



Overcoming Today's Challenges,
Visioning the future

Welcome and Thank you

Please reflect with me:

- How your organization has supported Threads of Life in concept, our early growth
- Does Threads of Life vision, mission, values support your organizations vision
- Is there something different we may be able to offer to support our common visions

Your insights Are Welcome

- Today I hope to share with you some highlights of our past 20 years;
- More importantly an opportunity for you to share ideas on ways we can work together to ensure that all Canadian family members become aware of the programs and services of Threads of Life.

2002 – Threads of Life’s Mission and Vision

Mission: To help families heal through a community of support and to promote the elimination of life-altering workplace injuries, illnesses and deaths.

Vision: To lead and inspire a culture shift, as a result of which work-related injuries, illnesses and deaths are morally, socially and economically unacceptable

STRATEGIC PLAN - IMPACT

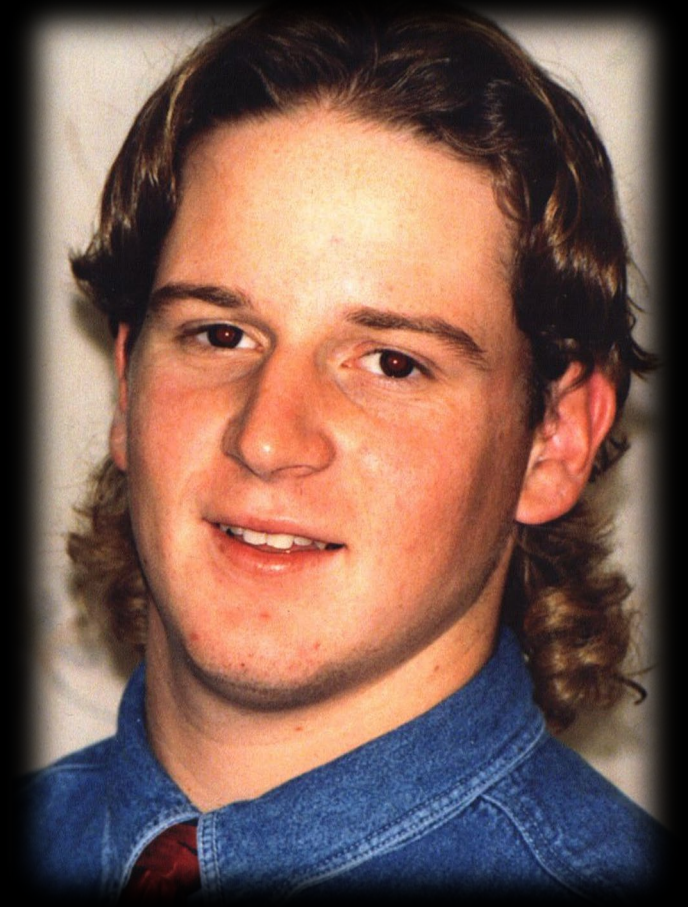
Please reflect with me:

By the end of 2024, Threads of Life will be prepared to welcome 300 new family members per year. Through the combined efforts of our partners, volunteers and staff, we will have the capacity to provide programs and services to each of them. These new members will represent all streams of workplace tragedy, and will become engaged in our programs to enhance their own healing. In addition, more of our current members will expand and express their journey of healing by becoming active program volunteers, helping to grow and sustain Threads of Life's services.



Some of the families connected to the Young Worker LifeQuilt gathered in 2003 for the quilt's unveiling.

Representatives from the WCBs and Health and Safety organizations were all part of this project to create awareness



