

THE IMPORTANCE OF INCENTIVES IN THE SAFETY GROUP PROGRAM

A Sponsor's Perspective

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Presentation Overview

- Overview of WSPS
- WSPS Experience as a Sponsor
- Value of the Program to the Prevention System
- Effectiveness of Safety Groups
- Value of the Program to Participants
- Value of the Incentive (Rebate) to the Program



Workplace Safety & Prevention Services (WSPS)

Workplace Safety & Prevention Services (WSPS) provides industry-specific health and safety products, training and consulting services to 154,000 businesses and 3.8 million employees in Ontario's agricultural, manufacturing and service sectors.

As one of four health and safety associations operating under the Health & Safety Ontario banner, WSPS is a trusted advisor to businesses, large and small, seeking to boost productivity and profitability by reaching zero work-related injuries, illnesses and fatalities.

How the Program Works

- Each safety group has a WSIB-approved sponsor that leads and coordinates the group.
- The firm selects four elements that will improve its health and safety performance, plus one common element the entire safety group works on.
- The firm will learn how to implement these elements at meetings where they share ideas and pool resources with the other firms in the safety group.
- At the end of the year, the group can receive a rebate based on the entire group's success in implementing their selected safety elements and improved H&S performance indicators.

*Source: WSIB web-site

Benefits of Joining a Safety Group:

- Access to health and safety resources and best practices from other participants
- Help with developing, managing and maintaining effective health and safety programs (Continuous Improvement)
- Healthy and stable workforce
- Increased productivity
- Increased employee morale

Along with improving workplace safety, you can reduce your WSIB premiums and earn financial rebates.

Working together and sharing their experience and knowledge, these Safety Group members have collectively improved their workplace health and safety.

*Source: WSIB web-site

Program Eligibility

To participate in the Safety Groups Program, your firm must:

- Be a Schedule 1 firm
- Be in good standing with the WSIB
- Be committed to participating for a least one full calendar year
- Have commitment from the owner or senior management to participate in the program
- Not be a current member of the Safe Communities Incentive Program (SCIP), but can be a graduate of SCIP
- Participate in only one safety group at a time

*Source: WSIB web-site

WSIB Value For Money Audit Results (Deloitte, 2006)

- The systematic compliance and evaluation procedure provides ample enforcement of H&S Standards
- Safety Group Program has had a favourable impact on injury rates and is designed to reduce future financial obligations for the WSIB
- High level of customer satisfaction
- High level of emphasis on continuous program improvement
- Alignment with the Return-to-Work focus of the WSIB

WSPS Safety Group Experience

Sponsor of Safety Groups since 2004. 5219 Firms have participated in WSPS Safety Groups since 2004

Average LTI Reduction Rate = 16.85% (WSPS SG)
= 5-7% (Gen. Pop.)

Average LT Severity Rate Deduction = 17.49%
= 4-5% (Gen. Pop.)

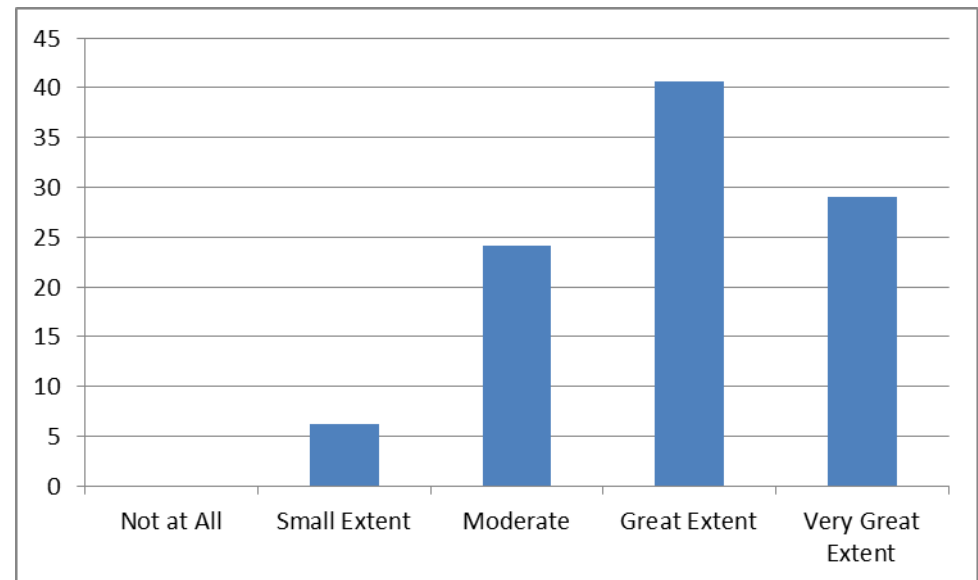
In 2011 – 875 Firms registered. Rebate = \$7,354,315

WSPS Safety Group Experience

(Member Survey – 154 responses)

How did SG increase skills/knowledge in H&S?

