

Vancouver Island Safety Conference

Building a World Class Safety Culture

October 1, 2016

Never To Be Forgotten

Moment of silence, led by Mike Milholm, MC, to honour all those forest harvesting and manufacturing workers who either died at work since the last Vancouver Island Safety Conference, or died as a result of an occupational disease.

A total of 393 delegates attended the 11th annual Vancouver Island Safety Conference held on October 1, 2016 in Nanaimo to hear diverse speakers share their unique perspectives on safety and related matters.

An interesting development each year is the increasing number of delegates who register to attend the conference and don't show up. This year a total of 76 delegates registered to attend, but did not arrive while another 30 who registered withdrew. A total of 60 late registrations were processed on the day.

During his opening remarks, Master of Ceremonies, Mike Milholm, of WorkSafeBC, asked delegates who had been to all 11 of the annual conferences. At least six people indicated they had and about 100 indicated that they were attending the safety conference for the first time.

Mike said that the conference budget of \$30,000 was fully covered by industry sponsorship and booth exhibitors. Costs include the venue hire, speakers' costs as well as coffee, snacks and lunch for all participants. Volunteers donate their time and expertise to plan, organize and run the event each year. "It would not be possible without the generous support of everyone involved," said Mike, as he thanked all the sponsors (see back page) for their generosity and commitment to supporting the safety conference.

Before leading a moment of silence to remember the colleagues we have lost to workplace incidents, participants viewed the occupations and ages of 21 workers who had died at work — on the job — or had died as a result of an occupational disease in the 12

They are workers who have left families, friends and colleagues to mourn. May they never be forgotten and may their deaths remind each of us always, that the safety journey is every day, every shift, every worker, every supervisor, every employer.

We remember and honour those lives lost:

loader operator (48 years old) due to traumatic injury
log truck driver (21 years old) due to traumatic injury
yarder operator (58 years old) due to traumatic injury
log truck driver (23 years old) due to traumatic injury
equipment operator (63 years old) due to traumatic injury
log truck driver (71 years old) due to traumatic injury
tree faller (66 years old) due to traumatic injury
log truck driver (62 years old) due to traumatic injury
tree faller (58 years old) due to traumatic injury
logging company owner (64 years old) due to traumatic injury
tree faller (23 years old) due to traumatic injury
log truck driver (55 years old) due to traumatic injury
tree faller (49 years old) due to traumatic injury
pulp mill dozer operator (62 years old) due to traumatic injury
log truck driver (56 years old) due to traumatic injury
pulp mill dozer operator (37 year old) due to traumatic injury
electrician (70 years old) due to occupational disease
sheet metal worker (65 years old) due to occupational disease
electrician (73 years old) due to occupational disease
pulp mill worker (50 years old) due to occupational disease
welder (81 years old) due to occupational disease. ▲

Setting the stage ...

The BC Forest Safety Council's CEO, Rob Moonen, thanked all delegates for attending the conference. He said being there on a Saturday was testament to the audience's commitment to industry and dedication to making a difference. He also took the opportunity to thank his predecessor, Reynold Hert.

"Reynold's passion, dedication and commitment to improving safety is something that we have all experienced and benefitted from and I would like to take this opportunity to extend our appreciation for his contributions," said Rob.

390 dead in 18 years, 1988-2005

In setting the stage for the conference, Rob briefly explained where the focus on safety had come from — from the establishment of the Forest Safety Accord, reflecting on a very dark period for industry where 390 men died at work in forestry (in the 18 year period: 1988-2005). Rob said, looking around the room, there was a similar number of people in the room!

"That's an average of 22 fatalities a year. That's a sobering figure and it also illustrates the progress made by industry in improving its record in reducing serious injuries and fatalities," said Rob.

He said, however, that one fatality is too many and there is still work to do. "It also demonstrates that when industry works together to achieve a common goal, great things can be accomplished."

So how are we doing 10 years later?

From 2009 to 2015 there have been an average of eight fatalities a year. In 2016, there have been nine fatalities year-to-date "which is concerning and emphasizes that we need to refocus our efforts," said Rob.

Looking at serious injury rates, there has been a step change in 2015, with statistics reflecting a 20% reduction in serious injuries across the sector.

Where do we go from here?

On the harvesting side, focus will continue on the top four areas: falling, log hauling, equipment operators and silviculture.

Together these four areas represent about 25% of the person years and account for 40-50% of serious injury, loss time claims and claim costs for industry.

"The challenge for us today is to ask ourselves how we can personally and collectively contribute to taking the next step in improving our safety performance where everyone goes home at the end of every work day," said Rob.