Tim Hickman
March 25, 1975 – March 23, 1996

OUR HISTORY

2003

Incorporation of
Threads of Life
100+ families
2 volunteers



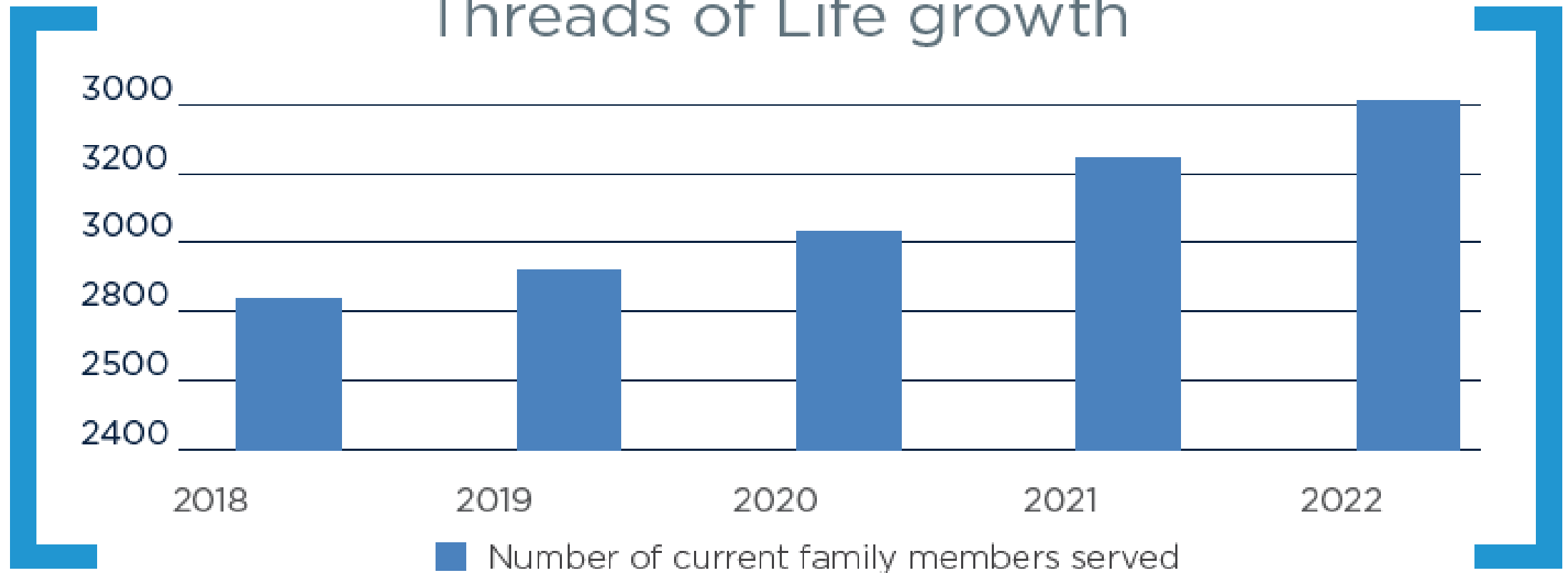
