

SAFE & SECURE

Protecting Nova Scotians from workplace injury.

Employers accessing claims info online 24/7 access puts injury in context

Employers across Nova Scotia are realizing the benefits of accessing their WCB accounts online—24 hours a day, seven days a week.

MyAccount, an online access portal for employers, was developed in partnership with the Occupational Health and Safety Division of Nova Scotia Environment and Labour. It launched in late April.

Since then, more than 1,500 employers across Nova Scotia have been making the most of online access—accessing their financial information and workplace injury experience rating statements online, and requesting clearance letters proving sub-contractors are in good standing with the WCB.

“Before MyAccount, if an employer wanted that information, they had to call us during business hours,” says Stuart MacLean, VP of Prevention, Corporate Development and Information Technology with the Workers’ Compensation Board.

“That doesn’t always reflect the reality of running a business in Nova Scotia. Now, information is available online—anytime, from any Internet connection.”

And Release Two is now available—for the first time ever, employers have direct access in real-time to their claims information. At the click of a mouse, they can find out what workplace injury claims are being registered and what’s being paid.

They can also download claims information, sorted by any criteria—date, nature of injury, part of body injured and so on. It’s updated about every 15 minutes, as claims are registered on the WCB’s system.

MyAccount gives the more than 18,000 employers covered by the WCB the information they need to manage their workplace health and safety, reduce injury, and help those who are injured get back to work in a safe and timely manner. That leads to lower claims costs, which can ultimately lead to lower premiums.

“Ideally, workplace injury wouldn’t happen at all,” says MacLean. “But, when it does, it’s important that our employers know everything they can about why they’re happening, when, where, how and to whom, as soon as they can—to try to prevent recurrences.”

See Access continued on page 2



Building a safety culture often starts with simple conversation. The WCB attends trade shows and conferences when it's appropriate throughout the year, promoting our message of safe work and quick, healthy return to work. Here, Linda Corkum, Acting Manager, Prevention Services, and Gail Belmore, Manager of the Halifax Service Unit, chat with visitors to the WCB booth at the Nova Scotia Safety Council annual conference and trade show.



If you're a WCB-covered employer, visit my-account.ns.ca to register today. All you need is your most recent Statement of Account.

PREVENTION POINTER



Good communication makes for safer workplaces. For details, see page 6.

Safety awareness increasing, still pales in comparison to other issues

Did you know more than 34,000 Nova Scotians are injured on the job every year?

If that were the population of a city, it would be the third largest in Nova Scotia, after Halifax and Sydney.

Of those, more than 9,000 are injured seriously enough that they need to lose time from work. That's more people than live in Antigonish, or Bridgewater, or Yarmouth. It's more people than are seriously injured on our highways.

Concern about:

Health care	78%
Education	68%
Economy and employment	61%
Cost of car insurance	58%
Workplace safety	53%

Survey of 400 Nova Scotians 16 and over conducted by Corporate Research Associates, May 2006.

Nova Scotia has one of Canada's highest workplace injury rates. On average, someone in this province is injured at work every 15 minutes. And when workers are injured on the job, they stay off the job longer than anywhere else in Canada.

And yet, market research commissioned by the WCB indicates Nova Scotians still don't seem concerned about workplace safety, and half consider it inevitable.

Although concern about their own safety on the job continues to increase among Nova Scotians, the broad cultural awareness needed for true social change still needs work, says WCB VP of Marketing, Communications and Human Resources, Shelley Rowan.

In a recent survey, 53 per cent of Nova Scotians said they are concerned about workplace safety in the province. That's up from 46 per cent last year—but still less than other issues like the cost of car insurance (58%) or education (69%).

Also disturbing is how acceptable we consider workplace injury to be. When asked if workplace injury is inevitable, 53 per cent said yes. By comparison, only 41 per cent consider injuries caused by impaired driving to be inevitable.

"All of these issues, of course, are important to Nova Scotians and rightly so," says Rowan.

"We feel that workplace safety, the epidemic of workplace injury this province is facing, is an important social issue for our province. It's that level of awareness, that level of public concern, that we are trying to change." ◀

53%
OF NOVA SCOTIANS CONSIDER
WORKPLACE INJURY INEVITABLE

Access continued from page 1

Two more releases in coming months will allow employer to get even more up-to-the-minute information to injury prevention—from calculating the cost of incidents, to tracking occupational health and safety information and more.

