

The Road to Zero

Part A: Direction



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History

In 2006, the Workplace Safety and Insurance Board (WSIB) released its Five Year Strategic Plan, entitled *The Road Ahead*.

This plan firmly established the organization's Vision, Mission and Fundamentals.



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A Strong Direction

The Road Ahead gave WSIB staff, our partners and stakeholders a strong sense of direction, while outlining the rationale for change and a strong commitment to the elimination of all injuries and illnesses in Ontario.



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Building Momentum

In the two years following the release of *The Road Ahead*, much progress was made. However, there was still a lot of work to be done and a bold new approach was required.



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The Road to Zero

That's why we started our journey on The Road to Zero.

We are out to change attitudes and behaviours regarding workplace health and safety — we want to start a social revolution.



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Four Fundamentals

The Road to Zero is supported by Four Fundamentals:

1. *Health and Safety,*
2. Service Excellence,
3. Financial Sustainability, and
4. Organizational Effectiveness.



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A Clear Goal

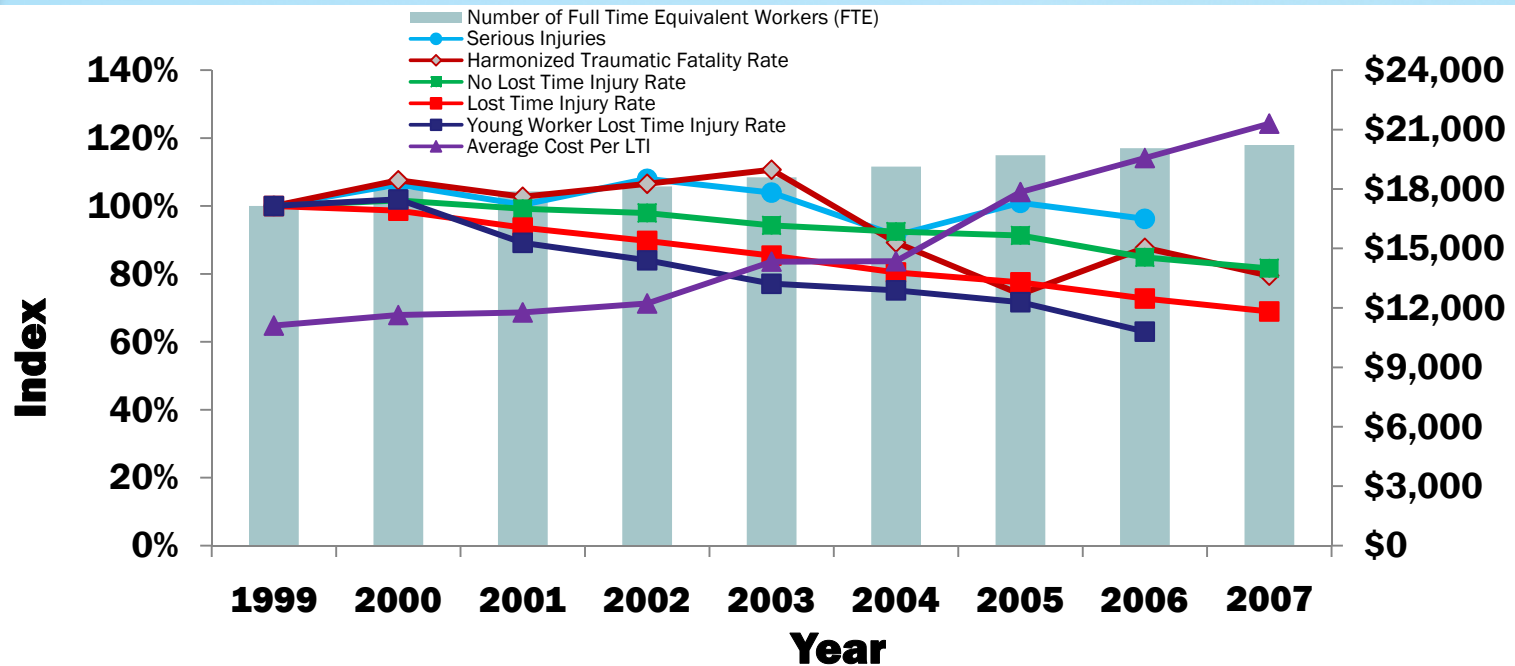
The only acceptable number of workplace injuries, illnesses and fatalities *is zero.*



