



Three hands forming an equilateral triangle portrays the three participating nations - Canada, the United States and Mexico - and symbolizes joint venture, cooperation and the commitment to the common goals shared by all occupational health and safety partners. The three sides stand for partnership of the three countries in this joint occupational health and safety venture, as well as all tripartite partnerships between business, labour and governments. The connected hands illustrate assistance and cooperation on many levels - from interpersonal relationships in the workplace to international exchange.

One of the most important aspects of Safety and Health Week is awareness. We want every workplace and community to have a hand in making Safety and Health Week a success. The goal of Safety and Health Week is to focus employers, employees, partners and the public on the importance of preventing injury and illness in the workplace, at home and in the community.

This goal seeks to:

- improve attitudes towards safety
- increase understanding of the importance of occupational safety and health
- foster a safety-minded culture with increased cooperation
- assist in team building and improved communication between employees and employers, safety committees and safety professionals

We strive to achieve that goal through:

- increasing understanding of the benefits of investment in occupational safety and health
- raising awareness of the role and contribution of safety and health professionals
- reducing workplace injuries and illness by encouraging new safety and health activities
- generating interest in Safety and Health Week

Partners

Safety and Health Week is led by the Canadian Society of Safety Engineering (CSSE). Together with our Safety and Health Week partners – the Canadian Centre for Occupational Health and Safety (CCOHS), Employment and Social Development Canada (ESDC) Labour Program, Threads of Life, and the American Society of Safety Professionals (ASSP), we work hard to promote and advance the goals of Safety and Health Week.

Established in 1949, the [Canadian Society of Safety Engineering \(CSSE\)](#) is the leading health, safety and environmental organization for professionals in Canada, with 4000 members across Canada. The CSSE's mission is to be the resource for professional development, knowledge and information exchange to our members, our profession and the Canadian public.

The [Canadian Centre for Occupational Health and Safety \(CCOHS\)](#) is dedicated to the advancement of physical and mental workplace health, safety, and the total well-being of workers. CCOHS provides information, education and innovative solutions to create positive change in Canadian workplaces.

The mission of the [Labour Program of Employment and Social Development Canada \(ESDC\)](#) is to promote a fair, safe, healthy, and productive work environment that contributes to the social and economic well-being of all Canadians.

[Threads of Life](#) is a national registered charity dedicated to supporting families along their journey of healing who have suffered from a workplace fatality, life-altering illness or occupational disease. Their mission is to help families heal through a community of support and to promote the elimination of life-altering workplace injuries, illnesses and deaths.

Founded in 1911, the [American Society of Safety Professionals \(ASSP\)](#) is the oldest and largest professional safety organization and is committed to protecting people, property and the environment. ASSE's 30,000+ members manage, supervise, research and consult on safety, health, transportation and environmental issues in all industries, government, labor and education.

Spread the Word

The success of Safety and Health Week is rooted in a community-based approach. Across the country, Safety and Health Week events and activities are coordinated by local, provincial and/or regional workplaces and communities. Partnerships with government, business, suppliers, CSSE Chapters, community health organizations and other safety groups provide the support, resources and network necessary to manage Safety and Health Week plans.

Get your workplace and/or community excited and prepared for Safety and Health Week with these communication suggestions:

- Cover the Canadian Safety and Health Week Launch in Saint John, New Brunswick on May 6th, 2019
- Interview your local Safety and Health Week Planning Committee to determine the events and activities planned in your area.
- In celebration of Occupational Safety and Health Professional (OSHP) Day on Wednesday May 8th, 2019 profile a local occupational safety and health professional. OSHP Day falls on the Wednesday of Safety and Health Week and honours occupational safety, health and environmental professionals who have dedicated their lives to protecting people, property and the environment.
- Publish articles on occupational safety and health throughout Safety and Health Week, focusing on employers who are instituting new practices to reduce the risk of workplace injury.
- Interview a student who is studying occupational safety and health.
- Profile a worker or the family of a worker who has suffered a workplace tragedy.
- Organize a team to participate in your local [Steps for Life](#) walk, and encourage others to do the same

Providing relevant and timely information to the media and stakeholders will greatly enhance your marketing efforts.

Timing is Everything

- ▶ Once your plans are established, set a schedule for media targets as soon as possible.
- ▶ Find out if there are production schedule deadlines (i.e. newspaper).
- ▶ For radio and TV stations, find out how they learn about what's new and interesting in the community.
- ▶ For each target, is there a specific individual with whom you should be liaising?
- ▶ How soon is a first draft or an "invitation" (to an event) required?
- ▶ For articles, what format or length is required?
- ▶ Is there space for photographs or graphics? Who will supply these?

Prepare a Media Kit

- ▶ Organize and compile the information, health and safety general articles of interest, promotional pieces, and human interest stories—whatever that can be adapted to a newspaper spread or help an interviewer understand what Safety and Health Week is all about.
- ▶ Keep things factual, positive, concise and interesting.
- ▶ Have it "ready to go" before you contact the media.

Identify a Contact Person

- ▶ Identify a key spokesperson that is authorized to speak on behalf of the organization. Provide their title, affiliation, and contact information.
- ▶ Make sure the contact understands their responsibility and can be "available" if necessary.

Be Proactive

- ▶ Don't sit back and wait for the media to call. Get your volunteers and/or committee members involved! Make calls, talk to community leaders and keep the momentum going.

Get Your Press Release Out

- ▶ Press releases are for newsworthy items. Running press too soon has as little impact as does running it after the fact.
- ▶ Follow the format. A good press release answers "who, what, where, when, why and how". Put the most important and eye-catching details in the first paragraph, followed by some additional background that continues to develop the story. Finish with a reinforcement of the message, referring back to the key message. Include appropriate logos, slogans, and links.
- ▶ Focus on the message - use plain language and avoid acronyms or technical jargon.
- ▶ Be creative but don't lose sight of capturing and keeping your audience's attention.
- ▶ Keep it concise, informative and to the point - one page if possible. Keep in mind that your release may be edited due to space constraints.

Raise Awareness on Social Media

- ▶ Share [Safety and Health Week postcards](#) on your social media channels.
- ▶ Include the #SafetyandHealthWeek hashtag in your posts, and follow it for further inspiration throughout the week.
- ▶ Create and promote Facebook events of your Safety and Health Week activities.
- ▶ Facebook Live or live Tweet your events or interviews.
- ▶ Encourage your social media followers to share their events or photos.
- ▶ Ask your followers what their biggest health and safety challenges are - encourage conversation!
- ▶ Promote local Safety and Health Week activities - check the [Safety and Health Week website for events](#) near you.
- ▶ Create an Instagram story of Safety and Health Week activities - perhaps videos and photos from a Steps for Life Walk, or a work event that you're holding.