



**MIS**  
MAKE IT SAFE VANCOUVER

# ANATOMY OF A SUCCESSFUL SAFETY CAMPAIGN

OCTOBER 9 — 1:00 PM

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» [makeitsafe.ca](http://makeitsafe.ca)



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# Anatomy of a Successful Safety Campaign

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Male It Safe Conference

Oct 9, 2024

Facilitator: Tanya Tighe



## Tanya Tighe

Organizational Health, Safety and Wellbeing | Integrated  
Disability Management

Greater Vancouver Metropolitan Area

4K followers · 500+ connections



ICBC (Insurance Corporation of  
British Columbia)



Queen's University



## About the Facilitator

Tanya Tighe is an HR Professional dedicated to supporting organizations in cultivating healthy, safe, accessible and inclusive workplace environments.

# Defining Success In OHS

## How Do You Define Success In Workplace Safety?

### Statistics

- Decreasing WSBC Costs
- Reduced Workplace Injuries
- Reduced Workplace Incidents
- Increased Reporting

### Standards & Awards

- OSSE Certification (COR Certification for Manufacturers)
- Safety Pinnacle & Safety Excellence Awards

### Workplace Culture

- Employees communicate safety concerns openly
- Employees actively participate in the OHS Program
- OHS integrated into agenda for general meetings
- Joint OHS Committee collaborates effectively
- Joint OHS Committee recommendations function to improve safety and support organizational goals

Consider how OHS success might be thought of differently by various stakeholders in your workplace.

Inquiry





## Introducing the Safety “Report Card” for Safety Committees in K-12 Education

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# The Challenge



Too many JOHSCs  
missing MEETINGS

Sometimes QUORUM  
was not achieved

Sometimes MINUTES  
were not posted

Regular INSPECTIONS  
were lacking

JOHSC EVALUATIONS  
not always completed

JOHSC TRAINING not  
always completed



# The Opportunity

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We implemented “Report Cards” for every JOHSC

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They provided data on compliance based on KPIs with a % score based on those metrics

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Report cards identified key strengths and opportunities for improvement

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Senior Leaders adopted the report cards as part of performance conversations

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KPI compliance increased exponentially as a result of this campaign





# Keep it Relevant

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Focus on goals and objective that make a difference

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Utilize the systems and structures that are integral to the organization

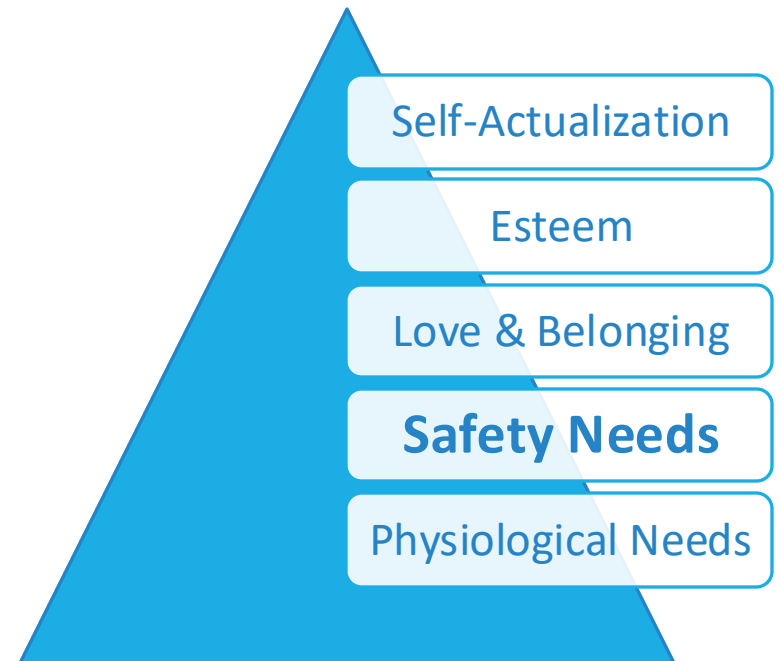
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Measurable progress communicated effectively can energize safety culture



# Workplace Safety & Employee Engagement

Health, Safety & Engagement Are Inherently Linked



Think of time when you truly felt excited about a project.

- What factors sparked your interest in the work?
- What aspects of the project were most rewarding?
- What about the work did you find challenging?

Inquiry





There are no wrong answers.

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“What On Earth is a Safety Basket ???”

