

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:

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### **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