



ACCOUNTABILITY REPORT

SECOND QUARTER 2017



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At WorkSafeNB, we hear you

WorkSafeNB has always valued the views and opinions of New Brunswick's workers and employers. We believe nobody understands the issues quite like those who live and breathe them each day.

In today's challenging environment, our stakeholders' views are especially important. Our board recognized this when setting their strategic goals and, in the second quarter of 2017, approved a new corporate goal focused solely on stakeholder engagement - we will engage our stakeholders in meaningful dialogue, relationships, partnerships and decision making to ensure a sustainable workplace health, safety and compensation system. This comes at a time of significant change as we continue working with stakeholders and government officials to modernize our workers' compensation system.

As a further initiative, the board started a series of meetings to discuss key factors driving system changes and to fully understand our stakeholders' needs and priorities. In April, we hosted a meeting in Fredericton to provide detailed explanations for the recent increase in employer premiums. We did the same when we took the engagement session north to Bathurst in June.

We were very encouraged not only by the turnout, but by your commitment to working together to ensure system affordability and sustainability. When you asked for data to understand the rationale behind premium increases, we delivered. You can now access [charts on claims, costs and appeals](#) on our website to get a broader understanding of your workers' compensation system. This represents our continued commitment to transparency and to sharing our data with you, our valued stakeholders. As time goes on, we will update this page to allow for more comprehensive data with interactive features.



In this report we'll look at the collaborative work that went into our **noise-induced hearing loss campaign** and changes to how **we fund hearing aids**. Last year, we funded thousands of hearing aid claims for new and existing clients. As our population ages that number is expected to increase at an even faster pace. That is why, after consulting with employers, workers, audiologists and our Atlantic Canadian counterparts, we made changes to how we manage hearing aid claims – our way of making sure all our clients continue to receive the benefits and quality hearing aids they need well into the future.

So please read this report and let us know what you think. Your input into our programs and policies will help us identify issues and develop solutions that will ensure long-term sustainability.

A stylized, handwritten signature in black ink, consisting of a series of loops and a long horizontal stroke.

Tim Petersen
WorkSafeNB acting president and CEO

WorkSafeNB launches campaign to combat noise-induced hearing loss

Noise-induced hearing loss (NIHL) is an occupational disease with a long latency period.

In 2015, WorkSafeNB's payments to hearing aid providers totalled \$13 million.

Recognizing that these costs would only continue to rise based on New Brunswick's aging demographic and poor noise-related safety practices from more than 20 years ago, WorkSafeNB sought solutions to reduce NIHL claims. We had to find a cost-effective way to continue to provide benefits for our workers with NIHL and ensure those benefits into the future.

But reducing the costs of claims is not enough. We have to prevent the hearing loss from happening in the first place.

Because noise is present in many New Brunswick workplaces, being exposed to too much can cause permanent and irreversible damage. So, in May this year WorkSafeNB launched a campaign to encourage New Brunswickers to protect their ears.

The campaign included a **dedicated portal on our website** with links to several resources and advertising through radio, digital media and billboards.

The campaign reminds us that just like wearing a hard hat or work boots, workers must wear hearing protection such as earmuffs or earplugs. They must also limit noise exposure both at work and outside work because noise exposure can accumulate.

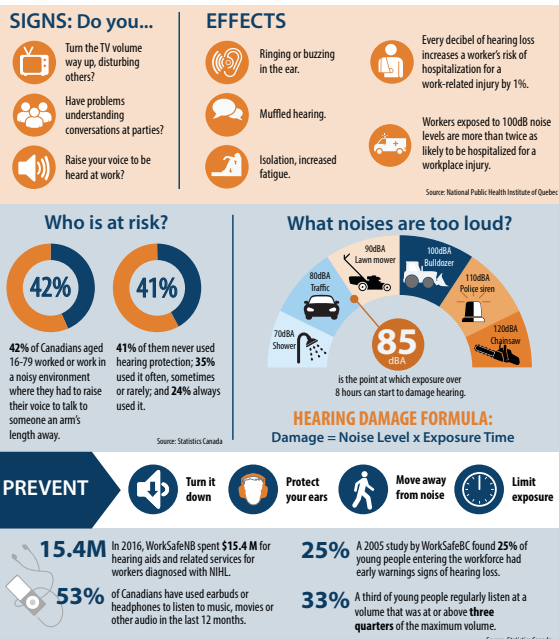
"Noise-induced hearing loss needs to be taken seriously," said Tim Petersen, acting president and CEO. "Unlike a cut or fracture, it's rarely painful and usually develops gradually over time, but it can have debilitating effects."

