

go2HR 2020-21 Initiatives Workplan

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HSA Mission / Vision Statement

go2HR's Health & Safety Program aims to engage and support the BC tourism and hospitality industry in creating and continually improving healthy and safe workplaces.

The goal of this HSA is to assist the employers we support in reducing injuries and serious injuries and in improving return-to-work outcomes.

Instructions

A. Injury / Return-to-Work Issues: In this section, state the primary trends identified by your industry's data (normally provided by WorkSafeBC, but information from other sources may be used). This should be specific enough to be actionable, for example, primary causes of injury, location of injury, number of time loss injuries, or claim duration. You may choose a measure because it represents a large component of the injuries in your industry, or because the measure indicates some trend on a year-over-year basis (e.g., injuries of this type are increasing). Your key initiatives for the year will be focused on addressing these measures. Under "Objective", you will state the quantifiable improvement you would like to see in the measures you identified. This should state a specific improvement that can be measured at the end of the reporting year.

See the **HSA Planning and Reporting Information Package** pages 2 and 3 for more details.

B. Behaviour-Based Outcomes: In section B(i), identify the safe work behaviours or practices you are trying to create or change to address the primary trends identified in Section A. "Behaviour" may refer to a change in an individual employee, a manager, supervisor, or in the organization as a whole. In Section B(ii), provide evidence that the behaviour change has taken place.

See the **HSA Planning and Reporting Information Package** pages 4 and 11 for more details.

C. Knowledge-Based Outcomes: In this section, identify the knowledge, understanding or skills that would be required to create or change the safe work behaviours or practices identified in Section B. In Section C(ii), provide evidence that the knowledge change has taken place.

See the **HSA Planning and Reporting Information Package** pages 5 and 11 for more details.

D. Planned Activities: In this section, list the activities that you will undertake to impact the required skills, knowledge or understanding identified in Section C. Identify the number, frequency or timeline that will allow you to determine at the end of the reporting period whether you have successfully completed the activity. Focus only on the key initiatives that will help you ultimately impact the measures identified in Section A. You will track your activities throughout the reporting year and report them in the actual column.

See the **HSA Planning and Reporting Information Package** pages 6 and 11 for more details.

E. Organizational Capacity: In this section, list the activities that you will undertake to improve your organizational capacity so that you can carry out the activities identified in Section D. Identify the number, frequency or timeline that will allow you to determine at the end of the reporting period whether you have completed the activity.

See the **HSA Planning and Reporting Information Package** page 6.

F. Marketing / Outreach: In this section, list the activities that you will undertake to reach a broader audience and inform them of your products and offerings. Identify the number, frequency or timeline that will allow you to determine at the end of the reporting period whether you have completed the activity.

See the **HSA Planning and Reporting Information Package** page 6.

Initiative 1: Promotion of Health and Safety Association resources and activities across tourism and hospitality industry via targeted outreach

A. Injury / Return-to-Work Issues (HSA Planning and Reporting Information Package pages 2 and 3)

A. Using data and information from the industry, we have identified the primary trends within our industry and set the following objectives:

A 2019 Sentis survey, commissioned by WorkSafeBC and go2HR, demonstrated that 25% of survey respondents within BC's hospitality and tourism industry were familiar with go2HR's Industry Health and Safety Program. 15% of those surveyed recalled using go2HR's services, resources or other health and safety information.

This demonstrates that a large proportion of businesses operating within our CUs are not accessing available resources to address injury prevention and management.

Based on our experience, tourism employers who are not aware of go2HR's health and safety program typically haven't begun to think about occupational health and safety in any concrete way. Conversely, following initial engagement with us, employers tend to continue engaging on an ongoing basis, as they begin to think more about safety. Therefore, there is a significant opportunity to reach the tourism employers across the province.

To develop a qualified contact list of employers around the province.

Develop and implement targeted communications by sector, geographical region, injury type, experience rating and other claims data.

Strengthen all forms of communication and build on the awareness of go2HR.

(Add additional rows as required)

B. Behaviour-Based Outcomes (HSA Planning and Reporting Information Package pages 4 and 11)

B (i) To meet those objectives, workplace health and safety behaviours and/or return-to-work practices need to change in the following ways:

Increase awareness and use of go2HR Industry Health and Safety Program resources, which will encourage tourism employers to engage with us and to continue to do so, in the longer term. This will lead to stronger relationships with employers across the province. As employers learn more about health and safety, they will make program improvements and begin to ask more sophisticated questions. This will demonstrate that their behaviour towards health and safety is evolving.

Behaviour change will be measured in the following ways:

Tracking metrics regarding online training and health and safety resources.

Resource downloads and page views.

Accessing and using the employer self-assessment tool.

Reviewing the types of inquiries received

Range of businesses engaging from across the province.

Feedback from employers at roundtables, one on one meetings etc.

Monitoring newsletter open rates and clicks on specific health and safety topics, and relevant updates and notifications.

