



# Safer Spaces

CREATING SEXUAL HARASSMENT FREE WORKPLACES  
IN BC'S TOURISM AND HOSPITALITY INDUSTRY

## Communications Toolkit

### Background

According to a [2020 report by Statistics Canada](#), one in four women and one in six men experienced inappropriate sexualized behaviours at work within the previous year, including inappropriate verbal or non-verbal communication, sexually explicit materials, and unwanted physical contact.

While workplace sexual harassment is a serious issue in all industries, go2HR is actively working to reduce the problem in tourism and hospitality. With financial support from Justice Canada, the organization has embarked on a three-year initiative called "Safer Spaces" that comprises the following:

- An extensive education and information campaign to help raise awareness about sexual harassment and provide resources to help prevent it
- The creation of two industry-focused online training courses; one for employers and supervisors and the other one for workers

Through this programming, Safer Spaces will act as a conduit towards increasing awareness of workplace sexual harassment, implementing appropriate prevention measures and, ultimately, helping to create sexual harassment free workplaces in tourism and hospitality. The program is also GBA+, which involves taking a gender- and diversity-sensitive approach to program design and implementation.

### Awareness Campaign Overview

To support the public launch of Safer Spaces, we are asking our tourism and hospitality industry partners to help raise awareness of the program by sharing the suggested content found in this toolkit. We hope to expand the reach of the program by accessing your extensive and

longstanding relationships with your respective industries via your various communication channels.

To that effect, we are providing suggested social media content, a fact sheet, and social media best practices to support the success of the Safer Spaces awareness campaign.

## **Phase One**

**Purpose:** Create awareness among the tourism and hospitality industry of the Safer Spaces initiative and its overall goal to raise awareness about sexual harassment in the workplace and to provide resources to help prevent it. Promote the first major milestone, which is the launch of the employer and supervisor training course.

## **Period: Ongoing - Launch (March 2022) and Beyond**

Introduce Safer Spaces, a new online (and free!) training course targeted to employers and supervisors, which raises awareness about sexual harassment in the workplace. The course covers a wide range of prevention strategies to help build a strong workplace culture that rejects sexual harassment.

### *Key messages:*

- Register today for the new Safer Spaces online training course, which ensures management and executive teams are fully aware of their roles and responsibilities concerning the prevention of workplace sexual harassment and handling harassment, should it occur.
- Safer Spaces is a free course whose first phase, launching on March 21, is targeted to employers and supervisors. The course is self-paced and consists of ten modules.
- A second course will be released early next year targeted to tourism and hospitality workers.
- go2HR convened a group of experts to create the course, including health and safety and industry training professionals from go2HR, with design overseen by Bunderfost Creative and online course expertise provided by Spark and Co.
- The Safer Spaces program is made possible through funding by Justice Canada.
- Over the past year, a team of experts convened by go2HR - including professionals in online training, course development, visual design and brand development - have been working tirelessly to create the Safer Spaces program.
- Instrumental to this work has been the involvement of a Working Group, comprised industry associations, employer and worker group representatives, trauma-informed, survivor-centered organizations, training experts, legal and Human Resources professionals, WorkSafeBC, the Employers' Advisors Office and the Workers' Advisors Office.

## **Safer Spaces: Fact Sheet**

### **What is Safer Spaces?**

Safer Spaces is a three-year initiative that aims to increase awareness about sexual harassment in tourism and hospitality workplaces, and ultimately reduce incidences of sexual harassment in the industry. The program comprises two major elements:

- An extensive education and information campaign to help raise awareness about sexual harassment and provide resources to help prevent it
- The creation of two industry-focused online training courses; one for employers and supervisors and the other one for workers

The program tagline is "Safer Spaces: Creating Sexual Harassment Free Workplaces in BC's Tourism and Hospitality Industry".

### **What topics does the online course cover?**

This is not your typical e-learning course. Rather than tell you about why sexual harassment is bad, we've decided to approach it as a story, which is something that we can all easily relate to. Within this story, we follow an employer, operating a tourism and hospitality business, who receives a disclosure of sexual harassment from one of his workers. As we go through the story, we explore how the employer handles the disclosure, who they call on for support and we consider how we might respond if faced with a similar situation. The key topics covered within the course include:

1. Defining Sexual Harassment
2. Identifying Risk Factors in the Tourism and Hospitality Industry
3. Understanding Workplace Roles and Responsibilities
4. Building the Workplace Culture
5. Training and Communication
6. Receiving a Disclosure of Sexual Harassment
7. Responding to a Disclosure of Sexual Harassment
8. Creating Safer Spaces for Everyone

### **Who can participate?**

Safer Spaces is open to all businesses, though it was designed specifically for the tourism and hospitality industry. The first online course, which launched on March 21, is targeted to employers and supervisors. Another course, targeted to workers, will launch in early 2023.