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Overall Worker Counts, Injury and Fatality Trends (1999 – 2006)



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Shared Responsibility

Everybody has to take responsibility for eliminating workplace injuries and illnesses.

This is the Road to Zero – a bold and ambitious new strategy that guides the WSIB's direction and calls for real improvements along the way.



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The Current Reality

- Two people die each week from a traumatic injury
- Five people die from occupational disease
- 1,400 claims per day are registered with WSIB
- Average duration of a claim: 13.8 days
- Approx. Average lost time accident cost: \$98,000
- Cost to province: \$15 billion per year



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Unbearable Costs

What no-one can measure is the grief of a family when a spouse, son or daughter doesn't come home from work.

Or is seriously injured or incapacitated.

No-one should have to know that horrible feeling.

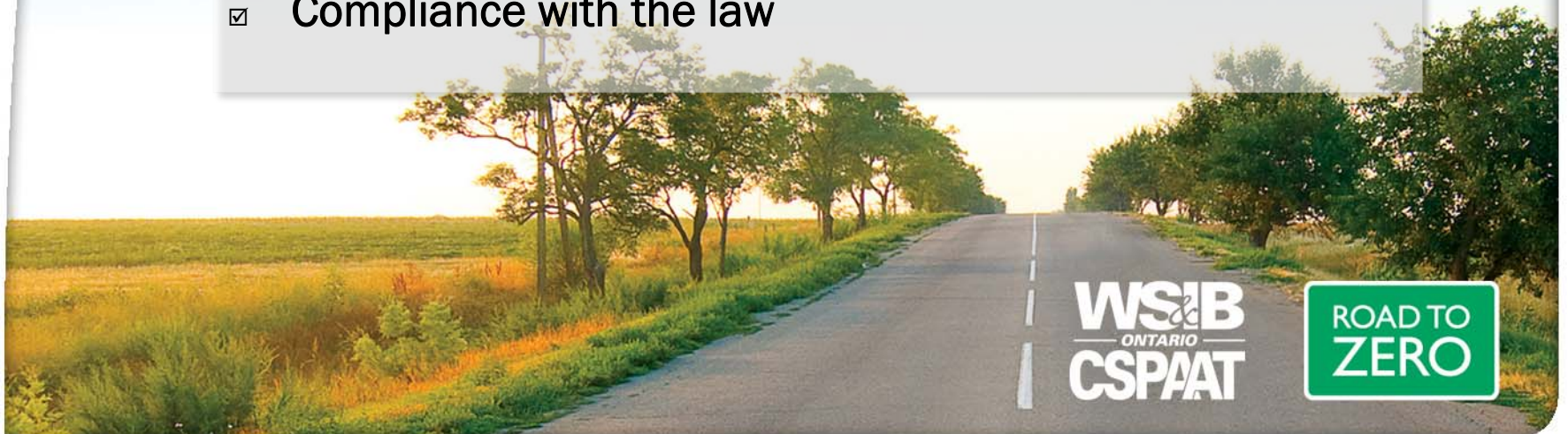


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Business Benefits of Safe Operation

- ☑ Cost reduction
- ☑ Business interruption protection
- ☑ Employee relations improvement
- ☑ Reliability and productivity improvement
- ☑ Builds public trust
- ☑ Builds organizational capability
- ☑ Compliance with the law



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Supporting Strategy

To support this work and to build the system and case required to drive the change, a new Prevention Strategy was required to assist Ontario's workers and employers as we all do our part to create the healthiest and safest workplaces in the world.



