



@wsib is published bi-monthly by the Ontario Workplace Safety & Insurance Board. To have @wsib e-mailed to you, please [subscribe](#). If you have any questions about this issue, please e-mail the editor, Maura Murphy, at [info@wsib.on.ca](mailto:info@wsib.on.ca)

**QUICK NEWS...**

**Funding for today and tomorrow**

The 2008 *Funding Framework Review* will begin in February with a meeting for WSIB stakeholders, followed by technical sessions outlining the proposed 2008 *Funding Framework*. For more information, please contact Brian Buchan, Acting Director, External Relations at 416-344-5062.

**Talking safety in construction**

More than 60 representatives from the construction sector met to discuss health and safety challenges and solutions at a *Construction Safety Summit* in December 2007. WSIB Chief Prevention Officer Tom Beegan hosted the Toronto meeting, which included worker and employer stakeholders, along with representatives from the health and safety associations. A follow-up summit will take place by the end of March 2008. @

Young entrepreneurs encouraged to **think safety**

In 2006, small businesses accounted for 38 per cent of Ontario's workplace fatalities. To help reverse that trend, Ontario's Workplace Safety and Insurance Board (WSIB) is sponsoring an award for young entrepreneurs who make workplace safety a priority.

The 2008 *WSIB Chair's Health and Safety Excellence Award for Young Entrepreneurs* will distribute prizes totalling \$10,000, along with free health and safety consultation, to young entrepreneurs working within the Canadian Youth Business Foundation (CYBF) program.

One award will go to a new business (in operation for a minimum of 12 months) that has incorporated a meaningful health and safety program into its business planning process. The second award will go to an established business (in operation for a minimum of 24 months) that has developed and is implementing a detailed workplace health and safety plan as part of its ongoing business growth strategy.

**"It's never too soon for a young entrepreneur to take action on workplace safety,"** says WSIB Chair Steve Mahoney. **"If we want to create a culture of health and safety in Ontario workplaces, we need to reach out to young people just starting out in business. That's a key success factor on our Road to Zero injuries, illnesses, and fatalities."**

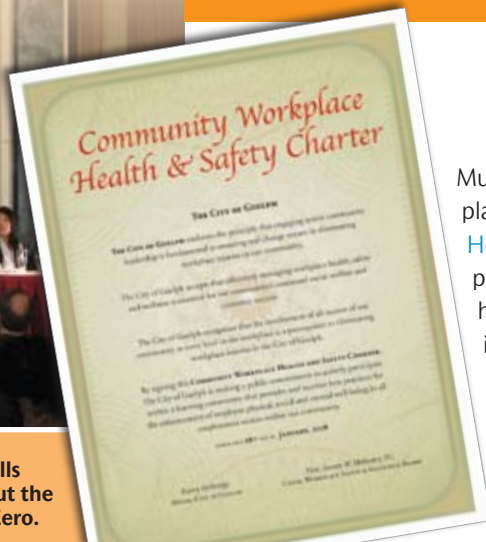


WSIB Chair's Health & Safety **EXCELLENCE AWARD** FOR YOUNG ENTREPRENEURS

This award is open to Ontario entrepreneurs who are current or past participants in the CYBF program. More information and the award application form are available on the [WSIB website](#). **The application deadline is March 20, 2008.** @



The Hon. Steven W. Mahoney tells The Empire Club of Canada about the WSIB's journey on the Road to Zero.

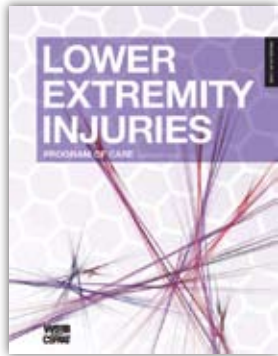


**Municipalities join WSIB Health & Safety Charter**

Municipalities across Ontario are making a commitment to workplace safety by signing on to the WSIB's [Community Workplace Health and Safety Charter](#). "Municipal councils are in a unique position to provide leadership and promote best practices in health and safety – for municipal employees and for businesses in their communities," says WSIB Chair Steve Mahoney. To date, Mississauga, Brampton, Sudbury, Guelph, Penetanguishene, and Sault Ste. Marie have voted to endorse the Charter. Over the next several weeks, Mahoney will present the Charter to municipal councils in Hamilton, Windsor, Waterloo, Bracebridge, and the Region of Peel. @

## Health Care Update

Providing injured and ill workers with appropriate and timely health care is an important part of the WSIB's mandate. This year will see a number of improvements to the way we deliver and manage health care services.



