



High school teacher drives home the safety message

“It’s a hurly-burly world and it’s getting more and more challenging out there for kids.”

—Chatelech Secondary School teacher Paddy McCallum

By Robin Schooley

Last June, a grim scene unfolded outside Chatelech Secondary School in Sechelt. An accident involving two vehicles left one teenager dead and several others seriously injured. The local police, ambulance service, and fire department attended the scene. Later that day, students, still bloodied, were on hand when WorkSafeBC handed out two awards for this year’s student safety video contest.

The crash – thankfully – represented a mock drinking and driving scenario, meaning no one was hurt. But it did signal one Chatelech teacher’s decision to dedicate an entire day at the school to raising awareness about youth safety. Paddy McCallum was the link between the staged accident and the subsequent awards ceremony; he orchestrated the mock crash and sponsored two groups of student contest award winners.

By championing safety in the classroom, McCallum says he hopes his students

learn the importance of asking questions and insisting upon a safe work environment.

“In some ways, this is a very empowered generation,” he says. “Kids have a strong sense of themselves as individuals. They take that into many aspects of their lives, but don’t always carry that into the workplace.”

Still, McCallum’s efforts to teach workplace safety in the classroom seem to have caught on at Chatelech. In last year’s WorkSafeBC video competition, Chatelech students Myesha Geoffrion, Willow Koski-Kendel, and Maeve Talbot-Kelly took second place for a child’s eye view of mould in the workplace, while students Terran Tasci, Erica Thumm, and Arielle White received honourable mention for their video on the dangers of jobsite distractions. McCallum’s students took top prize for the Grade 11–12 category of the 2010 contest.

In an unexpected twist, contest sponsors (Seaspan, Ledcor, Kiewit and Sons, London Drugs, and Actsafe) chose to add McCallum himself to the awards roster after hearing he was at the helm of the school’s safety day events and an annual champion of the safety video contest.

“Year after year, Paddy motivates his students not only to get involved, but to really invest themselves in these productions,” says Trudi Rondou, manager of young and new worker programs at WorkSafeBC.

McCallum is grateful for the award, but reluctant to take credit.

“It took me awhile to sell the video contest concept,” he says. “At first I said to students, ‘Here’s a neat contest with some prize money attached to it.’” His pitch got a lukewarm reception. “Most kids just wanted to make goofy, comedic

Paddy McCallum, a teacher at Chatelech Secondary School in Sechelt, B.C., was among those honoured for their passion for safety in last year's student video contest.

videos." That prompted him to try a different approach.

"I said to them, 'You're all out there, working all sorts of jobs. Think about your safety, your rights, and your right to be looked after.'

"I talked to them about making a video about something that was real and actually happening in their lives. That turned out to be the motivator."

McCallum says kids are desperate to find part-time work and often forget about their rights and responsibilities on the job and what they need to be safe and secure. "It's a hurly-burly world and it's getting more and more challenging out there for kids," McCallum says. "They're worried about graduation, about working, and about making enough money to go to university."

McCallum says his work in such a small community gives him a vested interest in

students' safety. "I teach the children of my friends and colleagues; I teach my neighbours' kids," he says.

McCallum teaches drama, film and video production, and English literature, but says teachers needn't wait for the student safety video contest for a chance to bring safety into their classrooms. "Student safety is a cross-curricular topic and can be embedded everywhere."

McCallum expects his students will produce six videos over two semesters for the 2012 version of the contest. And if the Sunshine Coast school takes top honours once again, one teacher's dedication will ensure it's no accident.

Home in one piece

The theme of the 2012 Student Safety Video Contest is "Home in one piece: What motivates you, your friends, or your family to come home safely from work?"

The contest is open to students across the province in Grades 8 through 12. A new feature this year is the ability for students to post their videos online. Once they're posted and accepted by WorkSafeBC, the videos go live and are available for public viewing. A new People's Choice Award category allows viewers to vote for their favourite videos – in two separate categories, one for Grades 8 to 10 students and another for those in Grades 11 and 12. The deadline for contest entries is April 13, 2012. And, as in past years, students and their sponsoring schools are eligible to win cash prizes for the top-rated entries.

For full contest details and to view and vote on your favourite videos, visit www.tinyurl.com/Vidcontest2012.

New safety videos designed to infiltrate lunchrooms and meeting rooms

By Carey Tarr

It's a familiar picture. A busy worker is talking on her cell phone and apologizing for being late for her next appointment. As she gets in her car, she makes sure to finish her phone conversation and buckle up before heading into traffic. But her frazzled mind is wandering. And minor distractions – fiddling with her car stereo, glancing at a map for mere seconds – lead to grave consequences on the road.

This scene comes from *Distracted Driving*, one of WorkSafeBC's most recent health and safety videos, a plea to working drivers to keep their minds on the task at hand. The video is among a host of recent WorkSafeBC releases, covering hazards in industries ranging from health care to construction to manufacturing – all meant to provide resources that employers can bring into workplace lunchrooms, safety meetings, and other relevant forums. "We created these videos to generate

a conversation in the workplace," says Shelagh Locke, WorkSafeBC health care industry specialist. "They've been well-received. And they get the message across in a clear and entertaining way – one that's more likely to resonate with workers." Locke's Industry and Labour Services team was involved in identifying the topics and messages for WorkSafeBC videos related to health care, including a video



WorkSafeBC's award-winning audio-visual crew were on set in Kelowna recently taping a new video on tractor safety.

for people who provide care for dementia patients.