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The Four Strategic Thrusts

National Habit of Health and Safety

Providing Leadership to Align Partners

**Evidence-based, Priority-focused,
Outcomes Measurement Mindset**

WSIB and Prevention Partners' Capabilities

A National Habit of Safety

- **Aiming for a fundamental change in attitudes, perceptions and behaviours**
- **Every person, in every role, in every workplace will embody the vision of zero injuries, illnesses and**



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H

HAVE A COMMITMENT

A

ACCOUNTABILITY

B

BE A ROLE MODEL

I

INSIST ON CONTINUOUS IMPROVEMENT

T

TRACK TRENDS, TALK, TAKE ACTION



Providing Leadership to Align Partner Efforts

- **We will be known for our own excellence, serving as a model healthy and safe workplace.**
- **Clarification of system roles and responsibilities will accompany a new HSA governance model, including measuring system efficiency and effectiveness.**



An Outcome Measurement Mindset

- **WSIB to strengthen partnerships; to collaborate and work together to achieve common goals.**
- **Developing an integrated model for determining the greatest need.**
- **0 – 7 – 0:**
 - **0 fatalities**
 - **7% injury reduction annually X 5 years**
 - **0 injuries within the Prevention Division by 2009 and organization-wide by 2014**

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Developing WSIB and Prevention Partner Capabilities

- **We will provide our staff with the processes, tools and technologies to deliver positive outcomes to customers, clients and colleagues, leading the way to zero.**
- **Improve core capabilities of the system to understand how safe and profitable enterprises work and market the message to the hard-to-reach.**
- **Assess and plan for the renewal and alignment of incentive programs.**

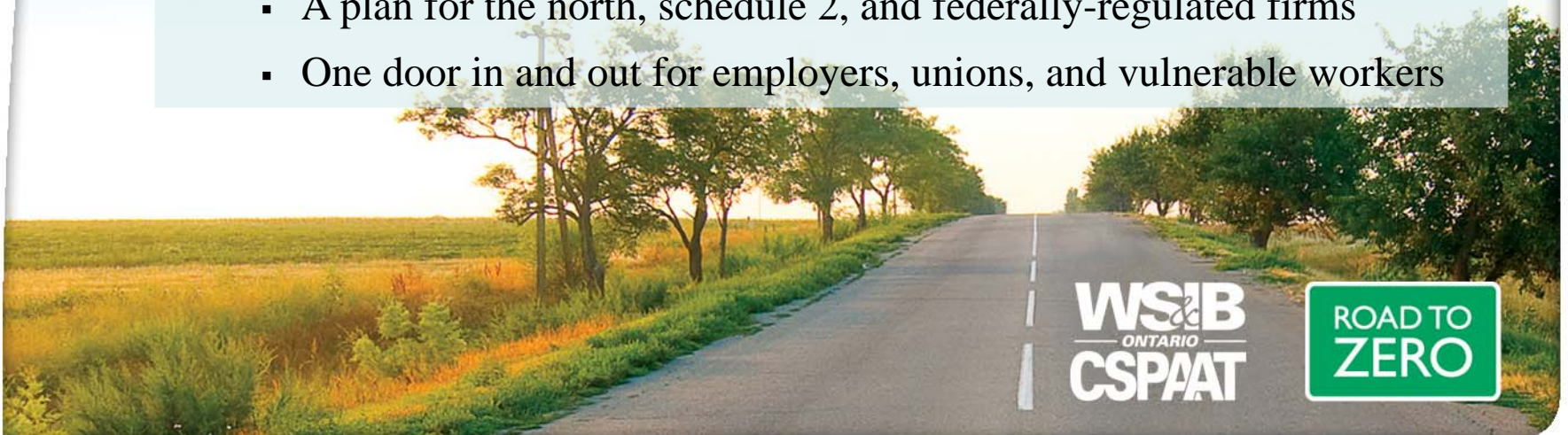
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Future State