Studies have found that workers exposed to noise levels of 100 decibels or greater are more than twice as likely to be hospitalized for a workplace injury.

WorkSafeNB's goal is to encourage everyone to wear hearing protection as part of their safety practices at work. We want to raise awareness among workers and employers of the prevalence and seriousness of this occupational disease so workers don't need to live with its debilitating effects for the rest of their lives.

Noise Induced Hearing Loss

Noise induced hearing loss (NIHL) is permanent, but it's also preventable. Excessive noise damages tiny sensory cells deep inside the ear. At first, you can't hear low-pitched sounds, like people's voices. Over time, you lose your ability to hear high-pitched sounds too.



Click to view **infographic**



Advertising includes an attention-grabbing visual of an ear with a hard hat.

We consulted with New Brunswick audiologists and hearing aid providers and, in 2016, we implemented a solution, consisting of the following elements:

- We partnered with our counterparts in Prince Edward Island and Newfoundland and Labrador and secured bulk pricing from hearing aid manufacturers.
- We established a set amount that hearing aid providers can charge WorkSafeNB for their services.
- We created a network of qualified providers who are in good standing with their associations and must abide by the terms of our hearing provider agreement.
- We retained an audiology consultant to ensure we meet the individual needs of workers with NIHL claims.

Message sent to all members of the New Brunswick Association of Speech-Language Pathologists and Audiologists (NBASLPA)

As some of you may already be aware, WorkSafeNB has started a fantastic public campaign on noise-induced hearing loss as one of its ongoing initiatives to protect hearing in the workplace. Keep an eye (and ear) out for some of their billboards and radio announcements. You can also find all of their projects on their website, downloadable for personal use. They are encouraging us to share these items with our clients, patients and the general public.

Kara McLean, M.Sc. Aud(C)
 Certified Audiologist
 NBASLPA Audiology Committee Chair

WorkSafeNB wins highest honour at AASCIF Communications Awards

For the second consecutive year, WorkSafeNB has taken a top prize at the American Association of State Compensation Insurance Funds (AASCIF) Communications Awards. These awards recognize the best, most creative and effective communications programs created by workers' compensation funds/boards in the United States and Canada.

Our safe waste collection campaign garnered not only first place in the External Communications Campaign category, but also won Best in Show. (The Best in Show award honours the best of the best - selected from among the first place winners in 14 categories.)

Our rate setting video placed second in the Audiovisual Productions category.

Tim Petersen,
Acting President and CEO

These awards speak not only to the hard work and responsiveness of our staff to issues affecting our stakeholders, but position us as an international leader in workers' compensation and occupational health and safety. Our staff are among the best and brightest people that I have had the pleasure to work with and I am incredibly proud of the work they do every day. These two international awards provide recognition for their passion and dedication.

About the Safe Waste Collection campaign

In 2013, WorkSafeNB identified waste collection as a high-risk industry. We found that waste collection workers in New Brunswick were three times more likely to be hurt on the job as the average New Brunswick worker. Their exposure to traffic as well as heavy and unsafe waste bags and containers (containing glass or needles) makes them especially vulnerable.

Although a relatively small industry with approximately 30 employers and 350 employees, the severity and frequency of injuries in the waste collection industry was alarming. Since 2003 there have been four fatalities, and from 2009-2014 there were 172 reported injuries, 91 of these lost-time injuries.



