NEED/OPPORTUNITY

WorkSafeBC, the Workers’ Compensation Board of British Columbia in Canada, is an independent statutory agency governed by a board of directors appointed by the province of British Columbia. The organization serves 2.3 million workers and more than 200,000 employers throughout British Columbia (B.C.), and is funded through insurance premiums paid by registered employers and financial investments made by the organization. WorkSafeBC’s vision is to keep workers and workplaces safe from injury, illness, and disease. The organization strives to realized this vision by creating a culture of workplace health and safety. As part of its mandate, WorkSafeBC promotes the prevention of workplace injury, illness and disease.

This particular initiative—Raise Your Hand for Young Worker Safety—focused on young male workers from 15 to 24 years of age because they are at higher risk of suffering a workplace injury, with a nearly 50 percent higher chance of getting hurt at work than older workers.

Raise Your Hand for Young Worker Safety was also driven by feedback from employers, parents and teachers, who hold young worker safety as a priority. A community workshop held with stakeholders determined that social marketing campaigns would be an effective way to promote workplace health and safety to young workers and help reduce injuries.

In 2010, Wasserman + Partners, a Vancouver-based advertising agency directly involved in promoting WorkSafeBC’s young worker safety awareness programs, proposed holding a world-record attempt for the most number of “high-fives” by one person in 24 hours. The event would draw attention to WorkSafeBC’s existing “Raise Your Hand” young worker safety campaign, and high-fiving fit with the idea of raising your hand for your safety rights.

INTENDED AUDIENCES

PRIMARY AUDIENCE

The primary audience was young workers 15–24 years of age in British Columbia, especially men. They—mostly young men—get injured most often in “blue-collar” jobs, particularly in construction and manufacturing.

Young workers are inherently more at risk of injury in the workplace due to several factors, including lack of awareness of health and safety issues, unsafe working conditions, and lack of supervision and training. Also, young workers may rank safety as a low priority, feel they lack control to improve the conditions of their work, or lack a sense of empowerment or self-confidence to speak up against unsafe work conditions. Further, young workers are not easily influenced by traditional media as they receive most of their information through the Internet (mainly blogs and social networking, and music and entertainment sites) and through in-person experiences.

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1 It is WorkSafeBC’s goal to decrease the number of injuries to all young workers. Many of the campaign tactics were directed to young men because they suffer more injuries than young women, though tactics did not target young men exclusively.
SECONDARY AUDIENCE
The secondary audience was B.C. workers and employers 25–65 years of age—across all job levels and industries. Workers and employers influence the young workers around them, and as a large-scale event, it was important to reach this broad audience.

For instance, a supervisor has the ability to keep a young worker safe under his or her direction—whether by enforcing safety policies, ensuring proper training, answering questions or simply providing supervision. Co-workers, shop stewards—and even teachers, siblings or parents—can also be influential. As an older demographic, this group is more likely to be influenced by traditional media (TV, radio and print) and, in turn, can use their influence over young workers to assist in keeping members of this audience safe.

GOAL AND OBJECTIVES
The overall goal of the Raise Your Hand for Young Worker Safety initiative was to show a decrease in workplace injury claims for 15- to 24-year-olds following the event. The goal aligned with WorkSafeBC’s mandate to prevent the injury, illness or death of workers in British Columbia. To reach audiences and achieve the campaign goal, the team needed significant media coverage to foster greater public awareness and endorsement, and to highlight the initiative’s key messages—particularly since members of the secondary audience perceive mainstream media as a reliable source of information. Members of this group consider traditional media to be objective, so news coverage influences their perceptions in a manner that advertising cannot.

There were four specific objectives:
1. **Primary audience:** to have at least three youth-focused bloggers in Vancouver write about the event
2. **Primary audience:** to increase visits to RaiseYourHand.com by at least 100 percent from August of the previous year
3. **Secondary audience:** to reach at least one million British Columbians in earned media coverage
4. **Secondary audience:** for WorkSafeBC’s “high-fiver” to receive a media impact score (which takes into account factors including presence of messaging, editorial tone and priority-tier level of the media outlet) of at least +3.0 in the month of August

SOLUTION OVERVIEW (STRATEGIES AND TACTICS)
**Key Safety Messages**
Young workers who are informed about their right to a safe workplace are more likely to change preexisting unsafe attitudes; therefore, the three key messages and tactics addressed lack of control, empowerment, and self-confidence by educating and promoting young workers about their safety rights:
1. To protect themselves from hazards at work
2. To speak up at work about safety concerns
3. To refuse unsafe work
THE 24-HOUR MAN
Inspiration takes authenticity and a great narrative. To provide the program with a visual identity, WorkSafeBC chose 2010 Paralympian and silver medalist, Josh Dueck to make the Guinness World Record attempt. Dueck lost the use of his legs in a workplace skiing accident when he was 23 years old.