"We encourage all registered employers to take advantage of MyAccount," says MacLean. "It's more efficient and a better way to do business. More importantly, it helps prevent injury and ultimately reduce the human and financial toll it takes in this province every year." ◀

My-Account.ns.ca: Register today.



WHY CALL WHEN
YOU CAN CLICK ◀

Safe to the COR

Certificate of Recognition (COR) in Health and Safety for Employers

TOGETHER WITH FIVE APPROVED PROGRAM PROVIDERS, the WCB awards certificates of recognition to employers across the province who pass a health and safety audit. Show your customers, employees and colleagues that safety is taken seriously at your business. Contact a COR program provider today.

The approved program providers are:

- Frontline Safety
- Jacques Whitford
- Nova Scotia Construction Safety Association
- Nova Scotia Safety Council
- Occupational Health & Educational Services (2002) Inc.

Claims information now online

Workers' Compensation Board of Nova Scotia
MyAccount
 NOVA SCOTIA
 Need assistance?
 1 877 211 9267

Home | Admin Tools | Clearance Letters | WCB Account | Rates | Claims

You are here: Home > Claims > What's Going On > What's Been Registered

Welcome: John Smith | BN: 12345 6789 ABC0002 | ABC RESTAURANT

Switch Accounts | Log Out

Claims | **What Been Registered**

Month: | Total Claims: 7 | Time Loss Claims: 4

Name	Claim Nbr	Injury Date	Temp Benefits	Health Care	Perm Benefits	Injury Rpt Received
JONES, MICHAEL	1234567	May 25 2006				Yes
SMITH, JUNE	1234567	Mar 04 2006		✓		Yes
BROWN, SUSAN	1235987	Feb 10 2006		✓		Yes
DOE, DAVID	1223874	Jan 17 2006				Yes
MACDONALD, GUY	1345678	Nov 14 2005	✓	✓		Yes
JOHNSON, CAROLYN	1456789	Oct 23 2005	✓			Yes
HENRY, JOHN	3456789	Oct 04 2005		✓		Yes

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Starting in July, Release Two of MyAccount gives employers even more direct access to what injury means to their workplace.

- ▶ What claims have been registered?
- ▶ What claims have been paid?
- ▶ Find a specific claim.
- ▶ Download claim data, sorted any way you like.

Watch for more functionality and an even closer look at prevention and return-to-work in future releases of MyAccount. ◀



Injury takes no summer vacation

Young worker injuries peak in summer months

Every year, students across Nova Scotia head out for summer employment. And every year, many of them get injured—in restaurant kitchens, in retail stores, in manufacturing plants, on construction sites and in many other places of work right across the province.

The summer months have the highest number of workplace injuries to youth.

Young workers are an important audience for the WCB, because the attitudes, awareness and work habits they are forming are likely to stay with them for most of their working lives.

Social marketing reaches out to young people, their parents, and their employers with messages on the importance of safety, based in the idea that getting injured on the job simply is never worth any hourly wage you may be making.

In 2005, the WCB launched a controversial ad campaign showing gory, detached body parts—a hand, and an eyeball, with price tags showing an hourly wage.

This year's campaign continues the strategic idea that getting injured isn't worth it in a much more subversive way, creating an interactive online "store" that sells replacement body parts. In the changing rooms, young people try on replacement body parts and speak to the viewer about their workplace injuries.

"See, I was working at the plant, and my arm got dragged into an auger, up to my shoulder," says one young man. "The doctor said I was lucky to be alive. Imagine—you're

working a summer job, just to pay for school, and you're lucky just to walk away from it. Oh well—I'll just buy another one, right?"

The WCB consulted both young workers and employers in the development of the campaign, which launched on May 30, 2006 in the Halifax Shopping Centre.

"The idea being, of course, that you can't buy a new one, as our ads promoting the site say," says Shelley Rowan, VP of Marketing, Communications and Human Resources with the WCB. "What you can do is download information on working safely."