In November 2014, WorkSafeNB adopted an action plan to reduce the number and severity of injuries in the waste collection industry and promote a safer work culture. The plan had four key components: increased education; compliance activities; recommendations to require safety policies and procedures in the tendering process; and, public awareness and engagement. We presented the plan to industry stakeholders and incorporated their feedback.

In 2015 we produced tools specific to industry workers, based on our stakeholder's recommendations, and building on this, in 2016 we launched the public awareness campaign, with the ultimate goal of getting New Brunswick residents to adopt a new behaviour. We asked New Brunswickers to consider that their driveways and curbsides are the waste collectors' workplaces and to think about how they prepare garbage and ensure it is safe for pickup.

The campaign included radio advertising (30-sec), supplemented by online advertising including **pre-roll video** and digital display, social media and search engine marketing (SEM). We developed collateral, including bill stuffers and posters, to distribute through our partners.

The City of Saint John displayed a highly-visible vehicle wrap on some of its garbage trucks.

A portal page is dedicated to homeowners, featuring videos, a quiz and tips for safe waste disposal.

WorkSafeNB also promoted the Safe Waste Collection campaign through its Safety Excellence NB platform.



About the rate setting video

In 2017, higher than expected claim costs in 2016 resulted in the first increase in employer assessment rates since 2010. Anticipating that employers would have questions, WorkSafeNB wanted to simplify the rate-setting process. With the exception of actuaries and accountants, most employers have a hard time understanding how assessment rates are determined.



Riverview student takes national prize for safety video

Zach MacMillan-Kenny doesn't take shortcuts when it comes to safety. It's a lesson he learned from his grandfather, Peter Grant, whose legs were crushed by a forklift in a workplace accident when he was a young man.

MacMillan-Kenny, a Riverview High School student, took top honours in the annual Focus on Safety Youth Video Contests, sponsored by WorkSafeNB (provincial contest) and the Canadian Centre for Occupational Health and Safety (national contest).

His two-minute video *The Eye* captures the importance of always thinking and acting safely, ensuring attention to details.

MacMillan-Kenny couldn't use a forklift for his video so he based his story on a chemical spill. The video opens with his grandfather drumming his fingers on a desk, and continues as he recalls a workplace incident 40 years ago.

"It was sort of a personal thing for me to make that video and have my grandfather act in it, because it happened to him," MacMillan-Kenny said to Global News in an interview.

The WorkSafeNB Focus On Safety Youth Video Contest jury commented on how Zach effectively describes the long-term consequences of a simple misstep.

"Zach's submission of *The Eye* was a standout because of its very effective storytelling. He demonstrated that the decisions we make about our own safety practices can impact us for the rest of our lives. He told a simple and graceful story that resonates with viewers emotionally. We can all picture ourselves taking the same shortcut as his character did," the jury stated.



Tim Petersen, WorkSafeNB's acting president and CEO, left, presents Zach MacMillan-Kenny, winner of the Focus on Safety Youth Video Contest, with his first-place certificate. MacMillan-Kenny took top prize in the provincial and national contests.

"We're especially honoured that Zach has been recognized nationally for his commitment to workplace health and safety," Tim Petersen, WorkSafeNB acting president and CEO, said.

"His video is a great inspiration to youth here and across Canada."

The Focus on Safety Youth Video Contest is sponsored in partnership with CCOHS, other workers' compensation boards in Canada, and New Brunswick school districts.

Click the titles below to view the winning videos.

