

Open your eyes
Be aware of the
hidden dangers

Safe production
The benefits of
running safe business

Leadership panel
Frontrunners in
safety speak up

**MEDIA
PLANET**

February 2012

WORKPLACE SAFETY

RIDING THE WAVE OF SAFETY CULTURE

3
TIPS

Discovery Channel's "Deadliest Catch" Executive Producer, Jeff Conroy, speaks on the unique dangers of the job

PHOTO: DISCOVERY CHANNEL



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INSPIRATION

TIP

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SAFETY MEASURES ARE BEST PRACTICED WHEN PRACTICAL KNOWLEDGE IS UTILIZED

TOSSED ABOUT
Working in choppy conditions is a major challenge for the production team.

PHOTO: DISCOVERY CHANNEL

Surviving the high seas

LEADER TO LEADER

Across the Bering Sea, the camera crew and cast of the reality series, **Deadliest Catch**, encounter gusty winds, 40-foot waves, slip-

pery decks and arctic temperatures.

To survive these treacherous work conditions, mental fortitude is necessary. This outstanding documentary has

earned four Emmy Awards and currently airs in 150 countries. Audiences around the world are emotionally captivated by the thrill-seeking voyage as cameras follow the lives of eight captains while they harvest

crabs and face high risk of injury and death. "We're in a dangerous environment with power hydraulics and heavy machinery. At most workplaces, you'd like to control as much as you can possibly control, but at sea most circumstances are out of your hands. Everything escalates faster so awareness is critical," says **Jeff Conroy**, executive producer of show at Discovery Channel.



Jeff Conroy
Executive Producer, The Deadliest Catch, Discovery Channel

to make those adjustments alone is mentally exhausting," affirms Conroy.

A collaborative effort from all aboard is required in order to minimize close calls and terrifying situations. This is where human interaction comes into play because once fatigue sets in, the dangers are magnified. In season eight, which airs this April, viewers can look forward to learning about another eye-opening experience and the next time a restaurant serves a crab dinner, a better appreciation for how it got there will be understood.

Essential on the job training

Safety measures are best executed when practical knowledge is exercised. Not only is it mandatory for all crew members to wear life jackets, have coast guard training as well as guidance from the ships' captain are both essential precautions taken prior to sailing at sea. "We've all been pushed to the point when we've questioned why we're here. Imagine sitting in your office and your coffee cup, computer and notepad are constantly moving. The brain power that it takes



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INSPIRATION

Question: Why should all workers be more proactive when it comes to workplace safety?
Answer: A committed organization mitigates injury figures.

Protection is everyone's responsibility

There's a shared responsibility between employers and employees to maintain workplace safety.

Failure to do so can result in potentially disastrous consequences such as injury or even death. Furthermore, businesses are expected to uphold their safety and training responsibilities, so that these skills will be exercised by everyone on the jobsite and even carry over to the home as well. "It's about life-long learning and as a society we have to do everything we can to make sure that people get home safely and take their training beyond that," says Dave Frank, Director of Marketing and Public

Relations, St. John Ambulance. According to WorkSafeBC Statistics 2010, there has been a significant downward trend in the injury rate for both genders in the past decade, although the rate of serious injuries has not declined to the same degree.

Create a chain reaction

To be clear, employers are legally responsible for the safety of their workers on the job. However, injury and disease prevention works best using a team approach. Everyone from the CEO to the health and safety committee to the worker has a role to play and should lead by example. "Both employers and workers need to be involved in the

development of safety programs and safe work procedures," says Al Johnson, Lower Mainland Regional Director of Construction and Hospitality at WorkSafeBC, "although the legal responsibility remains with employers." In addition, there needs to be orientation for new workers so that proper safety instructions and on-the-job training are communicated effectively and reinforced.

Use your voice

Social media and other online health and safety sites are excellent resources to increase knowledge about prevention measures. "It's a place to listen, learn and engage in discussion and creates an opportu-

nity to share messages and ideas," states Andrew Cooper, Vice President, Treasurer of the Canadian Society for Safety Engineering, a member-based organization with more than 4500 health and safety practitioners across the country. A prime example is the Canadian Centre for Occupational Health and Safety, which provides insight about various hazards, environmental conditions and specific equipment. By taking a proactive approach, injury and disease will be avoided and the level of proficiency will be enhanced.