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## Safety Basket Competition

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- Competition occurred over full year
- Many opportunities to advance
- Prizes awarded at the beginning of each year, integral to the annual leadership presentation of OHS goals & objectives

### Metrics Included:

- ✓ Key Performance Indicators
- ✓ Report Cards
- ✓ Committee Effectiveness
- ✓ Safety Initiatives



# Make it Fun!

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DIY, Frugal, Unique Creations

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Packed Full Of Surprises

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Kept winning JOHSCs fed and entertained at meetings throughout the next year

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Once empty, the basket became a keepsake for the winning site

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Fostered both pride and humour in the spirit of healthy competition among JOHSCs





Activity



# In Your Organization, How is Workplace Safety:

Measured ?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Championed ?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Celebrated ?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



**How Are Other Important Workplace Activities Communicated?**



# The Evolution of OHS

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The pandemic has emphasized the **important relationship between work and population health**.

It has highlighted the **importance of worker wellbeing and mental health**, thereby expanding the occupational health and safety framework—which previously focused on disease and injury risk—to also **focus on the positive impacts that work can have on workers’ ability to thrive in life**.

(Peters, et. al. 2022, p.e191)

# Workplace Safety Campaigns

There are Numerous Approaches to OHS Initiatives



“Control leads to compliance; autonomy leads to engagement”

*Drive: The Surprising Truth About What Motivates Us, Daniel Pink*



Consider hosting a film festival of the Youth Video Contest winning entries at your workplace.

# 2024 National Winner: Grades 8-10

(Do not) Disturb By Kitsilano Secondary School



# National Day of Mourning

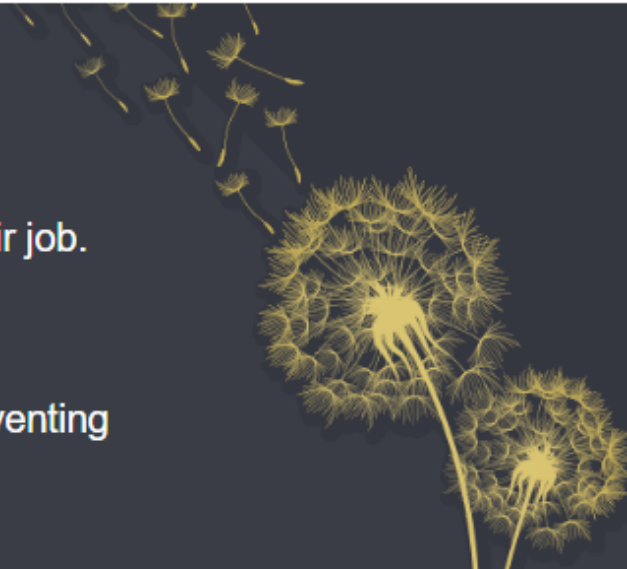
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## **We remember**

workers who have died, were injured, or became ill from their job.

## **We commit**

to protecting workers and preventing further workplace tragedies.



APRIL  
28

Marked annually in Canada on April 28, the National Day of Mourning is dedicated to remembering those who have lost their lives, suffered injury or illness on the job, or experienced a work-related tragedy.

**#DayOfMourning**

April 28  
Day of Mourning

**We remember**  
workers who have died,  
were injured, or became  
ill from their job.

**We commit**  
to protecting workers  
and preventing further  
workplace tragedies.

# Safety Health Week

**MAY  
5-10  
2025**



Together we can create safe workplaces and communities

#SafetyAndHealthWeek



Share Safety and Health Week posters and messages on your bulletin boards, Intranet and in e-mails to staff.



Promote Safety and Health Week through articles in your newsletter and on social media channels.



Launch a recognition program for safety initiatives that enhance ongoing health and safety practices.

[https://www.safetyandhealthweek.ca/english/events\\_suggestions.html](https://www.safetyandhealthweek.ca/english/events_suggestions.html)



**MAY  
5-10  
2025**



## Compassion Toolkit:

- A social media bank with graphics
- Social media banners
- E-signature
- A poster

## Resources on:

- How to create compassionate workplace cultures

**#CompassionConnects**



CAN/CSA-Z1003-13/BNQ 9700-803/2013  
National Standard of Canada

## Psychological health and safety in the workplace —

Prevention, promotion, and guidance to staged implementation

Disponible en français  
*Santé et sécurité psychologiques en milieu de travail — Prévention, promotion et lignes directrices pour une mise en œuvre par étapes*



Commissioned by the  
Mental Health Commission of Canada



### MENTAL HEALTH

## Psychologically Healthy and Safe Workplaces



WORK-LIFE BALANCE



REASONABLE JOB DEMANDS



VALUE AND RESPECT



CHALLENGING WORK



GROWTH AND DEVELOPMENT



SECURITY

### Workplace Factors

- Psychological and social support
- Organizational culture
- Clear leadership and expectations
- Civility and respect
- Psychological demands
- Growth and development
- Recognition and reward
- Involvement and influence
- Workload management
- Engagement
- Balance
- Psychological protection
- Protection of physical safety