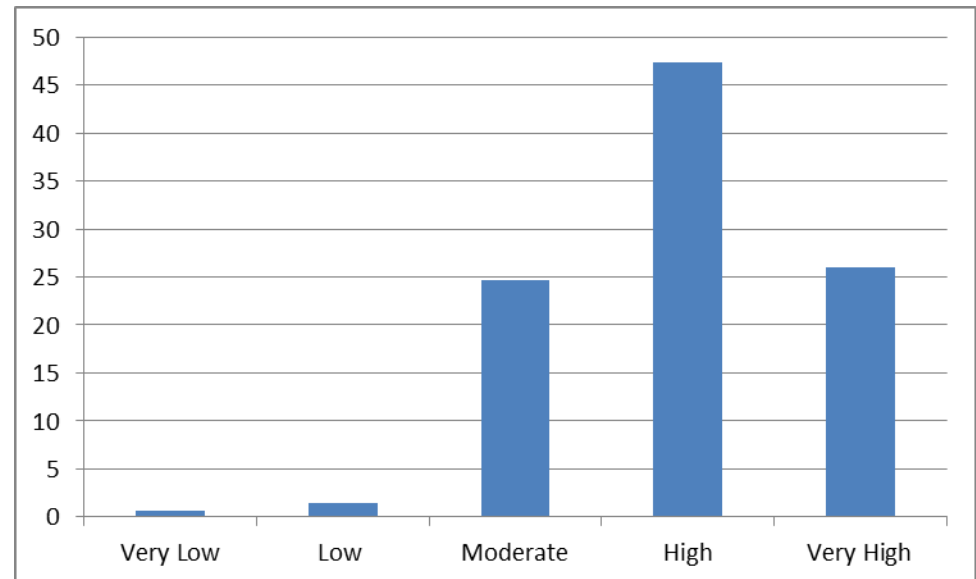
Not at All	0%
Small Extent	6.2%
Moderate Extent	24.1%
Great Extent	40.7%
Very Great Extent	29.0%



WSPS Safety Group Experience (Member Survey – 154 responses)

Confidence in ability to effectively apply learnings?

Very Low	0.7%
Low	1.4%
Moderate	24.7%
High	47.3%
Very High	26.0%

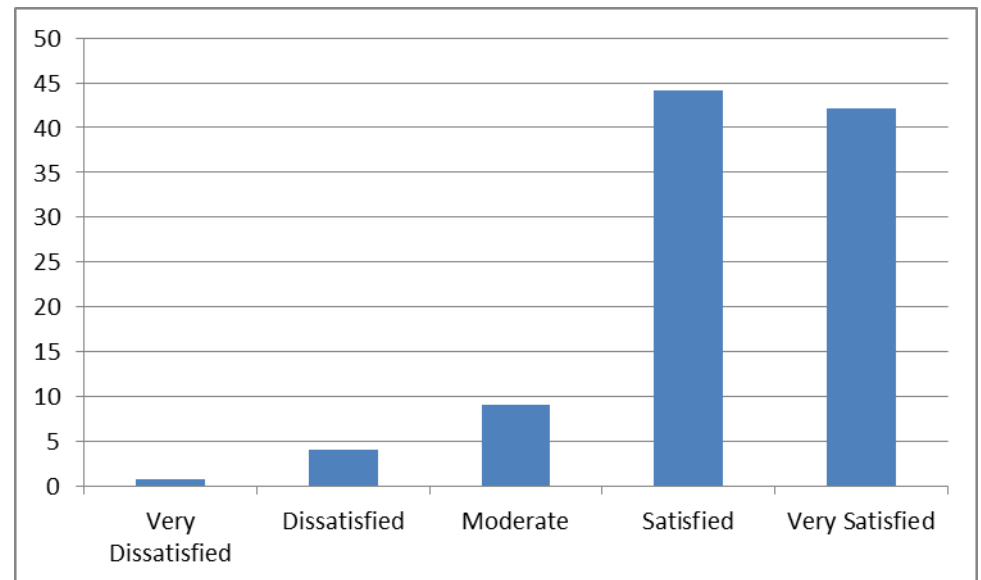


WSPS Safety Group Experience

(Member Survey – 154 responses)

Satisfaction with the Overall Quality of the Program?

