



# WCB update

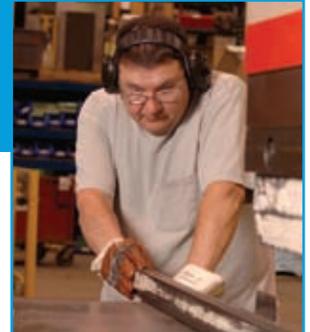
September 2008

## Workers Compensation Board Welcomes New Employers and Workers

The Government of Manitoba announced an extension of workers compensation coverage that added about 7,500 more employers and roughly 30,000 more workers throughout the province to the workers compensation system effective January 1, 2009.

“The WCB is ready to add new workers and employers to the compensation system,” says Workers Compensation Board (WCB) President and CEO Doug Sexsmith. “We are making preparations to ensure that every covered employer and injured worker continues to receive the same high level of service that we currently provide.”

WCB coverage provides advantages for both Manitoba employers and workers. Employers receive protection against lawsuits from workers injured on the job while injured workers receive a full range of benefits such as wage



replacement, healthcare treatments and rehabilitation services.

An extension of coverage also benefits those employers already part of the workers compensation program. Extending coverage reduces competitive disadvantages between covered and non-covered employers who compete against each other, creating a more level playing field for employers.

The WCB has begun contacting employers in newly covered industries

to start registering them with the WCB. A campaign to market voluntary coverage to excluded employers so they too can have the opportunity to benefit from workers compensation coverage is also being developed.

Lists of newly covered and excluded industries are available on the WCB website at [www.wcb.mb.ca/extensionofcoverage/newly\\_covered\\_industries.html](http://www.wcb.mb.ca/extensionofcoverage/newly_covered_industries.html).

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## Seeing the Workplace with New Eyes – a Route to Effective Workplace Safety and Health Committees and Representatives

A self-help guide for new or established workplace safety and health committees and worker safety and health representatives is now available to employers. The guide is a well documented resource for setting up or improving the functioning of a workplace safety and health committee or representative.

*Seeing the Workplace with New Eyes – a Self-Help Guide for Workplace Safety and Health Committees and Workplace Safety and Health Representatives* is designed

to provide you with the tools and resources to help prevent workplace injuries and illnesses while meeting the requirements of the Workplace Safety and Health Act.

Funded by the WCB's Community Initiatives and Research Program (CIRP), the guide will help you to learn the basics for workplace safety and health committees in such areas as ergonomics, occupational health and safety, training and committee processes.

This guide can be used as an effective orientation tool for new committee members to learn their responsibilities. It also can help an established committee evaluate what they do well and assess what can be improved to make their committee more effective.

The guide is available in hard copy, CD and web-based formats through various workplaces and organizations, or by contacting Janine Swanson at [jswanson@wcb.mb.ca](mailto:jswanson@wcb.mb.ca) or at (204) 954-4811.

## Safety Climate and Leadership: A Research Opportunity for your Workplace

Researchers from Dalhousie, Manitoba, Technion, Toronto and Waterloo Universities are undertaking research with strategic leaders in Manitoba to help determine what makes safety a sustainable organizational priority.

Funded by the WCB's Community Initiatives and Research Program (CIRP), the project's goal is to identify techniques to help reduce workplace injury and illnesses.

Research has shown that a company's safety performance can be significantly related to the safety orientation of its leaders. As an employer, your input is needed to help understand what facilitates and inhibits management commitment to workplace safety.

### How your firm can help

Once you identify three to five strategic leaders – typically senior managers – within your firm, they'll be asked to complete a 20 minute online survey which considers the factors that shape safety as a priority.

Leaders may also consider inviting the researchers to conduct safety climate surveys with employees. This survey measures the perception that the employees have of their firm's priority on safety.

Based on the survey findings, researchers hope to understand:

- the forces that facilitate and inhibit safety
- the relationship between managerial commitment and safety performance
- how the messages of safety flow from senior leaders through to other strategic leaders in an organization.

### Benefits for your firm

If your firm chooses to participate, you will receive:

- a report of the results that outlines the results of the survey of **all** of the participants (i.e. you and your firm will not be isolated from the larger sample)

- an invitation to a University of Manitoba workshop on safety climate and the role of strategic leaders. The project's preliminary results will be shared and participants will be invited to explore how this information might assist firms in advancing injury and illness prevention. No personal or firm identifiers will be released either during the workshop or in the report.

Participation is completely voluntary and firms may withdraw at any time. Although funded by the WCB, they will not be made aware of your choice to participate or not.

To take advantage of this opportunity, please contact:

**Gordon Tate**  
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204-480-8535  
[gord.tate@dal.ca](mailto:gord.tate@dal.ca)

Your involvement is greatly appreciated and will help advance safety leadership in Manitoba and across Canada.