In 2005, there were 4,754 injuries to young workers. Of those, 991 were serious

*See **Vacation** continued on page 7*

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WORK SAFE. FOR LIFE.
WORKERS' COMPENSATION BOARD OF NOVA SCOTIA
AND NOVA SCOTIA ENVIRONMENT AND LABOUR

A WORKPLACE INJURY CAN CHANGE YOUR LIFE FOREVER. WORKSAFEFORLIFE.CA

YOUR SAFETY REPRESENTATIVE IS:

Rights and Responsibilities: Employer and Employee

Under the *Occupational Health and Safety Act*, all employees in Nova Scotia have three basic rights:

1 The Right to Know.

Employees have the right to know information that could affect their health or safety in the workplace.

2 The Right to Refuse Unsafe Work.

Employees have the right to refuse any unsafe or unhealthy work, if they believe it will endanger them or someone else. They must be paid for the time while the situation is reviewed.

3 The Right to Participate.

Employees have the right to take an active role in safety in their workplace. This can mean becoming a safety representative (in smaller workplaces) or taking part on the Joint Occupational Health and Safety Committee (in larger workplaces). It also means they need to report unsafe conditions, and to voice concerns about health and safety in the workplace.

Employers are responsible for:

- Ensuring the health and safety of persons at or near the workplace.
- Making sure all equipment is safe, and properly maintained.
- Providing safety instruction and training.
- Making sure employees are aware of hazards in the workplace.
- Ensuring employees have the right safety and personal protective equipment to do their job safely, and that they know how to use it.
- Co-operating with the health and safety representative (in smaller workplaces) or the health and safety committee (in larger workplaces).
- Co-operating with Nova Scotia Environment and Labour or Human Resources and Social Development Canada Health and Safety Officers.
- Complying with the *Occupational Health and Safety Act* and all of its regulations.

Employees are responsible for:

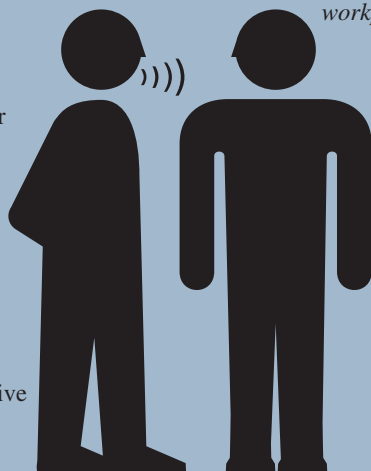
- Protecting their own health and safety and that of others.
- Co-operating with the employer and other employees regarding safety.
- Ensuring they use protective devices, equipment and clothing.
- Consulting with their Occupational Health and Safety Committee or representative, and complying with the *Occupational Health and Safety Act* and regulations.

PREVENTION POINTER

Communication: A cornerstone of your company's safety program.

Safety. It belongs on the agenda at boardroom tables, lunch room tables, and dinner tables across the province. In the rush of the workday, be sure to make time to talk about safety.

- Have ongoing, regular chats with people you work with. It doesn't have to be a formal meeting.
- Safety is a concern at all levels of the company. Big or small, from front-line employees to managers to executive, everyone should be talking about safety.
- Conversation is a two-way street. Share concerns and listen to those of others.
- All employees should feel comfortable at all times raising concerns about safety.
- Managers or supervisors should be ready to act on concerns. Employees will welcome the opportunity to communicate their ideas to improve work processes.
- Listen to concerns, brainstorm possible solutions and discuss effective courses of action.



Conversation starters...

- “Working safely is very important to us. Do you see any hazards that could lead to an injury in your job?”
- “What parts of your job are most difficult to complete? Why?”
- “Do you have any areas of concern about workplace safety?”

Remember to document issues raised and determine follow-up actions. Always provide feedback, and follow through on action taken. Simply talking regularly about safety lets issues be addressed before they become major problems, saving time, money, and most importantly, injury.

No matter how small it may seem, every concern represents opportunity to improve. In most cases, the end result is a safer, more productive workplace.

Safety sessions packed

The WCB held free introductory sessions this spring for registered employers interested in learning more about preventing workplace injury, in all regions of the province. Most sessions were full—more than 300 employers left with a new in-depth understanding of preventing workplace injury. Two workshops were held in many locations to accommodate the demand. Based on this success, the WCB plans to hold them annually across the province. Watch for the session in your area next spring.