Very Dissatisfied	0.7%
Dissatisfied	4.1%
Moderate	9.1%
High	44.1%
Very Satisfied	42.1%

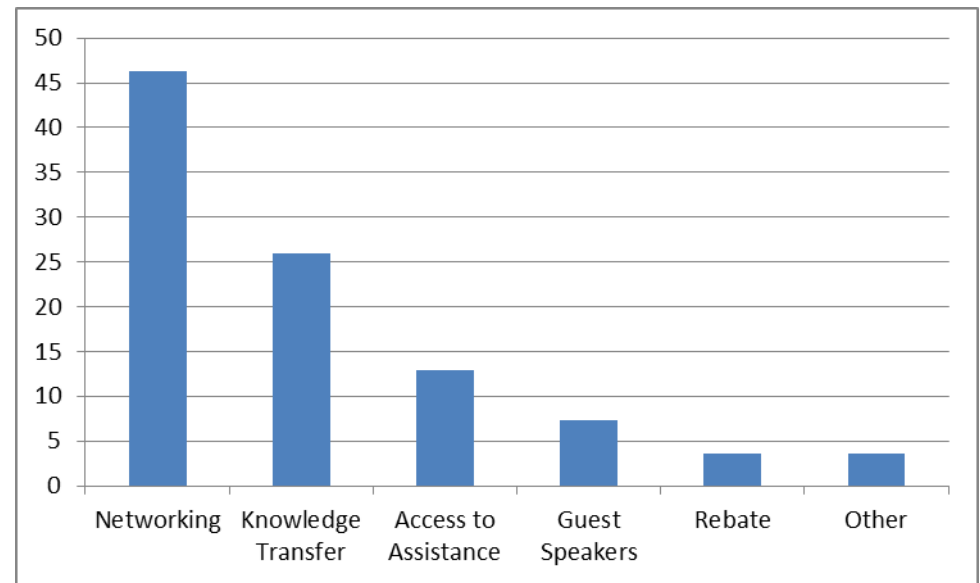


WSPS Safety Group Experience

(Member Survey – 154 responses)

What Do You Find Most Valuable about Safety Groups?

Networking	46.3%
Knowledge Transfer	14.1%
Access to Assistance	9.1%
Guest Speakers	7.4%
Rebate	3.7%
Other	3.7%