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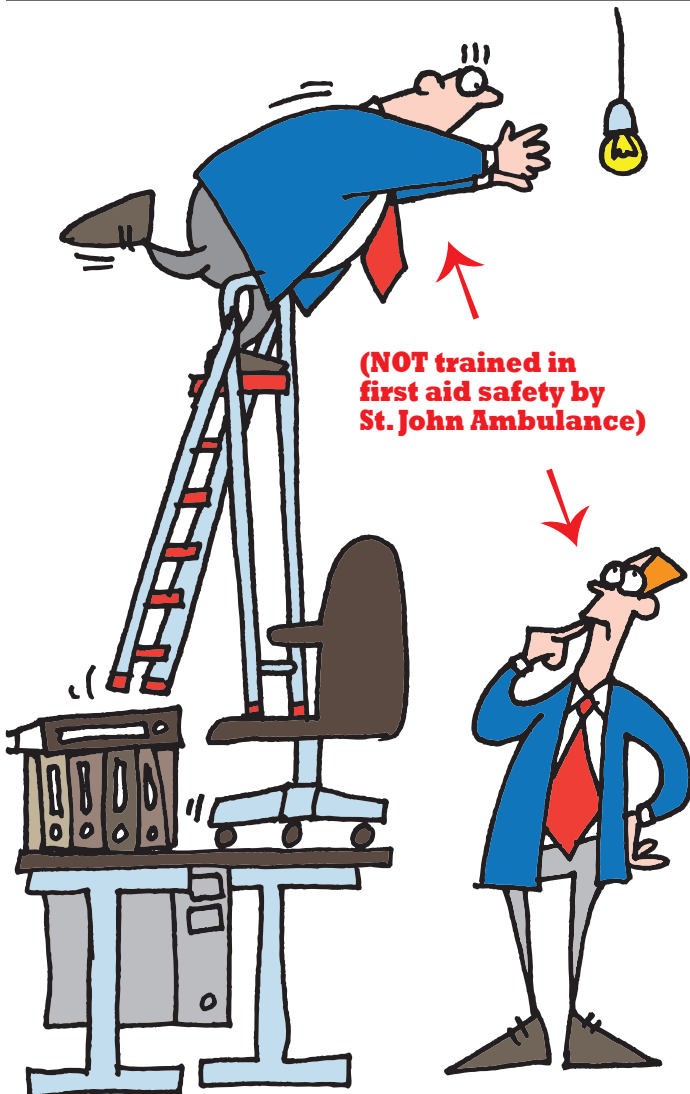
DON'T MISS!

Avoid slips and falls

Slips and falls account for the highest number of major injuries and occur across all industry sectors. In the manufacturing and service sectors, they are the most frequent cause of non-fatal major injuries.

The potential business liability for slips and falls is high. Slips are not only a problem for workers. Customers and even the general public can also be at risk. Fortunately, the basic precautions are simple and cost effective: clean, dry walking surfaces and proper footwear.

Courtesy the Canada Safety Council



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NEWS



QUESTION & ANSWER



Michael Glassco,
President, Sterling
IAQ Consultants
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■ **What is IAQ, and how does it affect all workers, regardless of industry?**

Indoor air quality (IAQ) refers to air quality within buildings relating mostly to the health and comfort of building occupants. The assessment of IAQ in workplaces is often overlooked because it is perceived as a low-risk health and safety issue. However, researchers have shown that improving IAQ conditions increases worker productivity by five to 15 percent.

In BC, we have actual Regulation enforced by Work Safe-BC that requires employers to investigate IAQ when a worker complains. So when it comes to IAQ, should you be reactive or proactive?

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TIP
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ENSURE THE EQUIPMENT YOU USE MEETS SAFETY STANDARDS

SEEK OUT HIDDEN DANGERS

Without careful examination of your work environment, it is very possible that you can be exposed to a hidden danger.

Practicing conventional safety and taking a proactive approach to avoid health consequences down the line is the best form of action. Learning to identify hazardous materials takes diligence because what may seem like a light situation, in reality, can actually prove to be a harmful one. For example, Asbestos, a naturally occurring mineral was used extensively as an ingredient in a wide

variety of building construction materials. Asbestos exposure has been linked to lung cancer, and often affects workers involved with building renovations, or demolition. "The problem with asbestos exposures is, there is no immediate effect," says Don Whyte, executive director of Hazardous Materials Association of BC.

As far back as the 1930s, researchers discovered that people who directly handled asbestos experienced lung and breathing issues. Decades later, it has been confirmed that this substance causes cancer. Any buildings built or renovated before 1990, may

have products which contain asbestos. The danger is particularly prevalent on the west coast. "Asbestos is the number one killer in British Columbia. People who are affected die quietly after a very painful illness and it doesn't make the front page news, which is why the public is unaware of how deadly it is," says Tracy Ford, Chair of AREA Fund.