# National Standard for Psychological Health and Safety in the Workplace

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## Emergency Preparedness Week

- Know the risks
- Make a plan
- Get an emergency kit

### Welcome to the EP Week Toolkit

- [Introduction](#)
- [Resources](#)
- [Downloadable Graphics](#)
- [Videos](#)
- [Emergency Preparedness Publications](#)
- [Sample Quiz](#)
- [Appendix 1 - "Can You Build a Kit?" Game](#)





# Activity

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# Add To The Next JOHSC Agenda



## 12 Months of Safety

Plan a whole year of health and safety talks and communications to support your team. Need Toolbox Talks, topics for your safety committee meetings, or just want to step up your OHS program? We've got you covered! Use these tools and resources to connect and train your team on health and safety hazards and controls for the tasks they do every day!



Set aside time with the JOHSC to build a calendar of promotional days that are most relevant for your workplace.



Plan in advance, block time and lean on the team



Share links and collaborate with your colleagues on initiatives related to these observances

Recall an instance where a stakeholder provided harsh criticism about OHS.

What was the core issue that underpinned that messaging?

Inquiry





# DR. JONES: Safety Champion?

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## The Situation

- “Back in the Day”, different time, different place
- Highly respected influential leader
- Proudly “Old School”
- Openly perplexed by changes relating to OHS



# The Opportunity

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We implemented 1<sup>st</sup> Aid Training for 200+ workers

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Leaders were invited to drop-in or participate in the training as time permitted

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After hearing staff discussing the course, Dr. Jones attended and spent a full day learning and sharing real life experiences with the workers

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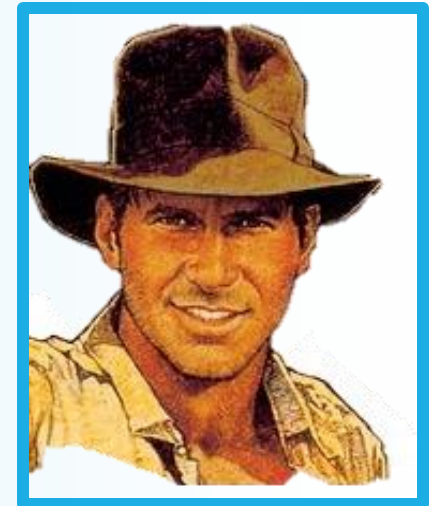
He came back and completed day two out of genuine interest and to continue with the learning and team building



# Why This Was A Game-Changer

**Dr. Jones became a vocal advocate and supporter of 1st aid training as well as other “sensible” initiatives that made a tangible difference in worker safety**

- We all struggle with change sometimes and so we relate with folks in their struggle; we empathize, we get it.
- Influential Leaders (formal and informal) are already leading OHS, whether they know it or not.
- When unsuspected safety advocates cheer from the side lines it makes an enormous difference. When they choose to jump in and join the race, we all win!



Dr. Jones, Secret Safety Hero and Change Agent

# The Role of Positivity



Optimism and forward thinking is important for safety culture



A solutions-focused orientation is essential for gaining and sustaining momentum



Actively listen to understand the issues, validate what was heard and identify opportunities





# Flipping The Script

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## Value Negative Feedback:

- The best ideas often come from feedback and discourse.

## Don't Diss the Critic:

- Engage in constructive dialogue.

## Seek Out Untapped Resources:

- Harness the energy of most impactful voices in safety.
- Expressions of frustration, conflict, or fear of change should spark our interest.

# Flipping The Script

## Listen for the Wisdom Beneath the Words: Ask Questions

***“Don’t bother reporting”***

***“Nothing ever gets done”***

- Is there delay in corrective action or follow up communication?
- What should it look like and what solutions do you think would help improve this?
- Please elaborate on the barriers to reporting. How can we encourage reporting?
- To address a safety issue, we need to know about it, so how can we increase reporting? What concrete ideas do we have to make reporting easier for people?

***“THEY....won’t spend... will never... don’t care”***

- If we did receive resources, what enhancements in workplace safety do you think would make the biggest difference for people?
- Never is a long time. Can we work on a recommendation based on what you are surfacing as a concern? The suggestion may not be “required” by regulation, but perhaps as a team we can put forward some proactive safety improvements.
- Can you say more about that? What does caring look like from your point of view? What are some tangible ways we can demonstrate care?



## Champion Your Champions

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- Partner on researching & implementing suggestions for improved systems and communication.
- Measure, communicate and celebrate the success.
- Genuinely thank folks for their contributions and efforts.
- Elevate and give credit to the folks involved in this important change for safety.
- Advocate for the time & resources need to support great ideas.