In November, WorkSafeBC worked in partnership with ShawTV on a TV production, *Dialogue on Dementia*. Hosted by award-winning TV personality Maria LeRose, the show features a lively discussion on the subject among a panel of five experts representing various health care perspectives. The goal is to minimize violent and aggressive behavior toward the caregivers of people with dementia, while promoting better quality of care. The show aired in December, and is expected to air again on Tuesday, January 3 at 10:30 a.m. and Saturday, January 14 at 7:30 p.m.

Those interested in pursuing the subject further should take a look at *Working with Dementia: Safe Work Practices for Caregivers*. This video presents a series of short modules intended for educational use.

So far, Locke says the videos are being used by long-term-care facilities and home and community care agencies, and are being incorporated into the curriculums of post-secondary schools for teaching future health care workers.

Other new health care videos of note including *Preventing Needlesticks* and *Health Care Injuries: Worse Than You Think*, which provide a focus on safety for health care workers. "While they're aimed at workers, their message is engaging for all audiences," Locke says.

Meanwhile, the current risks faced by construction workers are the inspiration for at least three new videos. One of these is *Cash Corners*, expected to be released this month. It shows the vulnerability of workers hired off the streets to do short-term work in construction. "Their knowledge of workplace safety is often limited," says WorkSafeBC construction industry specialist Kathy Tull.

She also recommends two other videos on WorkSafeBC.com: one uses eye-opening animation to focus on asbestos exposure dangers in renovation and construction, and another would

make anyone think twice about pressure-washing from a ladder. "WorkSafeBC is developing short, captivating videos that can be used with new technologies, such as iPads or iPhones,

to spread safety messages to a variety of workers, supervisors, managers, and employers," Tull says.

Finally, the lens is trained on the manufacturing industry in two new videos under the heading, *Supervision in Manufacturing*, including *Slips and Falls*, and *Guards and Lockout*. "These videos get straight to the point. They speak directly to supervisors who work in manufacturing, taking them on a tour of their workplace and stressing the responsibility they have for their workers' safety," says Phillip Vernon, WorkSafeBC manufacturing industry specialist.

All of WorkSafeBC's videos are available for viewing online at WorkSafeBC.com and on YouTube.

What's on view

Dementia and Preventing Needlesticks:

www2.worksafebc.com/HealthCareVideos

Asbestos

www2.worksafebc.com/Publications/Multimedia/Videos.asp?ReportID=35328

Silica

www2.worksafebc.com/Publications/Multimedia/Videos.asp?ReportID=36018

Supervision in Manufacturing

www2.worksafebc.com/Publications/Multimedia/Videos.asp?ReportID=36588

Distracted Driving

www2.worksafebc.com/Publications/Multimedia/Videos.asp?ReportID=36556



Manufacturing executives sign on to first-ever safety charter

Almost five years ago, Alco Ventures Inc. boasted rapid growth, high sales, and an efficient workforce. But one key problem threatened to overshadow the company's success.

"We had to fix our safety issues, or it was going to stop us dead in our tracks," says Alco Ventures owner and president Ben Hume.

That was in 2007, when the company experienced an all-time low in its safety record, with 22 lost-time accidents in one year. Since then, Hume says the company has worked hard to turn its health and safety performance around, this year reporting 1.5 incidents per 100,000 working hours. And while Alco has yet to reach its goal of zero time-loss injuries, the company is committed to ensuring it never repeats the lessons learned in 2007.

"In manufacturing, there's always some tension between efficiency and safety," Hume says. "But as CEO, if you don't put safety front and centre, you lose it."

With a renewed desire to maintain its commitment to injury prevention, Hume, along with other forward-thinking senior executives in the industry, worked with their industry association to establish a new occupational Health and Safety Leadership Charter. On October 27, 2011, as part of a day-long conference led by the FIOSA-MIOSA Safety Alliance of BC, Hume and 22 like-minded CEOs signed the charter.

FIOSA-MIOSA CEO Lisa McGuire says the charter helps hold manufacturing companies more accountable to improving workplace injury rates. "It represents a pledge to developing an occupational health and safety culture. And it's proactive. It moves beyond historical measures that strive for compliance and punish offenders. It recognizes leaders who raise standards, allocate resources, and 'walk the talk.'"

McGuire says charter signatories recognize the financial benefits associated with injury prevention. "The insistence on a stronger safety culture can result in cost-savings, push competitive advantages, and increase trust between employees and management."

Although injury rates are trending lower, manufacturing

historically faces higher-than-average numbers – more than double that of other B.C. industries. This is expensive. According to WorkSafeBC statistics, injury claims cost the manufacturing sector (including food processing) more than \$125 million in 2010.

Most manufacturing injuries are associated with tasks that require repetitive movement, contact with sharp edges, and slips. In Alco's case, Hume says the company conducted a risk audit, appointed a part-time "safety champion," and now rotates employee tasks to reduce repetitive strain. The company enforces the mandatory use of safety equipment on the floor at all times, and staff attend safety training and monthly meetings.

Others are taking advantage of the Certificate of Recognition (COR) program to improve safety measures and potentially earn a 15 percent discount on WorkSafeBC insurance rates. Derek Campbell, general manager at Gate Gourmet YVR, says the company's COR audit and certification led to significant savings.

"Since 2005, our accumulated net savings have been \$2 million," Campbell says. "There really was no added cost, other than managing the business well. We set up a safety committee that included both managers and front-line, unionized staff, and implemented standard operating procedures, like safety talks before each shift. The COR audit highlighted some blind spots and provided us with a blueprint for change." **W**

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Lisa McGuire

FIOSA-MIOSA CEO