

WorkSafeBC young worker campaign to employers

Share your story

The province of B.C. is made up of approximately 320,000 young workers aged 15 to 24. Each year, on average, 6,400 young workers are injured in workplace incidents.

In order to help reduce the number of injuries and fatalities among young workers aged 18-24, we are launching an awareness campaign targeting young workers and the businesses who hire them.

Our goal is to generate awareness among young workers about their legal rights regarding safety in the workplace, and among employers about their legal responsibilities for safety in the workplace.

What I know now. Conversations on safety and responsibility.

Every employer was once a young worker, and you all have a story of your first job: what you did, what you saw; what you thought about safety then and what you know now; how you're putting that safety knowledge to work in your own businesses.

By sharing these perspectives and passing on those learnings, we can show employers that it's easy to get on board with what their peers already understand: that responsibility for young worker safety starts on day 1.

The campaign will generate motivation for employers to be part of developing a safety culture for young workers in B.C.

We need your help

We're reaching out to B.C. employers to share their "What I know now" stories as former young workers, and to share health and safety tips and best practices.

The message we're conveying to employers is to create a work environment where it's clear health and safety is a priority, and to create space for young workers to have conversations about safety at work.

What's involved?

Employers who take part have a choice of how involved they want to be based on your schedules. The levels of involvement are:

- Level 1: a quote from an executive that we can get via email or over the phone
- Level 2: a quote and a photoshoot at your workplace
- Level 3: an interview on camera, and photoshoot at your workplace

We are producing many materials including video, posters, and printed materials featuring employers from different industries. The employer stories will also be shared online on our social media channels, in printed materials, in digital advertising, and on the campaign website at worksafebc.com/whatiknownow.

Video sounds bites

The sound bite videos will be 15 and 30 seconds with employers telling us “What I Know Now”. Referring to a first job as a young worker, tell the story of how you experienced health and safety in the workplace then, and how you bring that to your business now. Sharing words of wisdom to motivate your peers in creating a space for young workers to have conversations about health and safety.

Below are examples of the current :30 second videos.

- Jacob Bros. Construction: <https://www.youtube.com/watch?v=ThTAqSFPJEo>
- Beedie Construction: <https://www.youtube.com/watch?v=nDCdRF4FcJE>
- London Drugs: <https://www.youtube.com/watch?v=u2AZKbDmJmg>
- Central Kitchen + Bar: https://www.youtube.com/watch?v=zQPU1kl0Y_8

Photography

Photography will be used for various printed and digital materials featuring “words of wisdom” from employers, for example:

- Make it easy for them to ask questions
- Keep your door open, no matter how busy you are
- Let them know you care
- Ask them for suggestions
- Talk over any concerns

The employer shots will be seen together as a “set” so we are aiming for the same point of view, angle, lighting, neutral background etc. Comfortable and confident expression, as if you’re certain that your actions have improved the safety of your young workers. The photo could be taken standing or sitting, and will be framed from waist or elbows up.



Location

The interview will be set up as an informal chat in an un-staged setting at your worksite (factory floor; outside near the company vehicles; in the office; in the warehouse; etc.). We can work with you to determine the best location at your business, and we will come to you to conduct the interview and shoots.

Our video and photography team will also want to do a site visit to the location prior to the shoot day.

Timing

We expect the video interview and photography to take 1-2 hours (we can work with how much time you have), and our video and photography team will need to arrive 2 hours prior to the shoot to set up.

Video set up

- Our goal for the interviews is to present employers in a natural, authentic way, rather than as a formal “Q&A” style interview
- The focus of our interview is on practical wisdom and advice, in an informal, un-staged setting, to further communicate the idea of authenticity and “real-world” perspective
 - On the “factory” floor; outside near the company vehicles; in the office; etc.
- A comfortable, but confident stance to communicate a sense of influence and authority about what you’re talking about
- Wide-shots to include the workplace surroundings – this approach allows us to provide industry-specific context for the wisdom and advice, and it feels a little more like a natural conversation, rather than a formal interview
- If there is the opportunity, we will set up the questions to ask when you are doing your normal work (gives the impression we came in during active work for a quick 5 min interview)
 - Would also be great to capture some footage while you are demonstrating safety procedures



If there is time, we would like to capture some supplemental footage (b-roll) when we do the interview to have cut-away shots

- Short tour the workplace
- Interactions with workers, demonstrate safety procedures, or point out certain safety equipment



Sample interview questions

1. Tell us about your first job. What about your first day? What was that like?
2. What was the training like? Did someone train you formally or did you just pick things up?
3. Safety culture at one of your first jobs—was safety an issue or a topic that came up?
4. What was the most dangerous thing you had to do in a job as a young worker? Looking back, was it obvious how dangerous it was?
5. What was the first piece of dangerous workplace equipment you operated?
6. Were you ever injured, or have a close call? Did you ever see someone else have one?
 - a. If so, how did it affect you or other workers?
7. What specific things did you do to stay safe as a young worker? At the time, did you see those things as a nuisance because it was never going to happen to you?
8. If you could go back, and have a talk with the “young you” about staying safe, what would you say? What would you do differently?
9. What advice would you like to pass on to your peers about how they can keep young workers safe?
10. What are some of the specific things you do to ensure your young workers stay safe on the job?
11. What happens when a worker comes to you with a safety-related question?
12. Why is it important for employers to lead the way when it comes to workplace safety?
13. How can employers create a culture of safety in the workplace?

WorkSafeBC safety officer on site – what to expect

A WorkSafeBC safety officer will be present on the shoots to ensure the footage includes proper health and safety procedures. The officer will focus on reviewing the specific site location that will be used in the shots, and won't be conducting any formal safety inspections.