Building a world class safety culture means we all need open hearts and minds

The theme of today's conference is 'Building a World Class Safety Culture'. Throughout the day you are going to hear from a number of different speakers who will challenge our thoughts and beliefs. "I'm asking you to open your hearts and minds, take in and discuss what you are going to hear and think about how you can apply these learnings to further improve safety in the workplace," said Rob. ▲



Rob Moonen, CEO, BC Forest Safety Council.

"The challenge is to ask ourselves how we can personally and collectively contribute to taking the next step in improving our safety performance to where everyone goes home at the end of every work day."

— Rob Moonen

WATCH VIDEOS OF THE VISC 2016 PRESENTATIONS:

[https://
www.youtube.com/user/
BCForestSafety](https://www.youtube.com/user/BCForestSafety)

Please note that the videos will all be posted by November 4, 2016.



How best to prepare and implement drug and alcohol testing programs to avoid Bill C-45 prosecution and increased penalties

Left: Tom Yearwood.

“As owners, managers and supervisors you need to paint the picture properly as the people that could be making decisions about your liberty have no experience of practical working conditions in forestry.”

—Tom Yearwood

Maximum penalties include:

—life imprisonment for death of a worker and
—10 years imprisonment for injury.

“Act reasonably, know the facts ... and it will save you money.”

— Tom Yearwood

Tom Yearwood, of Denning Health, provided the straight goods on what owners, managers, supervisors and workers needed to know about workplace liability when someone is injured or dies on the job; and, what needs to be in place to help prevent incidents in the first place, be documented (to be defensible in a court of law) and how to manage without being overwhelmed when it comes to implementing a workplace drug and alcohol policy and testing program.

A key emphasis was “fit for duty”; with any A&D program being one of many tools to assist employers to ensure all workers are fit for duty and are not impaired due to drug/alcohol/fatigue/emotional/mentally/pre-existing medical condition e.g. sugar crash from diabetes or any other unfit to work for whatever reason or cause.

Another critical factor is understanding that the objective of A&D policies and procedures is about “safety and rehabilitation” — not about accusations or punishment.

Tom said that **any successful program** needs:

—**Properly written policy** which reflects the law and makes sense for your operating environment and culture.

Tom shared some legal case precedents such as Jacobsen versus Nike (Burnaby); where companies were found liable for incidents that occurred after providing liquor to staff even when the employee went on to drink more alcohol on his own before the incident occurred.

- Appropriate supervisor training**
- Comprehensive employee information (crew talks)**
- Employee and Family Assistance Program (EFAP)** (e.g. one offered by the Truck Loggers Association or Vancouver Island Counselling)

Tom received many questions from the audience via the online Pigeon Hole Polling program (attendees used their smart phones to ask questions and vote on other questions).

Questions included: testing at remote locations; how to approach someone they believe is impaired (speech, odour, behaviour or appearance); how tests may come back clear — what then; how to handle refusals; union impacts, if any; medicinal marijuana; cost considerations; and, that expectations of plan and program differ depending on company size and resources. ▲



Right: the BC forestry sector coroner, Chico Newell, addresses questions from the audience re toxicology testing of workers who died at work. It is standard practice for coroners to test for alcohol and drugs when someone dies at work. Where someone is hospitalized for some time prior to death, testing is not done by the coroner, but may well have been done by the worker's doctor.



The emotional part of employee engagement

- ◆ Getting to the heart of the matter
- ◆ To affect change in behaviours
- ◆ Secure improved safety outcomes

No stranger to boldly going where few others have gone before (as a key production member of the Star Wars Trilogy series), Craig Sexton, Creative Director at DuPont Sustainable Solutions, told VISC 2016 delegates that leading to safety is all about the HEART!

He said the heart controls the brain more than we know, grounded in science, and this reality can have profound impacts on how we talk about safety in our quest to achieve safety success.

Emotions drive decisions

He shared a collage of short stories and sayings about the value of the human heart over the brain, including research by neuroscientist Antonio Demasio (and his partner, Hannah Demasio) who through research proved that emotions are critical to the decision-making process.

“A brain that can’t feel can’t make up its mind,” summarized Craig. He said from Egyptian times, there has been recognition that “the heart is the king and the brain the king’s advisors”.

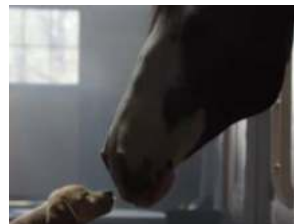
We are far more irrational than previously believed, driven primarily by past experiences and our feelings and emotions about those previous experiences. Most actions, whether by employers or employees, are affected by feelings and emotions. “Talking from the heart, not the head.”

