SAFE Work Manitoba
Marketing Workplace Injury Prevention
• Origins
• Brand Development
• Measurement and Results
2000

5.6 time-loss injuries per 100 full-time workers
WCB
Workers Compensation Board of Manitoba
5.6 time-loss injuries per 100 full-time workers
The Response

- Better legislation
- More enforcement
- Change the culture
Social Marketing Goals

• Reduce Manitoba’s workplace injury rate
• Build a culture of safety and health at work
Defining workplace safety behaviours
Defining workplace safety behaviours

- Universal
- Simple
- Memorable
Spot the hazard
Assess the risk
Find a safer way
every day
SAFE WORK vs WORK SAFE
Challenges

- Employer vs worker focus
- Complacency
The Social Offering

• Quarterly multi-media campaigns
• Advertising
• Media relations
• Community relations
• Website
• Resources – brochures, guides, tip cards
Other Offerings

- Enforcement
- Training
- SAFE Work on Wheels
- Consulting
- Industry-based safety programs
- WCB premium rebate
How We Measure

- Injury rate
- Online engagement
- Annual survey
Social Marketing Stages of Change

<table>
<thead>
<tr>
<th>PHASE</th>
<th>STAGE</th>
<th>BEHAVIOUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHANGE</td>
<td>Consolidation</td>
<td>4.0                              Sustaining the change</td>
</tr>
<tr>
<td></td>
<td>Maintenance</td>
<td>3.3                              Change with some relapses</td>
</tr>
<tr>
<td>ENGAGEMENT</td>
<td>Action</td>
<td>2.7                              Making the change</td>
</tr>
<tr>
<td></td>
<td>Preparation</td>
<td>2.0                              Determining how to change</td>
</tr>
<tr>
<td>AWARENESS</td>
<td>Contemplation</td>
<td>1.3                              Acknowledging the need to change</td>
</tr>
<tr>
<td></td>
<td>Precontemplation</td>
<td>0.0                          No intention to change</td>
</tr>
</tbody>
</table>

© 2011, ChangeMakers Marketing Communications
Demonstrating Effectiveness

Awareness ➔ Engagement ➔ Change
Results – Injury Rate
(time-loss injuries/100 FTE)

<table>
<thead>
<tr>
<th>Year</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>5.6</td>
</tr>
<tr>
<td>2007</td>
<td>4.2</td>
</tr>
<tr>
<td>2015</td>
<td>3.0</td>
</tr>
</tbody>
</table>
41% fewer injuries
Thank You

c Changemakers.ca
Audiences

• Safety is a shared responsibility
• Working Manitobans
  – Segments: newcomers, youth
• Manitoba employers
IBSPs

• Our culture change has set the stage to create new IBSPs – results they have had