B (ii) [To be completed at the end of the reporting year cycle]; Provide **evidence** that the changes described in B(i) took place by the end of the reporting year. This may be done through surveys, job site visits, interviews, audits, or any other method you feel is appropriate.

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B (iii) [For WSBC use only]

C. Knowledge-Based Outcomes (HSA Planning and Reporting Information Package pages 5 and 11)

<p>C (i) This requires knowledge, understanding or skills to be changed in the following ways:</p>	<p><i>Increased knowledge and understanding of go2HR Industry Health and Safety Program and utilization of the resources that are available.</i></p> <p><i>Increased engagement will lead to greater knowledge regarding health and safety.</i></p> <p><i>Through the targeted outreach, employers will begin to have a better understanding of the requirements of a health and safety program, to evaluate what is missing from their programs and to have more interest in making improvements. This may be evidenced through access to the employer self-assessment tool and gap analysis service as well as the nature of inquiries being received.</i></p> <p><i>go2HR will develop a more robust contact list and be connected to more employers across the province. We will be able to target our outreach based on specific needs and know who to contact regarding health and safety matters within each organization.</i></p>
<p>C (ii) [To be completed at the end of the reporting year cycle]; Provide evidence that the changes described in C(i) took place by the end of the reporting year. This may be done through surveys, post-session testing, focus groups, interviews, or any other method you feel is appropriate.</p>	<p>Click here to enter text.</p>
<p>C (iii) [For WSBC use only]</p>	

D. Planned Activities (HSA Planning and Reporting Information Package pages 6 and 11)

D (i) Therefore, we will undertake the following activities:

Activity	Description	Number / frequency / timeline	
		Planned	D(ii) Actual
<i>Develop awareness, education and promotional activities to further raise the profile of go2HR across the province.</i>	<i>Partner with industry associations to maximize reach across their membership.</i>	<i>Ongoing</i>	<i>Click here to enter text.</i>
	<i>Deliver sector specific projects, to support industry associations.</i>	<i>Several times</i>	
	<i>Engage with employers during outreach efforts, including webinars/recorded webinars/podcasts and roundtables.</i>	<i>Several times</i>	
	<i>Promote online training offerings and encourage participation.</i>	<i>Ongoing</i>	
	<i>Promoting use of employer self-assessment tool</i>	<i>Ongoing</i>	

(Add additional rows as required)

<p>D (iii) [For WSBC use only]</p>
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Add additional initiatives as required using the same template.

E. Organizational Capacity (HSA Planning and Reporting Information Package page 7)

To support us in providing the activities outlined in these initiatives, we will undertake the following activities designed to increase our organizational capacity:

(E) Activity	Description	Number / frequency
Solicit input from Industry Health and Safety Advisory Committee.	Obtain feedback from industry stakeholders during committee meetings.	Ongoing
Connect with industry associations to raise profile of go2HR.	Develop promotional materials to reach membership.	Ongoing
Raise awareness across province.	Continue to use employer database to create targeted outreach messages, relating to training options and resources.	Ongoing
Engage with industry employers.	Raise awareness of HSA and continue to educate and influence via webinars, roundtables and other initiatives.	Several times
Create survey to assess collective impact of initiatives used to promote and raise awareness of HSA.	Conduct a survey to assess how behaviour, knowledge and awareness of go2HR HSA have changed at end of FY, compared to survey undertaken in 2019.	End of FY

(Add additional rows as required)

F. Marketing / Outreach Activities (HSA Planning and Reporting Information Package page 7)

To reach a broader audience within our industry, we will undertake the following marketing / outreach activities:

(F) Activity	Description	Number / frequency
Engage with industry associations.	Partner with industry associations to reach a broader audience.	Ongoing
Publish newsletters and e-blasts.	Promote online training, roundtables, webinars, resources and H&S section of go2HR website - targeted campaigns for sectors, regions and size of business.	Several times
Create specific emails to send to employer database.	Create different messaging to send to employers, introducing go2HR's HSA services and providing updates on timely topics.	Several times
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(Add additional rows as required)

F (ii) [For WSBC use only]

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G. Overall Assessment

G (ii) [For WSBC use only]

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Initiative 2: Claims management

A. Injury / Return-to-Work Issues (HSA Planning and Reporting Information Package pages 2 and 3)

<p>B. Using data and information from the industry, we have identified the primary trends within our industry and set the following objectives:</p>	
<p><i>Information gathered from employer interactions (roundtables, one on one meetings, committees etc.) indicates that employers are continually challenged by how to effectively manage injury claims. There is a general lack of awareness and understanding.</i></p>	<p><i>To help employers understand the workers compensation framework, especially in relation to claim cost drivers and their impact on premiums.</i></p> <p><i>To reduce the amount of time it takes injured workers to fully recover from their injuries and return to meaningful work.</i></p> <p><i>To understand employer challenges along the continuum from injury occurrence to return to work. This will help us to identify future initiatives that will support employers in managing worker injuries, the claims process and encouraging a more timely return to work.</i></p>

