

July 11, 2001

Contest Urges Young Yukon Workers to "give workplace injuries the boot"

Yukon youth will be giving workplace injuries the boot this summer! Yukon residents who are 12 to 17 years of age are eligible to enter the Young Worker Safety Contest. By answering three questions about young worker safety on the ballot, entrants will have a chance to win a Sony stereo system, a Panasonic portable CD player and a Cobra two-way radio set.

The contest kicks off in mid-July and closes August 15.

The Yukon Workers' Compensation Health and Safety Board is introducing the contest to increase awareness of the fact that young workers under the age of 25 are more likely to be injured on the job than older workers. In particular, males and young workers starting a new job are at higher risk of workplace injury. More than half of work-related accidents occur during a young worker's first six months on the job—many happen within the first *month*.

Young people don't have to work in construction, forestry or manufacturing to be exposed to workplace risks: in fact, most workplace injuries occur in the hospitality and retail service industries, where the majority of young Yukon workers are employed.

Board president Tony Armstrong acknowledges that a contest may be a novel way to focus attention on workplace safety. "Young people are bombarded with campaigns aimed at changing their attitudes and behaviour, and while they may have some effect in the long run, it is difficult to measure their impact. We think that our contest will appeal directly to teenagers. And we'll know by the number of entrants if the Young Worker Safety Contest has reached our target audience. Participants have a shot at three great prizes, but, most importantly, they might learn something that could help them

avoid a workplace injury."

Ballot boxes—or, actually, steel-toed, CSA-approved ballot *boots*—will be placed in theaters, restaurants, video stores and other locations throughout the territory.

Earlier this year the Board distributed two new guides—one for employers and one for parents—that outline why young workers are at higher risk for workplace injury and what employers and parents can do to lower this risk. Copies can be obtained by contacting the Board.

For more information please contact:

Tina Sebert
Public Relations Liaison
Yukon Workers' Compensation Health & Safety Board
Tel: 867.667.8695
Email: Tina.Sebert@gov.yk.ca

Looking for a story idea for the Young Worker Safety Contest?

Eighteen-year-old **Lauren Tuck** has been contacting Yukon businesses throughout the territory asking them to set counter space aside for the Young Worker Safety Contest. Lauren can speak from personal experience on what it means to be new to the workforce and how this contest has raised her awareness of the risks faced by young people at work.

Young Worker Safety Contest Locations

Yukon youth between 12 and 17 years of age can enter the Young Worker Safety Contest at the following locations:

WHITEHORSE

A & W
Better Bodies Cross Training Centre
Big K Music

Board Stiff
Bootlegger/Ricki's
Boston Pizza
Centennial Video
Dairy Queen
Elijah Smith Building
Erik's Home Entertainment Centre
Frazer's Family Fun Centre
Granger Video Stop
Inter Sport
Kentucky Fried Chicken
Mad Trapper Alleys
McDonald's
Pizza Hut
Qwanlin Cinema Centre
Sports Lodge
Takhini Hot Springs
Tim Horton's
Video Update
Whitehorse Public Library
Wizard's Emporium
Work World
Yukon Government Administration Building
Yukon Theatre
Yukon Workers' Compensation Health and Safety Board

YUKON COMMUNITIES

Carcross: Montana Services, Carcross Swimming Pool
Carmacks: Specific locations not yet determined
Dawson City: Dawson City Youth Centre, Dawson City Pool
Faro: Hoang's Restaurant, Recreation Centre
Haines Junction: Madley's General Store
Mayo: Mayo Youth Centre
Old Crow: Northern Store
Pelly Crossing: First Nation Office
Ross River: Ross River Service Centre
Teslin: Nisutlin Trading Post
Watson Lake: Watson Lake Library