▶ **The future state is “one system that responds in a flexible, active way to emerging problems”**

- Smaller, more integrated, focused system with fewer distinct HSAs
- Consolidated back-office
- Integrated planning
- Maintain sector-specificity in the front lines
- A plan for the north, schedule 2, and federally-regulated firms
- One door in and out for employers, unions, and vulnerable workers



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The Road to Zero

Part B: WSIB Prevention Division



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Prevention Division Structure

CPO

Tom Beegan

V.P.

Steve Jackson

Disability
Prevention
(Susan Fuciarelli)

Standards &
Incentives
(Paul Casey)

Intelligence and
Innovation
(Carolyn Murphy)

System
Collaboration
(Mark Dreschel)

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Disability Prevention Branch

Director: Susan Fuciarelli

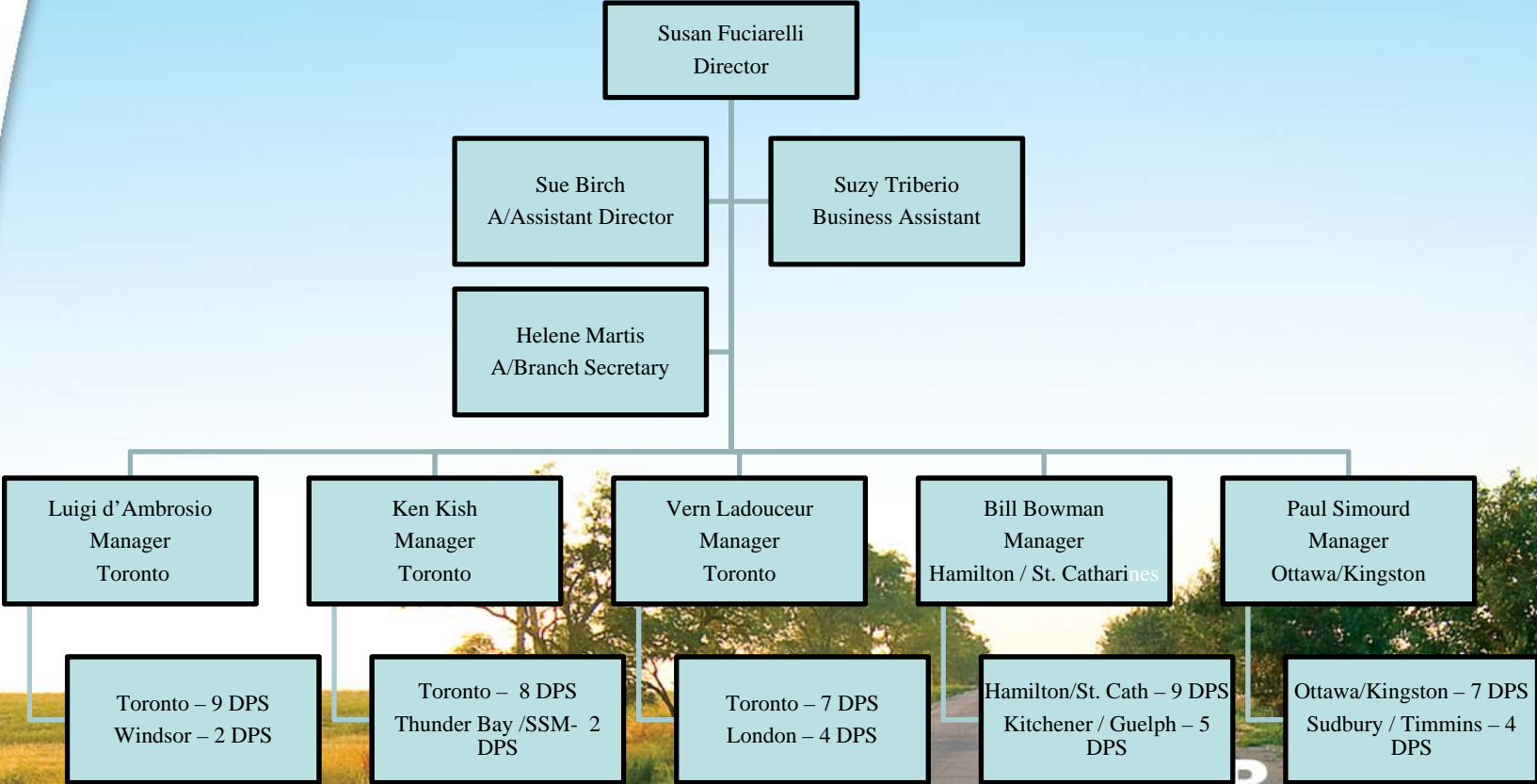
The Disability Prevention Branch was created after a need was identified in the New Service Delivery Model to build a role for field staff working with employers to improve their health and safety and return to work programs. The Disability Prevention Specialist (DPS) role was created to assist at-risk and opportunity employers to eliminate work-related fatalities, injuries and illnesses, and improve persistency rates.