Association for Workplace Tragedy Family Support

2023

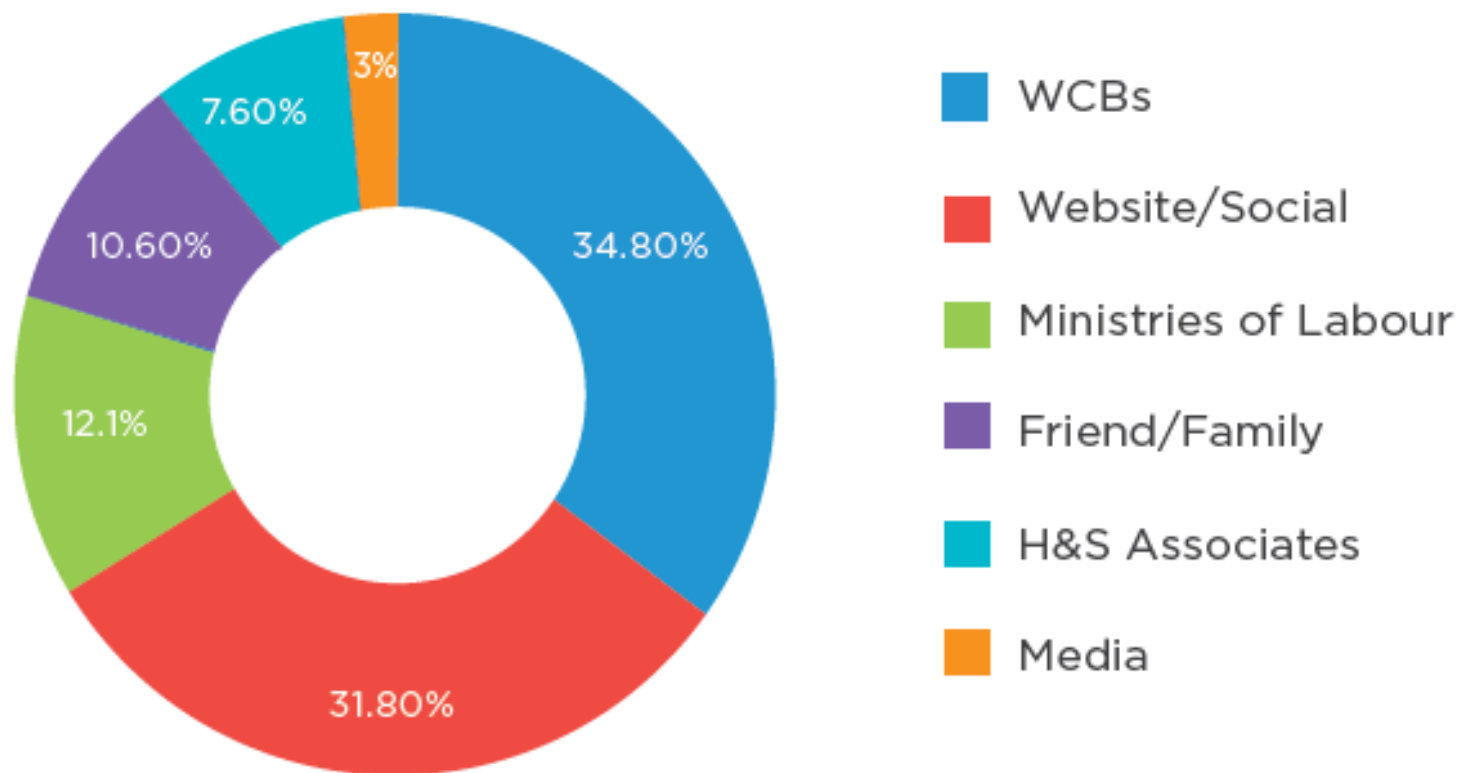
20^h anniversary
3500 current
family members;
15 staff;
340 active
volunteers