### **New Program of Care:** Effective February 1, 2008, the WSIB will adopt a new **Program of Care (POC) for lower extremity injuries.**

This POC describes a comprehensive, evidence-based health care delivery plan to treat workers with acute ankle sprains or knee injuries for up to 12

weeks of care. Visit the [Programs of Care](#) page on the WSIB website for more information.

**Health Professional Fee for Service Review:** A review of fees paid by the WSIB to 12 health professions has been completed. Six professions – chiropractic, occupational therapy, massage therapy, physiotherapy, psychology and speech language pathology – will receive fee increases effective February 25, 2008. Fees for the other six – audiology, chiropody, optometry, podiatry, registered nurse (extended class) and social work – remain unchanged. Health professionals with questions about the review can call the Health Professional Access Line at 416-344-4526 or toll-free 1-800-569-7919.

**Health Care Equipment and Supplies:** Beginning on March 3, 2008, the WSIB will require all approved purchases of [health care equipment and supplies](#) on behalf of injured workers to be obtained from one of three preferred suppliers: Medical Mart, Motion Specialties, and Shoppers HomeHealthCare. Items covered include canes, crutches, back rests and supports, walkers, and Transcutaneous Electrical Nerve Stimulator (TENS) units.

Each of these changes will help the WSIB improve its ability to deliver timely, evidence-based, and cost-effective health care services. We will continue to collaborate with the health professional community and our other health and safety system partners to implement best-practice approaches in an effort to continuously improve our health care program. @

## New Prevention Strategy highlights partnership

Ontario's workforce demographics are changing. Growing numbers of new and younger workers, an aging workforce, and an increase in small, geographically diverse businesses pose challenges when it comes to workplace health and safety.

In response to these changes and the need for a more proactive approach to injury and illness prevention, the WSIB has developed a system-wide [Prevention Strategy for workplace health and safety in Ontario \(1mb, pdf\)](#).

The new strategy shifts Ontario's prevention system to a marketing approach that aims to transform mainstream attitudes toward safety in the workplace. "We've seen this kind of change over the years in relation to seatbelts, smoking, drinking and driving, and the environment," says Chief Prevention Officer Tom Beegan. "Our goal is to make excellence in workplace health and safety a national habit."

Under the new Prevention Strategy, the role of Ontario's system partners will be to raise awareness, motivate positive behaviours, deliver knowledge, provide support, and enforce legislation. The strategy, among other things, identifies key opportunities in occupational disease prevention, proactive data analysis, and risk mitigation for Ontario's vulnerable workers. @

## New service delivery model

Based on input from WSIB staff, reviews of best practices in other jurisdictions, and findings from the [Return to Work-Labour Market Re-entry Demonstration Pilot](#) project, the WSIB has developed a new model for frontline service delivery.

Service excellence is one of the WSIB's key business fundamentals. Improving the way we deliver those services recognizes the changing needs of Ontario's workers and employers. The new model adopts a case management approach that will focus on the delivery of prevention, health care, and return to work services. It includes newly defined roles and processes to support integrated case management across a range of programs and services.

"The services we provide to the workers and employers of Ontario are at the heart of everything we do at the WSIB," says WSIB President and CEO Jill Hutcheon. "This new service delivery model will make a measurable difference to our clients and help propel Ontario on the road to zero injuries, illnesses, and fatalities."

The new service delivery model will be implemented in phases, with the most significant changes taking place in the second half of 2008. Watch for updates on the rollout of the WSIB's new service delivery model on the WSIB website and in future issues of @wsib. @

## Did you know?

The WSIB's [prevent-it.ca](#) website has been re-designed with new interactive tools and updated to include the television and print ads from our current public awareness campaign. The website is logging an average of 1,500 visitors a day. The "Top Chef" TV commercial has become a frequent topic of discussion on Internet forums and blogs, and has been downloaded more than a million times from the YouTube video-sharing website. @