WorkSafeBC chose to team with Josh for several reasons. A real-life story from a peer allows young people to connect to the real and long-term consequences of workplace tragedies. Youth listen more attentively to their peers and are typically more receptive to their ideas. Finally, being a medal-winning Paralympian had a big “cool factor,” as many B.C. athletes have been local celebrities since the Vancouver 2010 Olympic and Paralympic Winter Games. One of the reasons the team chose a male spokesperson—and a self-professed “ski bum”—was because young men relate well to him.

LOCATION, LOCATION, LOCATION
To reach young men from traditionally blue-collar jobs, the team held the first part of the event at a B.C. Lions football game (the Lions are a professional team in the Canadian Football League). The combination of pregame activities and a half-time show featuring Dueck high-fiving fans and cheerleaders, allowed the safety message to reach 27,500 fans. After the football game, the event moved next door, to the Pacific National Exhibition (PNE) fairgrounds, which sees up to 100,000 attendees per day. The Friday night fair crowd comprised a significant number of young blue-collar men—many of whom had come from the football game. On Saturday, fair patrons were a bit more diverse and included more young women and families.

TIMING IS EVERYTHING
The event took place on the last weekend in the summer, before the Labour Day long weekend. As one of the busiest weekends of the summer, the fair saw an even greater attendance by young people; the Friday night was especially busy at the fair because of the football game.

OUR MILESTONES, OUR PEOPLE
To build momentum over the 24 hours, special moments were celebrated, including the first high-five, the record-breaking moment and the final high-five. In addition, a roaming street team of a dozen young workers accompanied Dueck as he moved throughout the fair, all speaking to youth about their three safety rights. There were also “Raise Your Hand” booths with interactive games and real-time running total of high-fives at both the football game and on the PNE grounds.

DON’T FORGET THE ENTERTAINMENT
Near the end of the 24-hour-period, there was a public “wrap party” at the PNE to build excitement and solicit even more high-fives. The party was hosted by hit-radio (The Beat 94.5 FM) personality Johnny Staub and “DJ Flipout,” who were hired based on their strong reputation and high recognition with young people. Award-winning break dancers, the Now or Never B-boy Crew, entertained the crowd. Prizes were awarded to people in attendance, including hats, T-shirts and hoodies—all featuring wording promoting the three safety rights of young workers.
**Bloggers Are Important**

WorkSafeBC targeted the top nine bloggers in Vancouver—those who are the most influential with young people. Targeting included pitching stories and inviting these nine bloggers to the event. These bloggers have large followings of youth and are hugely influential. One blogger the team pitched was “Miss604” (Rebecca Bollwitt); her blog has won many awards, including two from popular local newspapers: 2010 Best Local Blog from *The Georgia Straight* (a lifestyle and entertainment weekly newspaper) and Best Local Blog from the *Westender* (an alternative weekly newspaper). They also pitched “Hummingbird604” (Raul Pacheco), a blogger also on Twitter (with 6,353 Twitter followers), considered to be “at the heart of Vancouver’s social media scene.”

**Raise Your Hand in Cyberspace**

The team directed members of the primary audience to RaiseYourHand.com. In memorable and interactive ways, the site shares key safety information with visitors. For instance, there is a “Rhythmixer” that allows visitors to use a cyber-DJ-mixing board to create “beats” mixed with lyrics about their rights. There are also three videos that highlight each of the rights (the videos have a handheld, “YouTube feel” that appeals to youth). The site also highlights young worker injury stats in a manner that is tasteful but compelling. Finally, the site also had a live running tally of the Guinness World Record attempt—another draw.

**Corner the Market on Marketing**

During the event, 4,500 branded buttons were distributed, providing keepsakes to remind the audience of workplace safety. Other marketing collateral used to support the event included T-shirts, balloons, pop-up banners, mobile signs displayed on backpacks, four-sided signs, a stage backdrop and tents—all with vivid colors and designs that appeal to young people.

**Advertising is the Greatest Art Form**

In the two weeks leading up to the event, the team placed online ads targeted to their primary audiences. They selected sites with high traffic from, and influence over, young people: Facebook (9,393,961 impressions), popular music sites Hypster.com and AOLmusic.ca, and trendy entertainment site BeyondHollywood.com. They also placed an ad on the BC Lions football team website (100,400 impressions) as well as one issue of the team’s fan e-newsletter. In addition, a 30-second spot on local radio station The Beat 94.5 FM (Vancouver’s No. 1 hit music station) aired 68 times, while a 10-second tag aired 15 times per week (for two weeks) to more than 450,000 listeners 16–34 years of age each week.

**Find a Happy (Earned) Medium**

The media always wants to know, “Why is your event relevant and interesting to our readers, listeners, or viewers?” And WorkSafeBC made sure they understood. In the weeks leading up to the event, the media was pre-pitched and offered interviews with high-fiver Josh Dueck. The team also provided supporting information, including comprehensive young worker statistics, high-resolution images, B-roll of Dueck, and more about the history of the “Raise Your Hand” campaign. The decision to focus on news media rather than purchased advertising (for the secondary audiences) was based on this audience’s high level of acceptance and trust of news stories over advertising.
IMPLEMENTATION AND CHALLENGES

TIME LINE
WorkSafeBC’s ad agency presented the concept in March 2010, and the team took it to the senior executive committee for approval the next month. By May, they had secured all approvals and applied to Guinness World Records. In June, they received approval from Guinness, along with their rules and guidelines. Most of July and August were spent planning the event, including a day-long training session, held two days before the event. The event itself took place on 27 and 28 August.