Employers who attended the sessions were pleased with the experience. Just some of their positive feedback:

“Thank you. I feel that the Board is moving to a positive position of leadership in prevention.” • *“Excellent Session! Certainly gave me much more insight into workplace safety.”* • *“I came away with some very useful ideas for our safety program.”* • *“Great course. Full of good content and very entertaining.”* • *“This is the 1st presentation I have attended where the presenter had any knowledge of what the Home Support industry deals with.”*

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THERE IS A WORKPLACE INJURY IN NOVA SCOTIA EVERY 15 MINUTES

Visit notworthit.ca

Cutting-edge website is a resource for young-worker safety

Face struck by piece of lumber. Forklift reversed onto foot. Amputated thumb on table saw.

Disturbing? Yes. All too true? Absolutely.

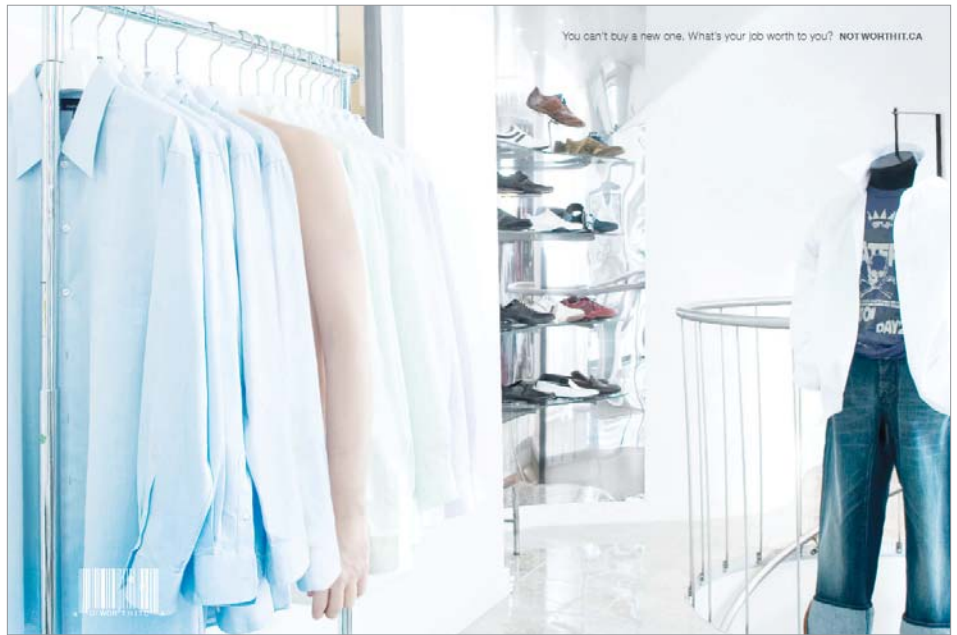
These and 988 other actual injury descriptions from 2005 form the gruesome, real-life basis for the content at www.notworthit.ca, the interactive website at the core of the WCB's 2006 social marketing campaign for young workers.

The site is a pretend online store, where replacement body parts can be "purchased." But try to purchase one, and you receive messages about injury to that body part, along with information on how to prevent it.

The showpiece is the change rooms, where young people tell their stories of workplace injury while "trying on" new body parts.

Also included is a downloadable brochure on young worker injuries, complete with industry-specific prevention information.

If you're a young worker, a parent, an employer or simply want to know more about young worker injury and how to prevent it, visit www.notworthit.ca today. ◀



Vacation continued from page 3

enough that the worker could not return to work the next day.

"That's a whole high school of young people, off the job because of injury," says Rowan.

What body part do young workers injure most often? Fingers - with 968 total injuries. The most common time-loss injury was consistent with the general population injury numbers—back injuries.

More than 75% of time-loss injuries to young workers occurred in four industry groups: Retail, Food/Beverage/

Accommodations/Hospitality, Manufacturing, and Construction. Twenty-nine percent of all time-loss injury in the Food/Beverage/Accommodations/Hospitality sector occurred to young workers, because many workers in that industry are young. The sector with the highest number of time-loss injuries to young workers was the retail sector, with 193.