(Add additional rows as required)

B. Behaviour-Based Outcomes (HSA Planning and Reporting Information Package pages 4 and 11)

<p>B (i) To meet those objectives, workplace health and safety behaviours and/or return-to-work practices need to change in the following ways:</p>	<p><i>Employers need to access and use best practices around understanding claims data relating to their business, proper reporting, treating/evaluating injuries and offering modified work. When employers have this information, they will be better equipped to implement effective claims management programs.</i></p>
<p>B (ii) [To be completed at the end of the reporting year cycle]; Provide evidence that the changes described in B(i) took place by the end of the reporting year. This may be done through surveys, job site visits, interviews, audits, or any other method you feel is appropriate.</p>	<p>Click here to enter text.</p>
<p>B (iii) [For WSBC use only]</p>	

C. Knowledge-Based Outcomes (HSA Planning and Reporting Information Package pages 5 and 11)

<p>C (i) This requires knowledge, understanding or skills to be changed in the following ways:</p>	<p><i>Increased understanding of the claims management process. This will focus on education to build employer knowledge relating to the implementation of a claims management program in the workplace. Education will include building an awareness of the Industry Safety Information Centre (ISIC) and the Employer Health and Safety Planning Toolkit, and how to use them.</i></p> <p><i>Knowledge will be measured by assessing employer understanding of the potential impact of injuries, including injury cost drivers, managing return to work and their use of ISIC and the Employer Health and Safety Planning Toolkit.</i></p>
<p>C (ii) [To be completed at the end of the reporting year cycle]; Provide evidence that the changes described in C(i) took place by the end of the reporting year. This may be done through surveys, post-session testing, focus groups, interviews, or any other method you feel is appropriate.</p>	<p>Click here to enter text.</p>
<p>C (iii) [For WSBC use only]</p>	

D. Planned Activities (HSA Planning and Reporting Information Package pages 6 and 11)

D (i) Therefore, we will undertake the following activities:			
Activity	Description	Number / frequency / timeline	
		Planned	D(ii) Actual
<i>Develop awareness and education regarding claims management and promote resources to help support employers.</i>	<i>Organize focus groups to learn about employer challenges with regard to claims management</i>	Q1/Q2	<i>Click here to enter text.</i>
	<i>Engage with employers during outreach efforts, including webinars/recorded webinars/podcasts and roundtables.</i>	Ongoing	
	<i>Discuss with the industry health and safety advisory committee-agenda item.</i>	Ongoing	
	<i>Conduct an informal survey to better understand needs.</i>	Q2	
	<i>Promotion of educational tools to help employers understand the claims process, according to their needs.</i>	Several times	
	<i>Identify future initiatives that will support employers in managing worker injuries, the claims process and encouraging a more timely return to work.</i>	Q4	

(Add additional rows as required)

D (iii) [For WSBC use only]
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E. Organizational Capacity (HSA Planning and Reporting Information Package page 7)

To support us in providing the activities outlined in these initiatives, we will undertake the following activities designed to increase our organizational capacity:

(E) Activity	Description	Number / frequency
<i>Solicit input from Industry Health and Safety Advisory Committee.</i>	<i>Obtain feedback from industry stakeholders during committee meetings.</i>	<i>Ongoing</i>
<i>Raise awareness across province.</i>	<i>Continue to use employer database to create targeted outreach messages, relating to resources and tools to help support employers with regard to claims management.</i>	<i>Ongoing</i>
<i>Connect with industry associations to understand any specific challenges that their members face.</i>	<i>Partner with industry associations to reach a broader audience.</i>	<i>Ongoing</i>
<i>Engage with industry employers.</i>	<i>Raise awareness of claims management, solicit feedback and continue to educate and influence via webinars, roundtables and other initiatives.</i>	<i>Several times</i>
<i>Create informal survey to assess impact of initiatives and whether employers have a better understanding of the claims process.</i>	<i>Conduct a survey to assess how behaviour, knowledge and awareness of claims management have changed at end of FY.</i>	<i>End of FY</i>

(Add additional rows as required)

F. Marketing / Outreach Activities (HSA Planning and Reporting Information Package page 7)

To reach a broader audience within our industry, we will undertake the following marketing / outreach activities:

(F) Activity	Description	Number / frequency
<i>Engage with industry associations.</i>	<i>Partner with industry associations to reach a broader audience.</i>	<i>Ongoing</i>
<i>Publish newsletters and e-blasts</i>	<i>Promote claims management tools and resources - targeted campaigns for sectors, regions and size of business.</i>	<i>Several times</i>
<i>Create specific emails to send to employer database, to communicate different elements of claims management.</i>	<i>Create messaging for employers around claims management.</i>	<i>Several times</i>
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G. Overall Assessment

G (ii) [For WSBC use only]
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Board Chair Approval

IAN POWELL
Name


Signature

SEPT 20/19
Date