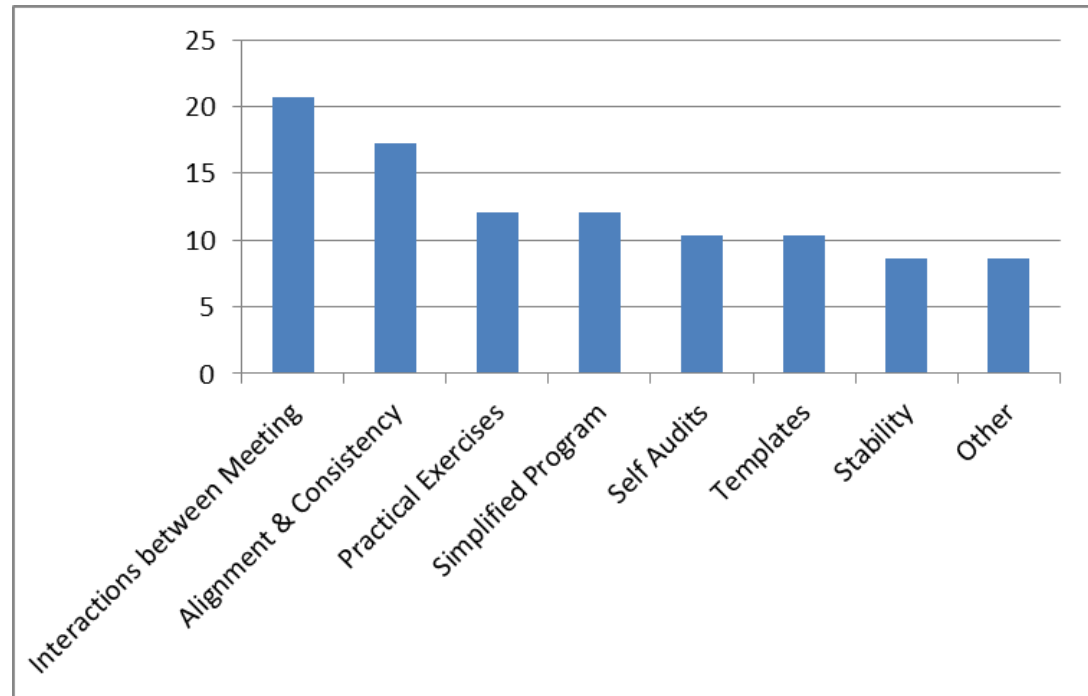
WSPS Safety Group Experience

(Member Survey – 154 responses)

What would you change to improve the program?

Interactions between

Meetings	20.7%
Alignment and Consistency	17.2%
Practical Examples	12.1%
Simplified Program	12.1%
Self-Audits	10.3%
Templates	10.3%
Stability	8.6%
Other	8.6%