"It's important to note that it's not that these industries are any more dangerous," says Rowan. "It's simply that they employ a lot of young people. I'm sure most of us remember a job growing up in one of those industries, when we were younger." ◀

In 2005, there were 4,754 injuries to young workers. Of those, 991 were serious enough that the worker could not return to work the next day.

NEWSINBRIEF

WCB CEO TOPS IN ATLANTIC CANADA. WCB Chief Executive Officer Nancy MacCready-Williams was named one of the top 50 CEOs in the region by *Atlantic Business Magazine* in May. More than 600 nominations were received for what has become one of the most prestigious leadership awards in Atlantic Canada. She was singled out for her leadership in championing the WCB's workplace safety strategy. "Nova Scotia workers and employers pay an unacceptable price for having one of the highest workplace injury rates in Canada," says Nancy. "My greatest challenge over the past year has been this: How do I provide the necessary leadership to create a workplace safety culture in Nova Scotia?"

WCB SOCIAL MARKETING RECOGNIZED. The social marketing efforts of the WCB continue to be recognized by industry peers. The WCB won in five different categories at the 2006 American Association of State Compensation Insurance Funds Communications Awards. Among them was the Best-in-Show award, for the WCB's hard-hitting young worker campaign from 2005 depicting a severed hand and detached eyeball, which helped boost awareness by six per cent among youth. It's the second consecutive year the WCB has been awarded Best in Show in the North America wide competition of workers' compensation organizations. The same campaign was recognized with silver awards at the ICE awards, an award show for Atlantic Canadian advertising held in Halifax in June. For more details on the WCB's award-winning social marketing efforts, visit worksafeforlife.ca.

WCB MARKS NAOSH WEEK. From April 30—May 6, 2006, communities across North America recognized the annual North American Occupational Safety and Health (NAOSH) Week. The goal of NAOSH Week is to focus the attention of employers, employees, the general public and all partners in

SAFETY: A FAMILY AFFAIR

At the 2006 Safe Communities Expo in Kentville, Nova Scotia, the WCB asked young people who attended to draw a picture—of what their moms and dads did to be safe at work. Entries were then judged by a panel of WCB employees. The winning drawing is pictured here—11-year-old Leah Creaser from Centreville drew a picture of how her dad protects himself while driving a forklift, and how her mom stays safe while using household cleaners. Above, Rod Singer, field representative with the WCB, presents Leah with her prize of bicycle safety gear.



occupational safety and health on the importance of preventing injury and illness in the workplace. The WCB was heavily involved in Nova Scotia's provincial steering committee, which co-ordinated a variety of events to help promote the workplace safety message. Initiatives included a poster contest for elementary school students, a safety demonstration, opening ceremonies at all Nova Scotia Community College campuses and at Province House.

DAY OF MOURNING. The WCB of Nova Scotia joined employers, labour leaders, and injured workers in Nova Scotia on April 28, 2006 to mark the annual Day of Mourning, remembering those workers killed on the job, and honouring all of those injured. Hundreds gathered at Province House to mark the occasion, where WCB CEO Nancy MacCready-Williams was one of several speakers. Twenty-three people died from workplace injury in Nova Scotia in 2005.

GRAPHIC ADS EFFECTIVE, ACCEPTABLE. The WCB's new social marketing campaign ran for six weeks earlier this year. Radio spots are currently in market for the summer, and the television campaign will run again in the fall. The medically realistic TV ads depict the aftermath of workplace injury and its

emotional, human impact. A father who has just fallen in a warehouse laments he'll miss walking his daughter down the aisle at her wedding, a young man crushed beneath a forklift wonders if he'll be able to teach his son to play hockey, and a mother who has amputated her hand on a meat saw muses about how much she'll miss braiding her daughter's hair. Market research shows the ads are above average in their effectiveness at communicating the importance of workplace safety. Also, a clear majority of Nova Scotians feel that despite their graphic nature, the ads are appropriate for evening television because of their important message.

SAFE&SECURE

Safe&Secure, the corporate newsletter of the WCB, is distributed semi-annually to all business addresses in Nova Scotia, under the WCB's mandate for prevention of workplace injury in all workplaces. Copyright Workers' Compensation Board of Nova Scotia, 2006.

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