community activation



“The Other Job”

An example of our leader-focused messages



JOSH
Chief Cat Cuddler

Remember, they have another job to go to.

Get them home safe to what matters most.

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“The Other Job”

An example of our leader-focused messages



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“The Other Job”

An example of our leader-focused messages



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Workplace Activation

- We will launch the “Other Job” campaign extension with a workplace activation tool that encourages workers to identify what matters most to them, and leaders to connect with their employees, ultimately hatching a meaningful safety conversation. We will also seed this tool at targeted conferences and events in the spring
- The Mail-Out “Other Job” Kit:
 - Timed with NAOSH, kits will be distributed to key workplaces that contain a series of blank “My other job is” nametags, WCB branded, as well as a how-to sheet and potentially additional collateral, including a unique nametag for the leader and workplace collateral



IRS

- A campaign promoting IRS has been developed
- A [45-second video](#) traces the story back from a workplace injury that *didn't* happen
- Additional tools and materials will be developed to communicate the IRS concept this year

IRS video



Day of Mourning

Strategic Overview

- The Day of Mourning (April 28) reminds us that while we've come a long way in injury prevention, we still have a long way to go. This has particular resonance at the 25th anniversary of the Westray, Nova Scotia mine explosion (May 9, 1992)
- A new video asset and social campaign was developed in partnership with the Nova Scotia Federation of Labour and the Association of Family Members, focusing on the lives lost within the explosion, and the people behind the tragedy, as told through a feature family.
- The campaign – aimed at all working Nova Scotians, those connected to them, and the WCB community (employees, safety partners) – will remind its audience that Day of Mourning is an important day to take the time to pay tribute to those who have died or been injured on the job.
- The Westray mine explosion is a reminder of what can happen if employers and employees aren't working together to cover all aspects of workplace safety, but is also a reminder of how far we have come.
- [See the campaign at http://dayofmourning.ns.ca](http://dayofmourning.ns.ca)



Operational Support & Tactics for Injury Prevention Improvement



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Service Delivery (Prevention) Transforming our Business

- Integrated Service Teams
- Practice Leadership Team
- Workplace Services Teams



Large Workplace Services Overview

- Six Integrated Services Teams including:
 - Wholesale, Utility, Resources and Infrastructure
 - Retail, Food and Beverage
 - Cape Breton Large Workplace
 - Manufacturing
 - Government, and Self Insured
 - Health and Social Services
- Practice Leadership Team



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



Ergonomic Services

- Safety Initiatives Page – worksafeforlife.ca
 - Infographic, Employer Spotlights
 - Office Ergonomics Resource Guide
 - Hazard Tip Sheets
- Research and Development of New Tools
 - Discomfort Survey
 - Risk Mapping Tool
 - Workplace Inspection Checklist



Ergonomic Services

- Ergonomics/MSI Roadshows
 - 10 workshops held province wide
 - Focus on providing tools and education to build capacity to address MSIs
- Development of Ergonomic Consulting SOPs
- Continued development of new resources to support Nova Scotia Workplaces



Workplace Services 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’ prevention services via Practice Leadership Team



Shared Focus for 2017

1. MSI Prevention
2. STF prevention
3. Promotion of Psychologically Healthy Workplaces
4. Enhancing partnerships
5. Return to Work



Strategic Portfolio Plan (SPP)

- What is an SPP?
 - The SPP is a detailed document/plan that outlines the strategic focus of WCB operational teams for the coming year. It includes a portfolio profile, opportunities, weaknesses and most importantly goals for the Integrated Service Team (IST).
 - It is created at the start of each year.
- Who uses the SPP?
 - It is used by the respective IST to focus the work for the team in impacted year.
 - It is shared internally with partner departments.



Strategic Portfolio Plan (SPP)

- Why do we use it?
 - It helps us identify gaps and opportunities within our individual portfolios to improve Injury Prevention & RTW outcomes. Ensures we are thinking about future needs of industry & workplaces, not just current.
- How do we build it?
 - Each year we gather data on trends, injury/accident information as well as from the experiences of the CM teams. Initiatives flowing from SPPs are intended to positively impact Corporate Performance Measures of the WCB.



Strategic Portfolio Plan (SPP)

- What have we learned?

The Strategic Portfolio Plan continues to give our teams direction, focus, accountability, and a sense of accomplishment. It supports sustainable injury prevention and improvement



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Questions / Discussion



thank you!