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## **Why now?**

Sexual harassment is not a new issue, but movements such as Me Too and #BeenRapedNeverReported are encouraging victims and survivors to step forward, share their experiences and understand that they are not alone.

With tourism and hospitality dramatically impacted by the global pandemic, the industry's recovery carries a key opportunity to build back better - to evolve, adapt and eliminate systemic inequities, discrimination and harassment. By introducing education and training that helps employers and workers identify sexual harassment and outlines clear steps towards ensuring these actions are reported and ultimately prevented, go2HR hopes to establish a new standard of safe, supportive workplaces where people feel secure and confident in the knowledge that their wellbeing takes top priority.

## **When does the online course begin?**

The Safer Spaces online course, designed for employers and supervisors in the tourism and hospitality industry, launched on March 21. The course is free of charge and self-paced, allowing participants to move through the modules at their own speed, in a safe environment.

## **How long does the online course take to complete?**

The online course is self-paced, so participants can complete the modules according to their own schedule. There are 10 modules and the course takes approximately three hours in total to complete. At the end of the course, participants have the opportunity to create their own action plan for their workplace, which demonstrates their commitment towards creating a safer workplace, free from sexual harassment.

## **Where can I learn more?**

Visit the Safer Spaces [website](#), or follow go2HR's communication channels to keep updated on the latest news.

## **What is the program hashtag?**

#SaferSpaces

## **Social Media Toolkit**

Recognizing the value of our partners' relationships with their industry networks and affiliates, we are asking you to share Safer Spaces content in support of our program announcement and launch.



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Phase One of the social media campaign is focused on driving awareness of the program, as well as registration by employers and supervisors. To support you in creating relevant social media posts, we have listed best practices below, and provided sample posts.

## **Best Practices**

The following are social media best practices and guidelines regarding the promotional campaign. Bolded sections are those we strongly recommend following, though most are entirely optional and may or may not be applicable to you.

## **Content Warning**

We recommend positioning a content warning before each post, as the Safer Spaces training program and supporting communications content contains information that could be triggering to some.

## **Tips and Considerations**

**Please tag @go2HR and include both the #SaferSpaces hashtag and link to the website in all of your posts, across all platforms.**

### *Custom Content*

Wherever possible, consider customizing content to your audience - whether that's inserting a sector-specific message, or writing entirely new posts tailored to your audience. Customized content tends to generate much higher engagement!

We are grateful for any content that you can share, including posts beyond our suggestions below.

### *Time of day*

Consider your audience when choosing the time of day to post. Are they typically working 9-5, or evenings and weekends? Which social media platforms are they likely to access at various times of the day (e.g. LinkedIn during work hours, but Facebook or Instagram when at home or commuting)?

### *Media alignment*

You are welcome to use the below posts as a template, altering as you consider appropriate. However, please ensure your written copy matches any images used alongside.



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## Hashtags

Hashtags are more appropriate for some platforms than others. Twitter and Instagram can feature heavy use of hashtags; however, hashtags serve a fairly limited purpose on Facebook and LinkedIn. **We ask that you tag both @go2HR and #SaferSpaces in every post, across every platform.** We have included below some popular industry hashtags that you may wish to use, though this is entirely optional.

At most, we recommend including:

- 5-7 hashtags on Instagram
- 2-5 hashtags on Twitter
- 2-3 hashtags on Facebook
- 2-3 hashtags on LinkedIn

Popular industry hashtags include:

- @ any partner organizations or companies (including specific restaurants, hotels, etc. with which you have a pre-existing relationship)
- #bctourismcounts
- #serviceindustry
- #hospitalityindustry
- #hospitality
- #standupforservice
- Local (geography-specific) hashtags
- Other industry-specific hashtags



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## Key Links

**Social Ready Images: [download here](#)**

**Campaign hashtag: #SaferSpaces**

## Social Media Handles

**@go2HR** | Twitter and LinkedIn: @go2HR

## Funding Partner

- Justice Canada | LinkedIn: @justicecanada | Twitter: JusticeCanadaEN

## Sample Content

### Newsletter/E-blast Copy

- Did you know, according to a 2020 report by Statistics Canada, one in four women and one in six men experienced inappropriate sexualized behaviours at work within the previous year? Or, that many victims didn't report the harassment because they were fearful their careers would suffer as a result?

Workplace sexual harassment is a serious issue in all industries, including tourism and hospitality. go2HR, with support from Justice Canada, is actively working to reduce sexual harassment in our industry - and there's no better time than now, as we move through pandemic recovery and "build back better".

On March 21st, go2HR launched Safer Spaces, a three-year education, awareness and training program that helps employers, supervisors and workers identify sexual harassment and outline clear steps towards creating sexual harassment free workplaces.