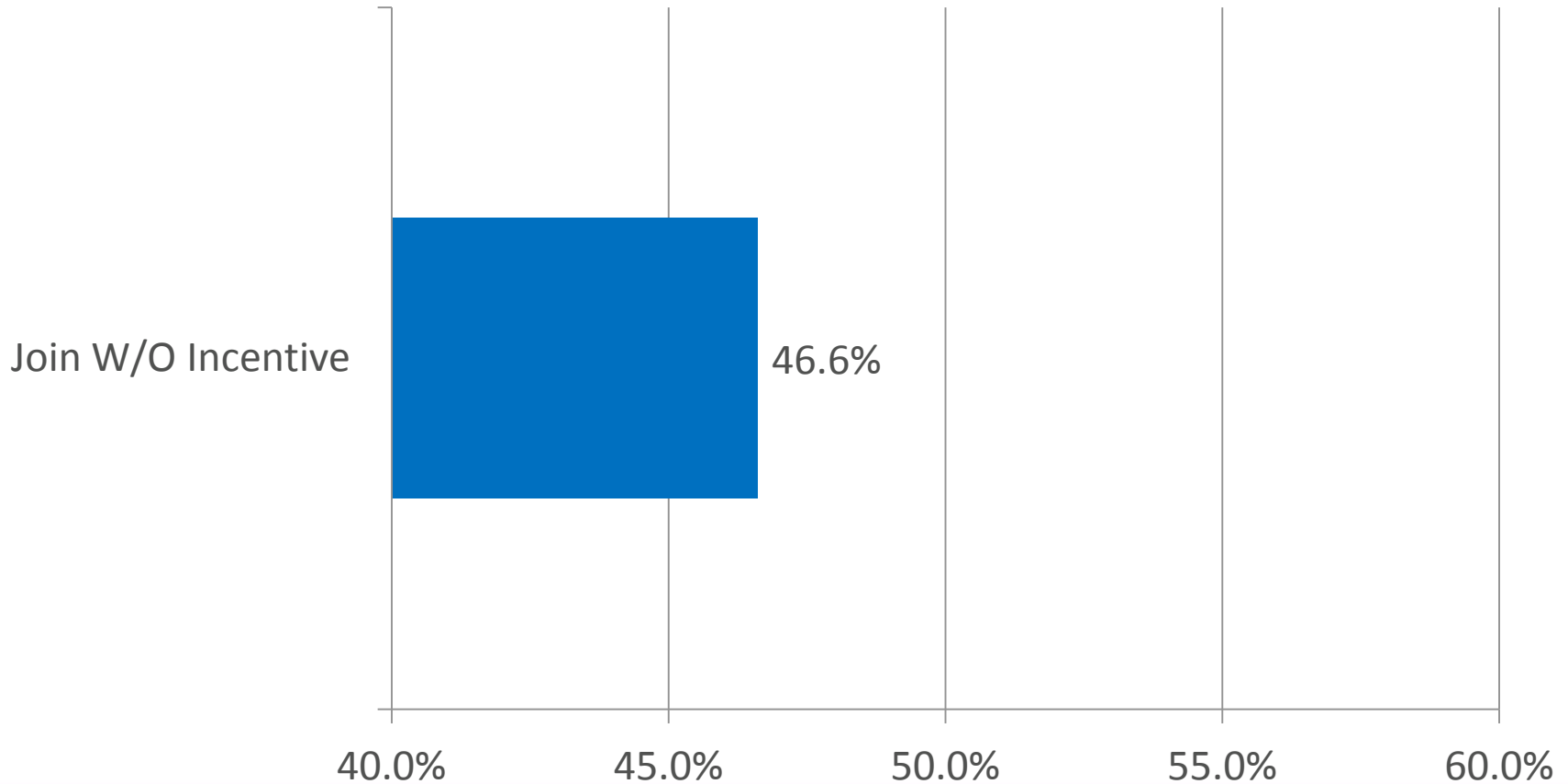


What About The Incentive?

- Does it Really Work to Attract and Retain Members?



Likelihood of Joining if No Rebate? (5+ yr Member Survey – 91 respondents)



Why is the Financial Incentive So Important?

- Most organizations don't budget for H&S Improvements
 - Rebate get's re-invested in program improvement
- Other Rebate Programs not as 'immediate'
- Rewards both Efforts and Results
- No other non-financial incentives exist

Comments From...

Safety Group Participants

- The [WSPS] Safety Group encourages us to make it manageable by breaking it down into similar sections, instead of trying to do everything at once. The experts in the room and guest speakers help us meet legislative requirements by sharing specific best practices, which reduces rework and saves time.
 - *Anna Salvati*, Director, People Resources, Delta Toronto East
- Our participation in the [WSPS] Safety Group Program for five years has provided many useful safety guidelines for our small manufacturing company. Assisted by our able consultant, we continue to develop the required discipline to promote prevention first best practices for the health and safety of all J&K Die Casting's workplace parties.
 - *Health & Safety Coordinator*, J&K Die Casting Limited

Comments From...

Safety Group Participants

- We strongly believe that [WSPS Safety Group] program acts as a motivator, both for good performing companies and those in need of improvement. In our case, it's allowed us to streamline our existing processes, and has promoted alignment with other initiatives we're involved in, such as OHSAS 18001 and ISO 14001.

— *Andrew Preston, Celestica Inc.*
- The ability to interact and network with like-minded companies is invaluable. We gain applied knowledge and an understanding of the WSIB's perspective from the moderator and guest speakers. Our big eye-opener was that building a culture of safety in my business protects us from liabilities. The meetings are well-structured and meaningful, and the information is accurate and timely. I intend to be an [WSPS] Safety Group member for the foreseeable future.

— *Don Strong, Vice President and General Manager, Concordia Carstar Collision Centres*

Comments From...

Safety Group Participants

- “It has created awareness in my company and changed the culture in our workplace. The financial incentive is what forces me to do the work - the stick behind the door so to speak. I would have probably have packed it in thinking all this work is not worth the time if the financial incentive was removed.”
 - Gerald Boot, Owner, Boots Landscaping
- “A financial incentive is necessary to entice those companies who are unsure to join the group and for those companies already in the group, it hopefully gives them a reason to share their knowledge in order to improve our industry as a whole.”
 - Michelle Wessel, Appleby Landscape

Comments From...

Other Sponsors

- “The financial incentive is crucial to the success of the program. While there are numerous benefits and reasons to participate, it would not have the support or realize the success it has without the financial incentive.”

— Ian Howcroft, VP Ontario, CME

- “while recognizing the importance of the various program activities, the financial incentive is a deciding factor for most member participants”

— Maria Dagainis, Director, Government Relations & Membership, EAC

Comments From...

Other Sponsors

- The financial incentive is absolutely essential to our members however it is not the only driving force to many retailers joining. In fact, many retailers have smaller total WSIB premiums based on the wages for the sector, thus the rebate is not overly large for sum. However, the value of the financial incentive permits retailers to reinvest in training, education and material assets for their operations.
 - Jonathan Farkouh, Manager, Member Programs, Retail Council of Canada

- “We do market the incentive to a small degree - but rather market the opportunity to become compliant far more. We find that our industry for the most part want to do the right thing. They just don't know where to start. The safety group mechanism provides them with a starting point and coaching along the way. The SGAP members - they just want to continue to be exposed to the environment - but the rebate does keep the Safety Group firms there year after year for sure.”
 - Sally Harvey, Manager, Training and Labour Development, Landscape Ontario