New Brunswick winners:



First place: *The Eye*
Zach MacMillan-Kenny
Riverview High School
Riverview



Second place: *La sécurité à cœur*
Étienne Bélanger, Samuel LeBlanc, Karolyn Cloutier, Maïté Lajoie and Jolaine Lang
Cité des jeunes A.-M.-Sormany
Edmundston



Third place: *Quick Thoughts*
Samuel Farrar-Cranton, Jessie Boekelder and Logan Geraghty
Sugarloaf Senior High School
Campbellton

National winners:



First place: *The Eye*
Zach MacMillan-Kenny
Riverview High School
Riverview



Second place: *Know Your Limits*
Ben MacMillan and Jacob MacDonald
Morell Regional High School
Prince Edward Island



Third place: *It's Your Right to Set Things Right*
Rain Cahigas
Daniel McIntyre Collegiate Institute
Manitoba



Fan Favourite: *Focus on Safety*
Shannen Garibay and Maria Himbeault
Clavet Composite School
Saskatchewan

'The Eye' was inspired by MacMillan-Kenny's grandfather who was injured on the job.



At a glance



Remembering workers killed or injured in the workplace

Day of Mourning ceremonies were held throughout Canada on April 28 to honour workers killed or injured on the job. At least 10 ceremonies were held across New Brunswick. Tim Petersen, WorkSafeNB's acting president and CEO, spoke about the need to protect workers at the Hatheway Pavilion at Lily Lake, Rockwood Park, Saint John. As part of the Day of Mourning campaign, WorkSafeNB sent 1,200 packages to employers in the province with Day of Mourning pins and posters for sharing.



480 students participate in Safety Day in Saint Jacques

WorkSafeNB collaborated with community partners in Saint Jacques to host a francophone Progressive Agriculture® Safety Day, (Sécurijour) on June 15. The day was a great success with more than 480 students from Grades 5 and 6 from 10 local schools participating. More than 50 volunteers helped to set up and manage 26 information stations, each providing education and information on a variety of safety issues including electrical safety, Internet safety, fire prevention, healthy eating and hearing protection.



Road worker safety campaign underway

WorkSafeNB joined the New Brunswick Road Builders and Heavy Construction Association, Department of Transportation and the New Brunswick Construction Safety Association to further help protect road workers during the summer construction season. The annual safety awareness campaign reminds motorists to slow down and be careful when driving through road construction sites. The campaign includes radio advertising, road signage and social media messaging.



Safety first at Amazeatorium in Saint John

Because youth safety is key, WorkSafeNB participated at the Amazeatorium in Saint John on April 1. The fun, interactive fair drew about 3,500 people.

WorkSafeNB invited young people to try on personal protective equipment while staff members discussed benefits and proper fit. Children could also add crosswalks, fire extinguishers and other safety items to familiar scenes, such as homes and playgrounds, using magnetic images.



Stakeholder session well attended in Bathurst

WorkSafeNB hosted a stakeholder engagement session in Bathurst on June 20. Along with WorkSafeNB board members and staff, the session's 68 participants included representatives from the employer and worker communities, Workers' Compensation Appeals Tribunal, the Workers' Compensation Task Force and various levels of government.



WorkSafeNB's continued support of Steps for Life

More than 100 people strolled along Harbour Passage in Saint John on May 7 for the annual New Brunswick Steps for Life Walk, raising over \$18,000. The walks support WorkSafeNB's partner, Threads of Life, which offers programs and services for families healing from life-altering workplace injuries, illnesses and deaths. Steps for Life events are hosted throughout Canada.

This year, 43 WorkSafeNB staff and family members participated in the Saint John walk, where Tim Petersen, acting president and CEO, welcomed and thanked participants.

Shelly Dauphinee, vice-president of WorkSafeNB's WorkSafe Services sits on Threads of Life's board of directors.

Learn more

Click the icons below for the latest data on our corporate goals



Quick Facts



Contact



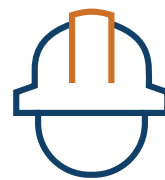
Financials



Stewardship



Sustainability



Safety



Support



Service



Staff Engagement

Previous assessment rates

Strategic Plan & Risk Assessment
2016-2021

WorkSafeNB's 2016
Annual Report

WorkSafeNB's Q1
Accountability Report