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Challenges

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<td>Finding a sufficient number of people to high-five Josh Dueck within the 24-hour period, enabling him to break the world record</td>
<td>The team researched which areas of the football stadium grounds and the Pacific National Exhibition fairgrounds had the most foot traffic, building Josh’s schedule around those areas to capture high-fives in the most efficient possible manner. NOTE: The previous world record was 3,131 high-fives. Dueck almost tripled it, with 9,307.</td>
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<td>Ensuring Josh, around whom the high-five event was built, avoided soft-tissue injuries during the 24-hour period</td>
<td>As the regulator of workplace health and safety for B.C., it was essential that WorkSafeBC execute the event in the safest way possible for Josh. The organization ensured he had appropriate rest breaks, food, water and sleep. Specialized handles were added to his wheelchair to assist him in navigating the football turf and inclines at the PNE fairgrounds. Josh’s physiotherapist from the 2010 Paralympic Games was on-site for the entire event to monitor developments and provide regular treatment as needed.</td>
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<td>Avoiding lingering event burnout as a result of the 2010 Olympic and Paralympic Winter Games held in Vancouver earlier in the year</td>
<td>WorkSafeBC humanized the concept of young worker injuries by working with Josh Dueck. His story was positioned as not just that of another athlete or Olympic/Paralympic story, but as a man on a mission—to break a world record in the name of young worker safety. It’s a cause he clearly believes in.</td>
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MEASUREMENT OF OUTCOMES

Overall goal: To decrease workplace injury claims of 15- to 24-year-olds

Outcome: WorkSafeBC’s top priority is preventing work-related injury, illness and death. The organization can gauge its progress by measuring and comparing claim counts. The lower the claim numbers, the lower the human cost paid through work-related injuries and deaths.

In September, young worker (15- to 24-years-olds) claims decreased from 698 in 2009 to 602 in 2010. In October, claims went from 718 in 2009 to 557 in 2010. By November, claims decreased from 540 in 2009 to 531 in 2010. In December, claims fell from 559 in 2009 to 466 in 2010. Overall, claims during the September to December 2010 period decreased 9.9 percent; for young men, the claims decreased by 9.5 percent, and for young women, 10.9 percent. WorkSafeBC is fortunate that it could track this goal for several months to see if the efforts have indeed had a lasting effect; they did.

Objective No. one: To have at least three youth-focused bloggers in Vancouver write about the event

Outcome: Six bloggers—plus Josh Dueck—wrote about the Raise Your Hand for Young Worker Safety event, including three of the most influential bloggers for youth in Vancouver: Miss604/Rebecca Bollwitt, Hummingbird604/Raul Pacheco and Gus Fosarolli.

In addition, four blog-consolidating sites featured the event. These are sites that only receive traffic from search engines, not from people visiting a blog directly to read it. These sites are in the “nice-to-have” category, as the team did not target them specifically.

Objective No. 2: To increase visits to RaiseYourHand.com at least 100 percent over August of the previous year

Outcome: In August 2010, which includes the time period when earned media, social media, paid media and the actual event occurred, visits to RaiseYourHand.com increased from 3,942 in 2009 to 11,311, an increase of almost 187 percent.

Objective No. 3: To reach at least one million British Columbians in earned media coverage

Outcome: More than 26 media outlets covered this event multiple times with a total reach of more than 3.3 million people—2.6 million of which were in B.C. Global TV, the station with the largest viewership in B.C., gave extensive coverage with a total of 20 minutes and 10 seconds over three days. CTV, one of the largest stations in Canada, gave eight minutes and 38 seconds of coverage in B.C.—and they ran the story on their national newscast, while many of their local affiliates across Canada also provided coverage. The Vancouver Sun and The Province, the two largest Vancouver-based daily newspapers, also covered the event.

In addition to the traditional coverage mentioned, 22 websites featured the event as news; dozens of Facebook posts and Tweets referenced the event; 14 newspapers and magazines posted stories online; and nine radio and TV outlets featured online stories. These mentions are also considered in the “nice-to-have” category.
Objective No. 4: High-five Josh Dueck to receive a media impact score of at least +3.0
Outcome: While the event received coverage by the top outlets in British Columbia and Canada, how effective were these media relations? WorkSafeBC hired Mission Research to analyze the media content based on their proprietary methodology. Typical impact scores range between +1.0 and +2.0. In August 2010, Josh Dueck received a media impact score of +5.9, meaning that the media stories were highly positive in tone and WorkSafeBC’s key messages were picked up and accurately represented.