



**YUKON WORKERS'
COMPENSATION
HEALTH AND
SAFETY BOARD**

FOR IMMEDIATE RELEASE

November 3, 2005

YWCHSB and Stakeholders introduce Prevention Strategy, Campaign

WHITEHORSE – The Yukon Workers' Compensation Health and Safety Board (YWCHSB), together with representatives from labour and business, launched a new Prevention Strategy and campaign today.

“Far too many Yukoners are getting hurt at work—over 1,100 Yukoners were injured on the job last year alone,” said Craig Tuton, Chair of the YWCHSB Board of Directors. “We have to change the way we think about safety. Our approaches to making that difference in the past haven't worked.”

A new, high-visibility campaign, “think about it,” will directly challenge a prevailing workplace safety culture that fails to adequately protect Yukoners at work.

“Every worker, every employer in the Yukon needs to stop and think about safety on every job, every day, in every workplace in this territory,” explained Doug Rody of the Yukon Federation of Labour. “This will not happen overnight and has to involve every stakeholder and the full resources of the Board.”

The Prevention Strategy's results-based approach focuses on making the Yukon a place where:

- All workplaces are safe and healthy;
- Injured workers return to work safely;
- Workers and employers share responsibility for safety, wellness and managing the impact of workplace injuries and illnesses;
- Strong and effective relationships and partnership exist and
- Employers, workers and the Board are accountable for these results.

The five-year strategy addresses six main themes designed to affect safety culture and wellness: education, communication, empowerment, incentives, safe return to work and compliance.

Gary Annau, an employer representative on the YWCHSB Board of Directors, said “This strategy is just what's needed to mobilize resources so that we're all working towards the same goal—safer workplaces and fewer injuries.”

-30-

Contact:

Mark Hill
A/Public Relations Liaison
(867) 667-8695