The program begins with a free, self-paced employer and supervisor-focused training course, which takes place entirely online.

To learn more about Safer Spaces, or to register for the training course, visit [Safer Spaces](#).

- With support from Justice Canada, go2HR is navigating an ambitious three-year initiative that aims to promote awareness about sexual harassment and establish "safer spaces"

where workers feel empowered to report harassment, and employers are held accountable for cultivating safe workplaces.

The program's first course, targeted to employers and supervisors, launched on March 21, and was designed by a team of seasoned experts from Spark + Co., developers of custom e-learning; Bunderfost Creative, a graphic design company; and professionals from go2HR's health and safety and industry training departments.

- Instrumental to this work has been the involvement of a Working Group, comprised industry associations, employer and worker group representatives, trauma-informed, survivor-centered organizations, training experts, legal and Human Resources professionals, WorkSafeBC, the Employers' Advisors Office and the Workers' Advisors Office.

The curriculum is delivered online and participants move through the modules at their own pace, in a safe learning environment, without any pressure.

[[Insert Organization Name](#)] is proud to be a part of this industry-wide effort to create sexual harassment free workplaces in BC's tourism and hospitality industry.

To learn more about Safer Spaces, or to register for the training course, visit [Safer Spaces](#)

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## Twitter

- DYK 1 in 4 women, and 1 in 6 men, experience inappropriate sexualized behaviours at work in Canada? @go2HR is looking to reduce instances of workplace #sexualharassment with the new #SaferSpaces education & training program. Here's the scoop: [[Safer Spaces](#)]
- Designed by @go2HR, @sparkandco & Bunderfost Creative, the new #SaferSpaces program aims to reduce workplace #sexualharassment in tourism & hospitality through education & training, including a free online course geared toward employers: [Safer Spaces](#)]
- As we #buildbackbetter, it's time to cultivate workplaces that discourage #sexualharassment & provide better supports for workers who experience it. Enter #SaferSpaces, a program by @go2HR with support from @justicecanadaEN. Learn more: [Safer Spaces](#)
- Does your business need an update to its workplace #sexualharassment policies? Take the online #SaferSpaces course, created by @go2HR, @sparkandco & Bunderfost Creative, to

learn how to address & prevent harassment in the workplace:

<https://train.go2hr.ca/products/7017-safer-spaces-course-for-employers-and-supervisors>

- A high percentage of new and young workers, shift work, remote workplaces & communal staff housing make tourism & hospitality more vulnerable to workplace #sexualharassment. @go2HR designed the free #SaferSpaces program for industry members seeking to create awareness about and reduce harassment in their business: [Safer Spaces](#)

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## LinkedIn & Facebook

- Created by go2HR and supported by Justice Canada, Safer Spaces is a three-year initiative whose first deliverable – free online training targeted to employers and supervisors – was unveiled on March 21.

Grounded in storytelling, the course aims to establish an emotional connection with participants, calling attention to the topic of workplace sexual harassment in tourism and hospitality while introducing resources and information to help prevent it. The self-paced course was designed for employers and supervisors, and takes place entirely online.

As participants move through the course, they'll learn:

- ✓ How to identify sexual harassment in the workplace
- ✓ Risk factors in the tourism and hospitality industry, and how to mitigate risk
- ✓ Roles and responsibilities in relation to cultivating a safe workplace culture
- ✓ Trauma-informed and survivor-focused approaches for responding to workplace sexual harassment
- ✓ ... and much, much more!

Keep reading to learn more [about Safer Spaces](#), and to sign up for the employer/supervisor targeted [course](#).

- According to a 2020 report by Statistics Canada, one in four women and one in six men experienced inappropriate sexualized behaviours at work within the previous year, including inappropriate verbal or non-verbal communication, sexually explicit materials, and unwanted physical contact.

Many victims said they were afraid their careers would suffer if they reported the harassment. Others said their employer hadn't provided any information about how to report it.

Clearly, we need to establish better policies and protocols around preventing workplace sexual harassment, including education and resources for employers on cultivating sexual harassment free workplaces and support for the targets of sexual harassment. To that end, go2HR, with support from Justice Canada, is actively working to reduce sexual harassment in tourism and hospitality through a three-year initiative called "Safer Spaces".

Safer Spaces includes two components:

- ✓ An extensive education and information campaign to help raise awareness about sexual harassment and provide resources to help prevent it
- ✓ The creation of two industry-focused online training courses; one for employers and supervisors and the other for workers

The first training course launched March 21, and is geared toward employers and supervisors in tourism and hospitality. For more information about Safer Spaces, and to register for the free course, click below.

<https://train.go2hr.ca/products/7017-safer-spaces-course-for-employers-and-supervisors>