- Influences and actively supports employers to achieve self-sufficiency and compliance in the development and implementation of prevention and return-to-work programs
- Provides service directly to employers within areas of expertise and/or connects them to available WSIB services or various health and safety system partners.

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Disability Prevention Branch Team Structure



Prevention Standards & Incentives Branch

Office of the Director – Director: Paul Casey

A. Director – Richard Burton

A. Director – Roger Ceccehetto

Safety Groups – Donna Jewell

SCIP – Terrance D’Sousa

Experience Rating – Alex Kasperowitsch

JHSC Certification & First Aid – Peter Ellis

Prevention Contact Centre – Carmela Amato

Cost Allocation – Tony Aretusi

Accreditation – Nella Orsini (Project Manager)

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Standards and Incentives Branch

- Manages prevention programs -- Safe Communities Incentive Program, Safety Groups Program and Accreditation for Ontario Workplaces
- Ensures that incentive programs -- NEER, CAD-7, MAP and Experience Rating -- are administered appropriately
- Maintains standards for workplace Joint Health and Safety Committees and First Aid.



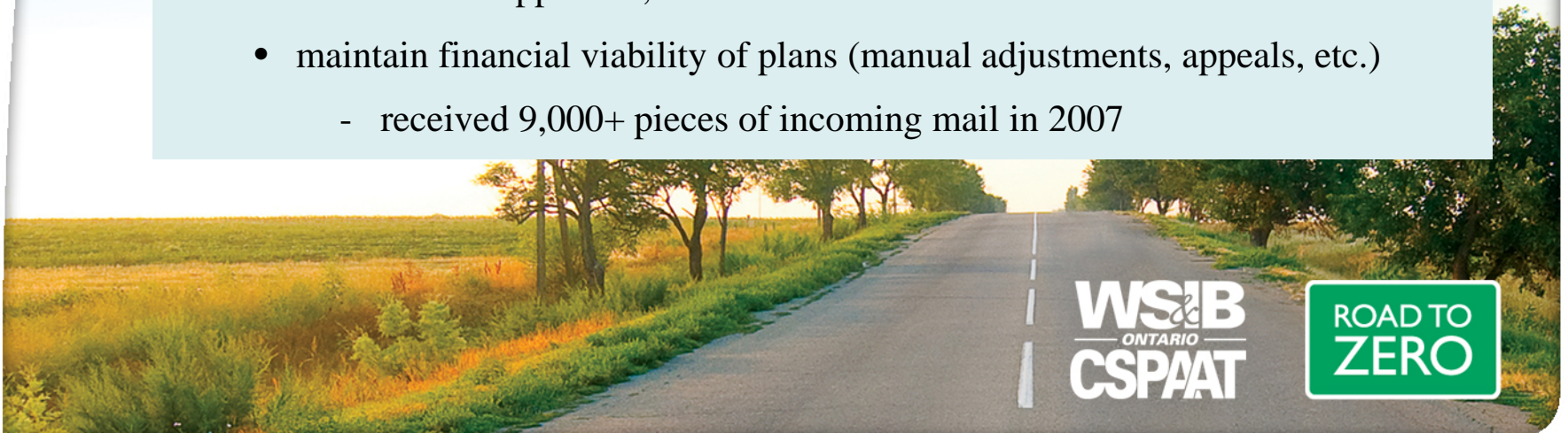
Experience Rating