# North American Occupational Safety and Health (NAOSH) Awards Presented to Safety-Minded Organizations

The annual North American Occupational Safety and Health (NAOSH) Awards took place at the Workers Compensation Board on August 21, recognizing the safety and prevention efforts of Manitoba workplaces during NAOSH Week.

This year's theme for NAOSH Week, which was held May 4 to 10, was "Safety and Health: A Commitment for Life – Live it Every Day!" Sponsored by the Canadian Society of Safety Engineering (CSSE), NAOSH Week focuses on the importance of preventing injury and illness in the workplace.

"Employers are encouraged to develop safety activities in the workplace as a way to build prevention awareness among employees and the general public," says Wes Procyshyn, Chair, Manitoba Chapter of the Canadian Society of Safety Engineering. "NAOSH Week is an ideal opportunity to drive the safety message home."

"The WCB's vision, SAFE Work – A Way of Life, represents our commitment to building a culture of safety in Manitoba," says Darren Oryniak, Director of SAFE Work Services at the WCB. "We continue to work with our partners to increase capacity for injury prevention, and to work towards reducing the time loss injury rate in Manitoba."

Awards were presented to eight Manitoba workplaces in recognition of their safety efforts during NAOSH Week. They included:

- Red River College – Best Overall
- Alphair Ventilating Systems – Most Innovative



*NAOSH Week award winners receive recognition for their commitment to workplace health and safety.*

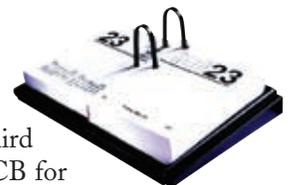
- Biovail – Best Representation of a Theme
- New Flyer – Best New Entry
- 17th Wing – Honourable Mention
- Loewen – Honourable Mention
- Manitoba Lotteries – Honourable Mention
- McCain Foods – Honourable Mention

"Safety is a key priority in our organization, so we were extremely pleased to receive this award," says Rob Olson, Associate Vice-President of Facilities and Campus Services at Red

River College. "We're working towards making health and safety a part of our daily culture at the College and for our students to carry forward into their chosen careers, not just during NAOSH Week but everyday."

Sponsors of this year's NAOSH awards included Biovail, Cangene Corporation, Construction Safety Association of Manitoba, Manitoba Heavy Construction Association, Manitoba Hydro, Manitoba Lotteries, and SAFE Work, a joint initiative of the WCB and the province's Workplace Safety and Health Division.

## Dates to Remember



**October 20, 2008** – The Quarterly Remittance for the third quarter of 2008 and payment must be received at the WCB for firms reporting on a quarterly basis.

**October 31, 2008** – The third installment payment must be received at the WCB for firms reporting on an annual basis and paying in installments.



## Summer Youth Campaign a Huge Success

The WCB knows what Manitoba youth did this summer. They went surfing.

“This summer, we targeted our SAFE Work injury prevention message at the youth market using the Internet,” says WCB Chairperson Tom Farrell. “We know that reaching out to young people requires different tactics, because they respond to messages in different ways, through different mediums.”

In June and July, Manitoba youth responded to the WCB’s new advertising tactics with zeal. They surfed to [www.safemanitoba.com](http://www.safemanitoba.com) to learn about the WCB’s injury prevention campaign and watched three ‘scary’ workplace safety webisodes, fashioned after popular teen horror movies.

The webisodes included three workplace injury scenarios often encountered by youth: working with a key cutter, cleaning a meat grinder, and using chemicals for cleaning.

The online movies provided opportunities for viewers to spot workplace hazards, and after correctly identifying workplace risks and learning about the importance of training, online visitors were given a chance to win an iPod Touch.

Launched at the beginning of June, the campaign also included TV, radio, billboards and a Facebook group.

By the end of July, the youth campaign generated 10,410 website visits to [www.safemanitoba.com](http://www.safemanitoba.com), representing 7,296 unique visitors and 64,320 contest entries. As well, approximately

700 people joined the campaign’s Facebook group.

“We are thrilled with these results,” says Warren Preece, WCB’s Director of Communications. “The numbers indicate that young Manitobans were seeing our ‘Spot the Hazard’ message, and spreading the word to their friends. We are going to build on the campaign’s success and launch Phase II in the fall, reaching youth in schools by using partners like the SAFE Workers of Tomorrow and Manitoba educators to communicate the WCB’s main message that workplace injuries are preventable.”

The SAFE Work program has also begun running its fall television ad campaign, which focuses on the

need for training among Manitoba’s workers. Each of the three ads feature young children doing adult jobs amidst a host of workplace hazards, driving home the campaign’s message that safe workers aren’t born, they’re trained.



Update is also available in a large print version.

Return undeliverable copies to:

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