

Hon. Steven W. Mahoney p.c.
Chair
Président du conseil



5.5

Fred Eisenberger
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November 5, 2007

Dear Mayor Eisenberger:

On November 5th, the WSIB will be launching its latest social marketing campaign to build on the momentum created by last year's campaign to change attitudes and behaviours around workplace health and safety. We have designed an integrated campaign using a variety of communication channels to ensure we reach as many people as possible. Through television, radio, online and outdoor advertising, we want to stress the importance of workplace safety and the gruesome but realistic effects of workplace incidents.

It is my information that your municipality feels that the ads are too graphic and shocking to be shown in transit shelters in your community. As Chair of the WSIB, this gives me grave concern. What's shocking is that 101 Ontarians died in 2006 as a result of a workplace incident and more than six thousand workers continue to be injured each month. A further 230 died from occupational diseases contracted in the workplace.

This is a reality that the WSIB faces every day. We need people to know that it's no longer acceptable to say that accidents happen and that they are the price of doing business – they are not. Every workplace injury, illness and fatality is preventable.

Our ongoing social marketing campaign is just one of the tools we're using to educate Ontarians about their rights and responsibilities in keeping workplaces healthy and safe. Our aggressive approach has a purpose. Through bolder messaging, we want to move from awareness to action. We want everyone to do their part to ensure that every worker comes home alive and unharmed at the end of each working day.

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I have heard from people across the province that our message is starting to break through. An Ipsos Reid survey following last's campaign showed that 73 per cent of workers and employers recalled seeing one of our campaign ads. And 94 per cent of the employers that were surveyed rated workplace health and safety as a priority -- a figure higher than in past years. In fact, some major employers are incorporating last year's ads into their health and safety training. We need to keep driving this message home. The only way to do this is to be proactive and hard-hitting. This is an issue that's not being talked about, that's not being covered in the mainstream media. We need people to be shocked into doing something.

We have chosen to use outdoor as it is an incredible medium to connect with our target audience. I am asking for your help to get our message out to your citizens. Please reconsider placing these ads in your transit shelters.

Sincerely,



Hon. Steven W. Mahoney P.C.
Chair

*P.S. I would be happy to meet
if helpful.*