Administer the experience rating programs:

- NEER, CAD-7, MAP (approx. 110,000 employers in all plans)
- programs are designed as financial levers to encourage employers to prevent injuries and implement early & safe return to work programs

Activities include:

- education (formal & informal) – getting the message out on financial impacts of H & S in the workplace
 - conducted approx. 100 speaking engagements in 2007
 - total of approx. 3,000 attendees
- maintain financial viability of plans (manual adjustments, appeals, etc.)
 - received 9,000+ pieces of incoming mail in 2007



Accreditation Program Summary



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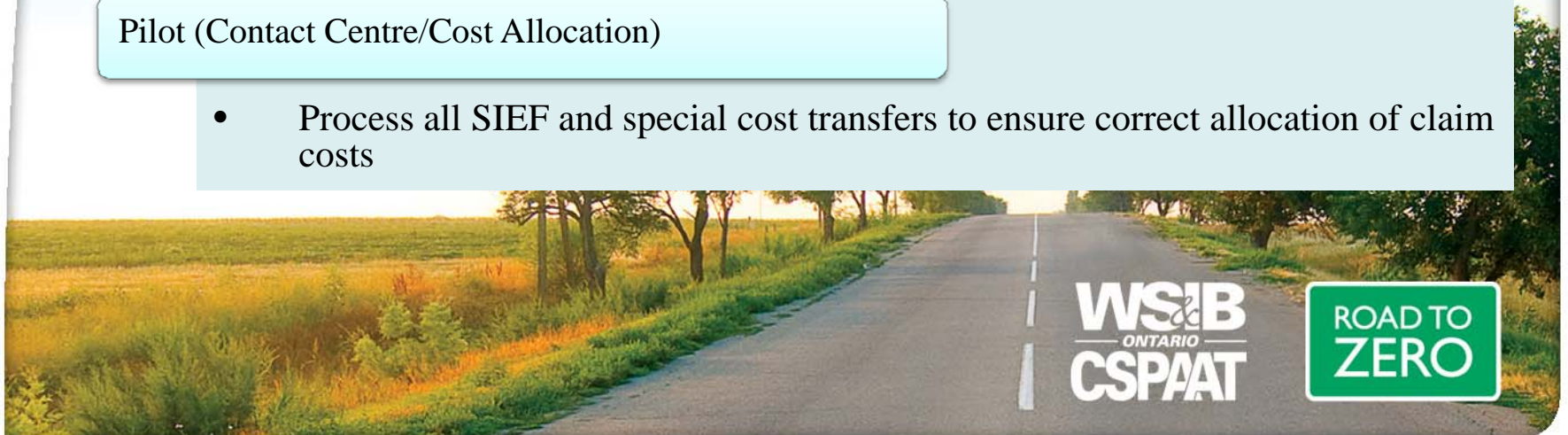
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Prevention Contact Centre

- Provide front-line customer service by responding to enquiries received via the Prevention Hotline from employers, workers, the general public and WSIB staff on Prevention Incentive programs, Certification/First Aid and cost allocation enquiries.
- Manage 1-800-SAFE-JOB phone number used to report unsafe work conditions and manage enquiries related to the Young Workers and Social Core campaigns
- Conduct outbound calls to firms on prevention programs i.e. SCIP Recruitment, Certification Compliance, Safety Group and Workwell Target lists