Handle with care

Unseen dangers go far beyond the trades industry. Radioactive tools often used by health industry workers could potentially be harmful to body cells if a person is exposed to

radiation in large quantities. Professionals use x-ray machines, CT scanners, and other materials, which are all best advised to be treated with great respect. "Awareness is lacking. These tools in the workplace need to be used safely, if not employees are liable to get radiation exposure that is quite unnecessary," says Fergal Nolan, executive director of Radiation Safety Institute of Canada. Bottom line, no matter what industry, proactive actions save lives. Be aware and alert!

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LEADERS CREATING CHANGE

John Beckett: HEED THE WARNINGS

QUESTION & ANSWER

■ As someone who has had a strong focus on workplace safety for over two decades, do you see a harmony between investing in safety and the productivity of a business?

I can certainly say that having a safety process different from a production process does not work. Slogans like “safety first” are hollow. Most employees, including me, have seen numerous examples throughout our careers where that is not the case. A better and more intuitive slogan is “safe production first.” Good safety and good productivity are flip sides of the same coin. Productivity happens when goals and resources combine to create work. Where the work occurs, so does safety. Good safety does not happen in committees, it does not happen at the regulatory process and it does not happen because of regulations.

Safety happens at the workplace and is best served by dialogue from those who have the most to gain from good safety, which is the worker and the supervisor. Investing in safety is no different than investing in better equipment, investing in better supervision or investing in employees to help them be more productive.



John Beckett
VP, Training, Safety and Recruitment,
BCMEA

Rob Moonen: A SAFER FOREST WORKPLACE

QUESTION & ANSWER

■ In the past, there have been concerns regarding the safety record of the forest industry. What has taken place that has helped make the industry a safer place for its workers and do you see safety records continuing to improve in the future?

The key to the improvement trend is leadership in operations of all sizes no longer accepting the historic high fatality or serious injury figures and becoming determined to make a difference. How to operate without injury is now a regular conversation at many companies. This may be happening due to the initiative of the operations’ leaders or in combination with a system like the BC Forest Safety Council’s SAFE Companies and Faller Certification Programs, but regular discussion of how to operate injury-free is leading to

creative solutions to longstanding problems.

One very positive point is the industry’s continued improvement trend in safety across the toughest slowdown we have ever experienced. Another key point—the industry has never been below 10 fatalities per year in the woods until three years ago, this was repeated again in 2010 and 2011.

Forestry workers and employers should be proud of the unprecedented time, energy and resources they have put into improving safety since 2004. We can point to greater safety awareness and less of a perception that injuries are “just part of the job.” Most important, fewer forest workers have been killed and seriously injured.

In 2004, our industry decided that unsafe is unacceptable and committed to change the way it does business. A solid platform has now been developed from which continuing improvements can be

realized. Because of this dedication, more forest workers today are going home without injury. That’s what it’s all about, and that’s what makes it all worthwhile.



Rob Moonen
Director, SAFE Companies,
BC Forest Safety Council

Mike Stephens: Creating dynamic cultural tools



Mike Stephens, Occupational Health & Safety Manager of Versacold in Western Canada, is most recognized for contributing a wealth of knowledge to an evolving industry where constant implementation of new safety measures is imperative. Since making the decision to take on this pioneering role in 2006, Stephens’ has proved to his organization where his level of expertise lies. “I saw this as an opportunity to use my management

background and current relationships to paint a path and achieve my goal of zero accidents within the company,” says Stephens, who believes that a solid safety program has a positive impact on a business. Recent reports conclude that Versacold’s lost-time accidents have been reduced by 91 percent, and all worksites consistently celebrate milestone achievements of two, three and four or more years without an industrial accident.

Innovation increases protection

Maximizing workplace safety measures result in lower direct costs,

including reduced WCB premiums, operating performance and overall improved risk management. Stephens understands the importance of his responsibilities and the impact his policies have, not only from a financial perspective, but for the benefit of the culture within the organization.

“New workers may not have a clear understanding of what the procedures are. Education and training are important so that they’re aware of our standards and can efficiently integrate knowing our philosophies,” Stephens states. He attributes his consistent approach over a long period of

time to his significant progress. He advises others who are on the same path to cultivate relationships, because within these valuable connections, all stakeholders and staff will recognize the influence workplace safety has on productivity and advancement for all. Stephen asserts, “Get to know your staff and management and the issues that are important to them. Feedback from the organization is useful.”