## Education and Training

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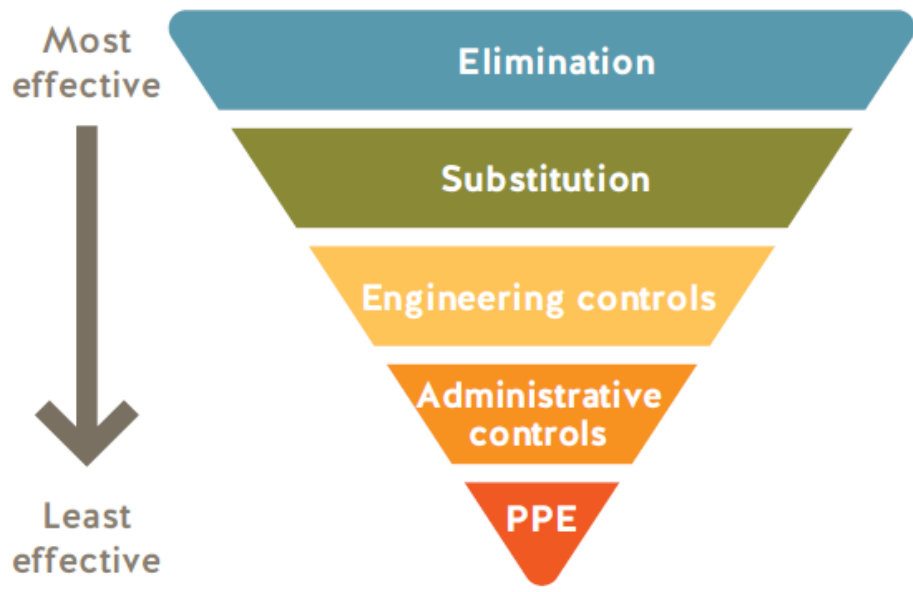
# Learning Campaigns

## Align Training with Strategies to Improve OHS

- What areas of focus are indicated by incident statistics?
- What initiatives are WSBC highlighting as important for your industry?







		Potential severity			
		Minor	Moderate	Major	Extreme
Chance	Rare	Low	Low	Medium	Medium
	Unlikely	Low	Medium	Medium	Medium
	Moderate	Medium	Medium	Medium	High
	Likely	Medium	Medium	High	High
	Very likely	Medium	High	High	High





# Professional Development

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- **Lunch and Learns:** Bring in an expert to discuss strategies for healthy eating
- **Team Building Games:** Safety Jeopardy
- **Individual Challenges:** A Quiz on the new Employee Family Assistance Program
- **Workshops:** Create Your Own Emergency Preparedness Kit
- **Host a Wellness Fair:** Invite local health businesses and practitioners to share free resources and information

## Related resources



### Creating a Key Risk Inventory for Your Workplace: Engaging Your Workers to Help Manage Risks

A key risk inventory (KRI) can be a valuable tool in your overall strategy for managing workplace risks. This guide describes what a KRI is and how to use a collaborative approach to create one for...

Publication Date: Apr 2022 |  PDF | Guide |  Download | [Preview](#)



### My health & safety resources

This tool guides you through a series of questions and topics to help you identify hazards and risks that may exist in your workplace. Once completed, you'll receive a report that contains a curated...

Publication Date: Nov 2022 |  HTML | [Interactive Form](#)

 [News & Events](#) ▶

 [Announcements](#) ▶

 [Campaigns](#) ▶

 [News releases](#) ▶

 [Enews](#) ▶

 [WorkSafe Magazine](#) ▶

#### Stay Connected



# WorkSafe

Tools for building safer workplaces | worksafemagazine.com | Spring 2024



**Staying connected after an injury:  
Gilda's remarkable journey** p7

**Safety training fills a gap in wood pellet  
industry** p13

**Changes coming to first aid requirements** p19

## Enlist your local Prevention Officer

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### One of WorkSafeBC's Roles is Education!

- WSBC Officers can be a phenomenal source of knowledge and expertise.
- Invite them to host a table at your safety event
- Involve them in a Lunch n Learn with the JOHSC
- Align your OHS initiatives with a WSBC campaign
  - Let them know what your committee is doing
  - Ask if they can suggest resources that would help



# Achieve Alignment

- Look at what your organization currently does that increase worker health and wellbeing and find new ways to recognize this commitment
- Include as many differing perspectives as possible in the creative project of enhancing OHS
- Connect Workplace Health, Safety and Wellbeing initiatives to the organizational vision, mission and strategy



THANK YOU

We appreciate your participation

Any questions, comments or feedback are most welcome.



# Q & A

Thank You For Your Time and Attention!



# References

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