Pilot (Contact Centre/Cost Allocation)

- Process all SIEF and special cost transfers to ensure correct allocation of claim costs



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Intelligence and Innovation

(Carolyn Murphy)

- Provides research-based intelligence to develop effective prevention tools and interventions
- Designs evidenced-based innovative solutions to transfer health and safety knowledge to system partners for prevention outcomes
- Evaluates and improves products, services and programs that facilitate system performance in meeting targets for reducing injuries, illnesses and fatalities
- Provides a core repository of prevention-related data to provide strategic data analysis.



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System Collaboration Branch

Director
Mark Dreschel

Business Assistant III
Karin Wolter

Business Planning
Andrew Mudge

Partner Relations
Mackenzie Pineda

Business Assistant II
Francine Pugliese

WorkWell Central East
Ken Langer

WorkWell Central West
Peter Sturm

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SC Program Areas: Core Work

Business Planning Team:

- Develops and manages the working relationship (strategic, financial, administrative and outcome/performance) between the WSIB and the Health and Safety Associations (HSAs) and other system partners

Workwell Teams:

- Manages the Workwell program that conducts audits of the health and safety management systems of firms with poor workplace safety records and/or unsafe workplace practices or conditions

Partner Relations Team:

- Develops, fosters and supports collaborative relationships and commitment to internal health and safety and the programs, processes and practices required to effectively implement and sustain them.



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Key Prevention Initiatives

- The Prevention Division has identified key initiatives for 2008 and beyond to meet its targets as outlined in both the new Prevention Strategy and the organization's Five Year Strategic Plan. These initiatives include (but are not limited to):
 - **Experience Rating Review:** sends a strong message that workplace fatalities are unacceptable. The Experience Rating Review project is working to align prevention incentive programs with *The Road to Zero*, the Prevention Strategy and return-to-work initiatives, identify gaps in our current programs, and design a program that is second to none and drives real improvement in workplace prevention and return to work outcomes.



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Key Initiatives (Cont.)

Accreditation for Ontario Workplaces Pilot: sets a specific standard for recognition of superior health and safety management systems and recognizes employers who meet this standard.

Certification Compliance: focuses on compliance of certification training requirements for workplaces.

Lost-Time Injuries (LTI) Initiative: targets a seven per cent reduction in LTIs throughout the province (including the WSIB) in each year of the Prevention Strategy.