Threads of Life growth



How families find Threads of Life



THE RIPPLE EFFECT

How far is the reach of 1 tragedy?

Co - workers

First Responders

Fire

Paramedics

Hospital staff

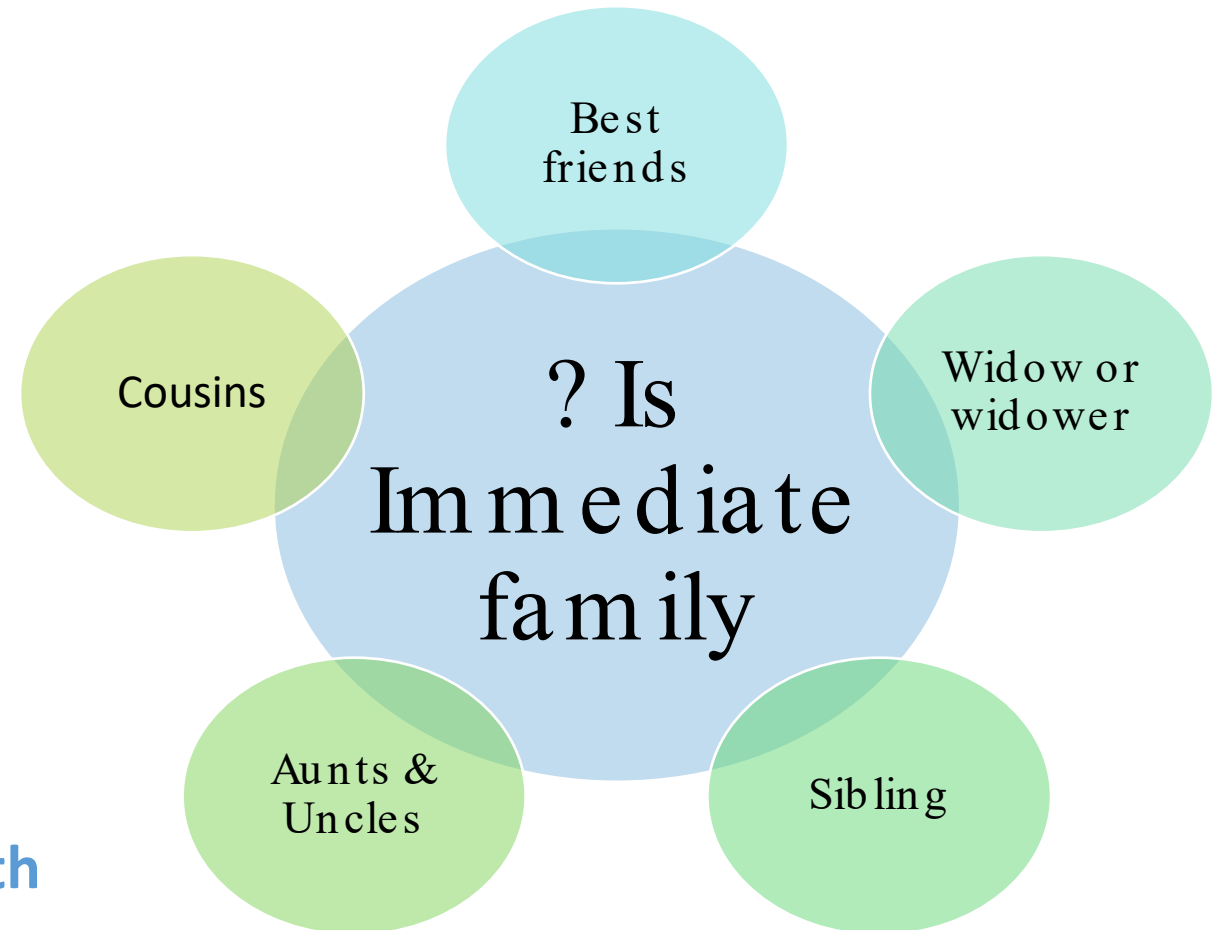
Neighbours

Employer

Investigators

WCB staff

Community Organizations that the individual or the family are associated with



FAMILY SUPPORT

- VOLUNTEER FAMILY GUIDES – one-to-one peer support with another family member
- FAMILY FORUMS – 3 per year across the country
- FAMILIESCONNECT - 1 per month
- NEWSLETTERS – print 4 x yearly. E-newsletter – monthly
- STEPS FOR LIFE – Walking for Families of Workplace Tragedy



Volunteer Family Guides

1. Offer peer support by connecting families with others who have experience a similar workplace tragedy.
2. Provide access to resources and opportunities to learn healthy coping skills, active listening and promote healing

2005 – trained 8 VFG

2023 – 88 trained VFG

Reaching Families through Family Forums

- Atlantic
- Central
- Western

Average close to 300 participants per year.

Several of you have attended the Friday evening reflections



Reaching Families through FamiliesConnect virtual workshops

Sessions such as:

- Sleep
- Putting the pieces together through journaling
- Calm your Mind
- How does your garden grow
- Unravelling Emotions of Guilt

An opportunity for family member who may not be able to attend a family forum.

Session facilitated by professional, a volunteer or staff

Program started late 2020.

Many members attend regularly. 191 attended in 2022



OUTREACH AND AWARENESS = PREVENTION

Steps for Life – Walking for Families of Workplace prevention

Speaker Bureau

Newsletters and Annual reports

Community Engagement Volunteers

In-service Trainings

Media

Community Campaigns – Library, Victim Service groups, Funeral homes





More participation – committee members, registration, walkers, sponsors

2005 First Steps for Life walk \$3,000

2023 Steps for Life event - currently 882,000 (May 10)

Speaker Bureau

AWARENESS IS KEY to PREVENTION

- * Schools & colleges
- Conferences
- Employer Health and Safety events
- 3rd party fundraising events
- Day of Mourning events
- Staff in-service – for your staff
- Steps for Life – Walking for Families of Workplace Tragedy event



2022

- Volunteer speakers presented 88 presentation
- More than 11,000 audience members
- Combination of in-person and virtual events

MEDIA RELATIONS CAMPAIGN

- Survey on health and safety awareness for young workers
- Increase the public understanding of the hazards
- More than 450,000 views and 2,230 engagements



