

2017 09 Building Safety Partnerships for Small and Medium Size Business – Summary & Debrief

Goal was to engage in outreach initiatives and targeting Small to Medium Sized businesses in the Annapolis Valley region. Keeping the target audience in mind at all times – small business. The idea and work plan originated from FSANS successful initiative for safety town hall meetings in the fishing industry, and utilize the May BSP event template and adjustments to the plan – basically: secure venue, recruit presenters, organize refreshments, physical room setup, giveaways, door prizes, volunteers. And request support from RVP, National, WCB and DOL

Creative

Design a poster

Craft a News Release

Write email: Invitations, Confirmation, Reminders - templates

Marketing

The marketing piece required many hours of work and opportunities were missed due to lack of time. Recommend starting with organizations who will help, e.g. industry associations. The best results were from one on one conversations with personal network.

Utilized email, FaceBook, CSSE Website, Community organizations, Radio, Print, Community Calendars, etc. See attached list. LinkedIn was helpful to find and connect with community people.

Members play an integral role communicating the event to colleagues, acquaintances and networks. Recommendation for future events - Ask each member to reach out to 10 people or provide organizer with 10 names to connect with.

Recommend a committee of member volunteers to assist with the outreach.

Partner with other organizations: University, Colleges, Businesses, Fire Halls, Associations, Community Events, Chambers of Commerce, Service Organizations like Rotary/Kinsmen, build on existing networks and work in conjunction with events like NAOSH week, local events/activities, etc.

We had many great ideas but it was difficult to execute on all of them.

Budget

Hall

Refreshments

Gifts, Handouts

Giveaways, door prizes

Volunteers

Members were forthcoming to help with setup, presentations, greeting, pictures, registration and answering questions.

Debrief

Wanda Balsor, Jeff Brett, Stewart Franck, Janice Rahme, Kathy Betts, Stacey Maguire

- Not as many attendees from small-medium business as hoped
- Large number of CSSE Board in attendance. Great show of support but may have been intimidating
- Timing
 - WE need to set the agenda and keep presenters on track

- Carolyn did a great job in the remaining time given but this important topic needs more attention
- Allow more networking, peer-to-peer
- Focus on industry people
- The DOL presentation could be shorter
 - Stick to the point
 - Related to the audience
- WCB presentation could be improved and adjusted
 - Less bureaucracy, and less mention of months to retirement
 - 5 minutes on WCB registration, steps, and classification (3 points 1. What you need to do to open a new business; 2. Understand experience rating; 3. My account)
 - 5 minutes on what happens when there is an injury/claim, and what to do
 - 5 minutes on My Account and available WCB resources.
 - Key contacts should be on a handout
 - Stewart will meet with Art Brown about the presentation
- Spend more time on toolkit!
 - At least 45 minutes
 - Must get people to start creating their program, and entice them to keep working on it back at their workplaces, involve workers, reach out to resources
 - Reference easy-to-use electronic tools
 - Include short demonstration of the incident cost calculator and the hidden cost of injury
 - Give attendees what SMEs need. Take irrelevant questions and discussions aside or for parking lot
- Overall Feedback (Brainstorm ideas and comments in no priority order)
 - WCB bureaucracy not needed
 - Stories, must be concise and relevant to audience
 - Focus on simple cost models with examples
 - More variety of participants should be a goal
 - Need more small-medium enterprise representation
 - How do we better promote?
 - Marketing plan and subcommittee, perhaps
 - Partner with local business groups and organisations to host and to bring us in to deliver topic and content, as subject matter experts
 - Consensus is to try again in May 2018
 - What's in it for the small business person? WIIFM
 - ROI – Bottom Line
 - Great venue (Kentville FD Auditorium)
 - Great support and recognition from CSSE National and vendor (can we partner with vendors to invite clients)
 - Consider IF we have another one or two, appropriate dates – e.g. Farming less busy in winter
 - Should we change the title to move away from Safety? Building Business Partnerships: Focus on Safety?

Follow up

1. Design survey
2. Draft a follow up email for participants (and non participants) to share important links.

MHFA www.mentalhealthfirstaid.ca

Art Brown art.brown@wcb.ns.ca

David Welsh david.welsh@novascotia.ca

Stewart Franck stewartf@bellaliant.net

Follow up email (for May event)

Thank you for attending the Building Safety Partnerships for Small and Medium Sized Business!

The CSSE Western NS Chapter is planning a second event in the valley in September and we strive for continuous improvement! We value your opinion and will be sending you a short Survey and hope you take a few minutes to complete it.

Some participants were interested in resources for Mental Health First Aid. Our Chapter is planning a training event early in 2018 but if you need information right away there are several courses over the next few weeks in NS and you can see the complete list by visiting www.mentalhealthfirstaid.ca.

You can reach our speakers by email –

Stewart Franck, Chapter Chair – stewartf@bellaliant.net

David Welsh, Department of Labour – david.welsh@novascotia.ca

Art Brown, WCB – art.brown@wcb.ns.ca

Amanda Dedrick – amanda@fisheriessafety.ca

Thanks again for joining us and if you are interested in receiving email about our meetings in the area or other special events let me know!

Janice Rahme

janicerahme@live.com

CSSE Western NS Chapter – Program Committee

Survey Questions (6) and responses

1. Timing is everything! Select the best time of day to attend events like this?
 - a. Early Morning/Breakfast,
 - b. Mid Morning
 - c. Lunch/Early Afternoon
 - d. After Work/ Evening
2. Value! Do you feel the event was time well spent?
 - a. Yes
 - b. No
3. What did you take away from the information session? Select all that apply.

- a. Safety information I will be able to use at my workplace
 - b. Contacts for WCB, Department of Labour, Safety Professionals in my area
 - c. Networking opportunity with other small business people/community
 - d. Learning about CSSE
 - e. Other
4. What do you want to learn more about?
- How regs impact small business and who can help
 - What are effective ways to change how people view risk reduction and safety in general. It appears to be a low priority item until something bad occurs.
 - Techniques to have more employer community attend.
 - Industry best practices
 - All topics
 - Fall arrest, fall restraint, rules for service platforms, why some contractors are not following rules
 - Workman's compensation
 - What do I need to know for OSH in my workplace
 - Local workplace safety problems
 - Everything safety
5. Would you recommend this information session to other individual or businesses?
- a. Yes
 - b. No
6. Can you please suggest an organization, group or company that might be willing to a partner with the CSSE Western NS Chapter to help put on such an event?
- Nova Scotia Trucking Association
 - NSTSA
 - Engineers NS
 - ENNIS
 - Annapolis Chamber of Commerce
 - Canadian Federation of Small Business: industry associations
 - Chamber of Commerce, Fire Depts, municipalities
 - NS WCB
 - Universities, colleges, companies, business groups, accountant organizations, board of trade, labour councils, etc.