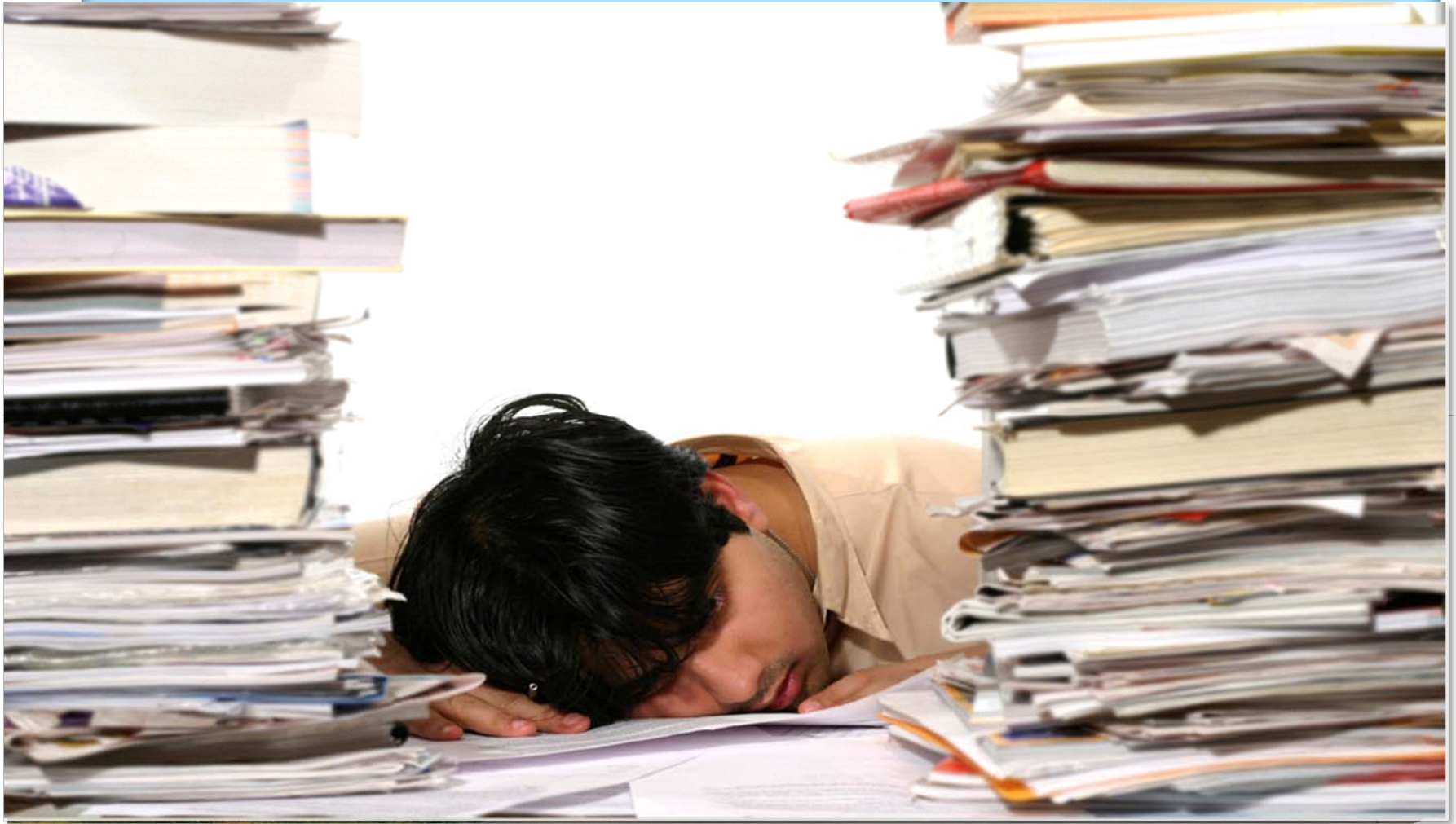
Health and Safety Association (HSA) Model Review: System partnerships must be strengthened and role clarity and responsibilities must be achieved, including the identification of an alternative HSA Model.

The background of the slide features a photograph of a paved road stretching into the distance, flanked by green grass and trees. In the bottom right corner, there are two logos: the WSIB Ontario CSPAAAT logo and the Road to Zero logo.

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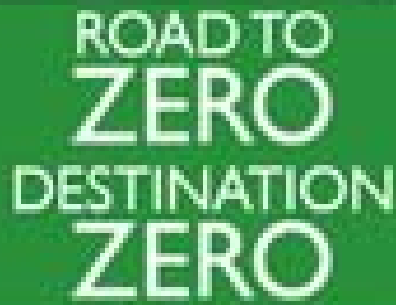
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The Challenge...



What do we need to get to Zero?

- You!
- You are an essential driver on the Road to Zero!
- Without You,
we won't get there!



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DESTINATION
ZERO



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A place of
DISCOVERY



Possibility
Acceptance
Courage



I long to accomplish a great and noble task,
but it is my chief duty to accomplish humble tasks
as though they were great and noble.

The world is moved along,
not only by the mighty shoves of its heroes,
but also by the aggregate of the tiny pushes of each honest worker.

Helen Keller

Questions



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