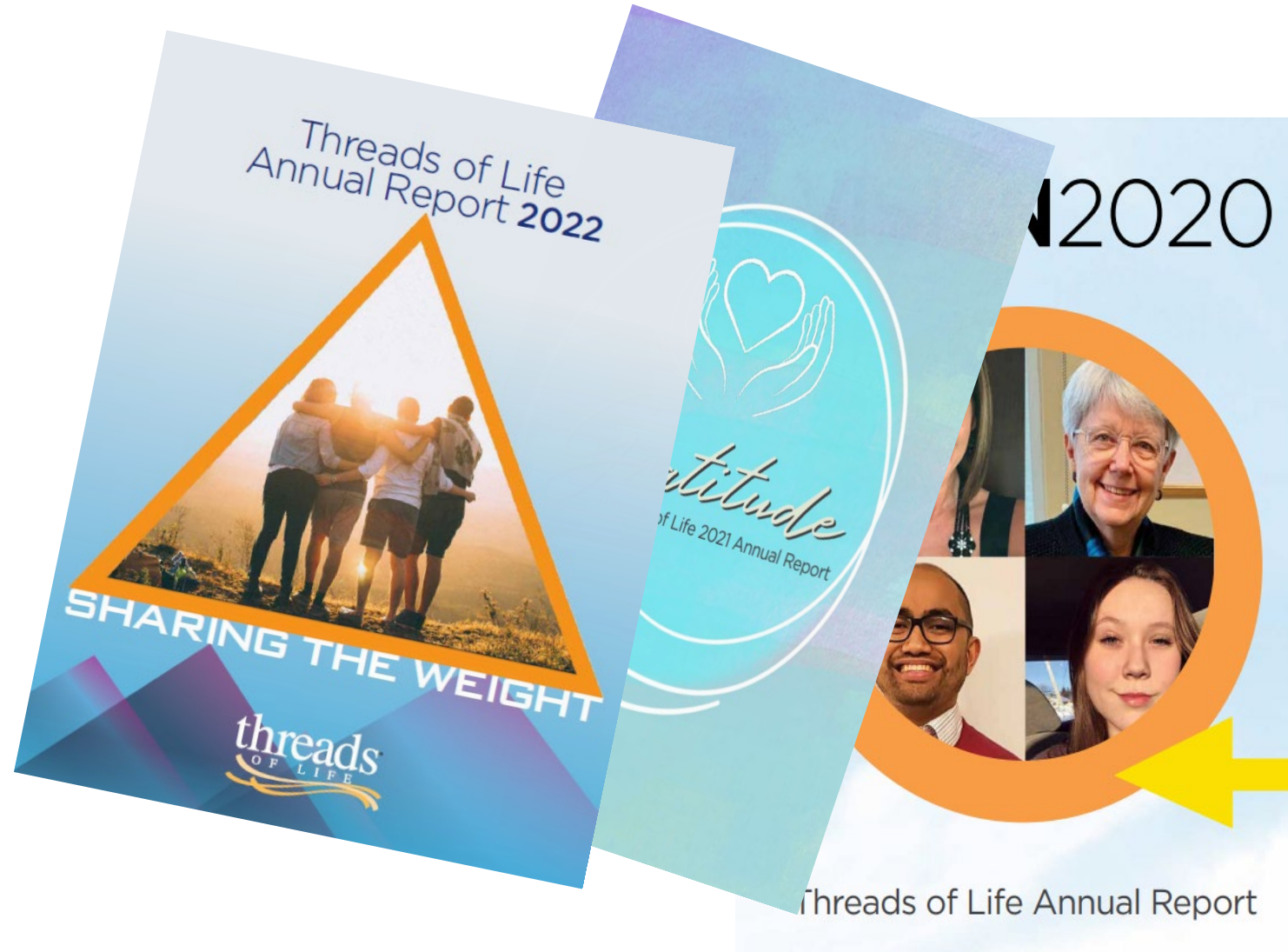
NEWSLETTERS ANNUAL REPORTS

2023

2,450 mailed ¼ ly newsletters & annual reports

Newsletter available in French

986 receive the monthly e-news



Community Engagement Volunteers

- A new role for volunteers – most are non-family members
- # of these ambassadors
- Help at Trade shows, 3rd party fundraising events
- Open new doors in their local community
- Follow up with community campaigns – such as the library mailing

IN-SERVICE TRAININGS

- Family member spokesperson and a staff member
- Objective is to share how we work together for family support and awareness
- Staff will have a tool to further support family and extended family
- Awareness that information needs to be presented at interval times

NATIONAL MARKETING CAMPAIGN

- Outreach to families who have not heard of Threads of Life
- Messages to injured workers, caregivers, families affected by fatality
- Channels include Google Ads, social media, community radio

PARTNERSHIPS

A wide variety of partnerships. Each meets at least one of these objectives:

- Grow awareness
- Grow our volunteer base
- Growing our participation level
- Grow revenue

Partnerships - working together

Currently 25 partners provide direct program funding, including the WCB – thank you
More than 241 national and community sponsors for Steps for Life (nearly double this year)

- FAIR partnership in Ontario. Office of Worker Advisor, Ministry of Labour, WSIB, Threads of Life
- CCOHS – launch of health and safety week
- BCRSP – scholarship and credits for volunteering
- NS – Department of Labour and Advanced education
- Victim Service organizations
- League of Champions

FUTURE

- Volunteers – both community of health and safety & family members
- Resources to support more family members
- Managing growth – financial and human resources
- Ensuring that all Canadian family members are aware of Threads of Life – support and awareness messages

WHERE DO WE GO FROM HERE

Please help us with:

- More awareness on Mental Health
- Providing support to
 - migrant workers
 - Different cultures and beliefs
 - Different languages
- Launching a marketing campaign
- More peer led community groups



Thank you

*We are endlessly grateful
to all our partners, donors
and volunteers!*