If we can change how people feel we can be effective, with people connecting with our messages. “Be affective (heart) versus effective (the brain),” said Craig.

He shared several samples of “affective” messaging used in iconic advertisements for major international brands.

Humanize the data

No data on hops or barley was included to sell an alcoholic beverage. Clydesdale horses and golden retriever puppies were used instead (Super Bowl ad 2014: see <https://www.youtube.com/watch?v=7p3lITikQ>).



“We hear data, but process emotions,” said Craig. “We can print off lots of paper on policies and procedures, but we need to give workers reasons to implement them.”

Let people feel the story and touch their hearts

Conveying messages with emotion is by design — being more engaging, more persuasive and therefore more likely to be accepted and shared with others. It all starts with understanding the target audience and speaking that audience’s language, using dynamic video and images to connect, to help the audience feel the story, touching their hearts.

Craig said that when working with data, one had to reach deep inside the data for the story and narrative behind the data ... to find the image or the design to maximize the intercept in the “impact zone”.

He gave the example of how many metres and seconds (distance and time) it takes for a vehicle to stop if you are driving distracted. He said that those data pieces don’t have any impact and are not memorable, but if you tell people and show people an image of a football field and tell them it will take a football field to stop from a second of distraction — and they won’t ever forget it. That is what he means about putting data, design and narrative in the impact zone.

He talked too about how different major global brands brand their safety messages for stakeholders, consistent with the core values of those individual organizations, such as CN Rail’s “Looking out for each other”; Norfolk Southern’s “I am coming home” and Irving’s “People matter”. Craig said “people won’t own safety until you make it personal”.

We need “heart” for optimal human performance. Be authentic and make people feel like they matter.

(To learn more about the neuroscience of emotions, please see: <https://www.technologyreview.com/s/528151/the-importance-of-feelings/>) ▲

“Create compelling images and tell emotional stories. If you are going to move the needle on safety you are going to have to connect with people at an emotional level.”
— Craig Sexton



MC Mike Milholm (left) with Al Johnson, Vice President Prevention Services, WorkSafeBC.

Make it personal

WorkSafeBC's Vice President Prevention Services, Al Johnson, thanked all delegates for making health and safety a priority in their organizations. He said that in 2005, 33 men didn't go home to people who loved them. He said that if you worked in the woods then you inevitably put your life on the line — an accepted behaviour. By comparison he said today we had a whole new world with a culture of risk-taking having been replaced by a safety first approach.

"We know that workers do not need to die or get hurt to cut down a tree or transport logs," said Al. He added that remarkable achievements had been made. There are fewer injuries and fewer worker related fatalities. "As an industry you are getting good at safety, but maybe, just maybe good is not good enough."

He said there was no time for complacency; one serious injury or one fatality is one too many. And, there were new hurdles such as an influx of young and inexperienced workers and increasingly difficult terrain in which to operate.

We need to do everything we can to be great, to be world-class in health and safety in the woods. He said world-class was not about the rule book, the OHS program or the paperwork; it is about the practice the action/doing. He cautioned that we should not delegate safety to one person; we needed an engaged workforce where everyone feels responsible for safety and everyone understands why it is important.

He said CEOs and senior managers had to make their commitment to safety visible; operations managers needed to include health and safety in business planning to demonstrate their commitment through actions to address issues quickly and efficiently; front line supervisors and workers needed to know they can report unsafe conditions without reprisal and feel comfortable raising concerns. "World-class believes in safety excellence and that safety is a core value," he said.

Al showed a video about retired production faller, Jim Bassett, who went 37 years falling without an injury. So how do you create more Jim Bassetts, asked Al?

He closed by saying his challenge to each delegate is to make safety personal. Set a personal safety goal. Make zero your goal. ▲

INDUSTRY UPDATE ON CHAG ACTIVITIES

Working group tackles hazardous roadside debris and produces resource tools for industry

On behalf of the Coast Harvesting Advisory Group (CHAG), Interfor Corporation's Ralph Friedrich provided a summary update on CHAG's mandate and recent activities to support industry on the coast.

He said CHAG was focused on the reduction of fatalities and serious injuries and working towards the establishment of a strong culture of safety.

The focus of Ralph's presentation was on the recent work done by CHAG and a subject matter expert working group to address the challenges of roadside debris for all phases.

"Roadside debris is real. It is creating hazards and we all need to do our part," said Ralph as he shared the tools that have been created by the working group and endorsed by CHAG: a brochure, poster and video.

Ralph said that now the tools had been created — all based on expert input and



This poster was created as one of the tools to increase awareness and provide seven key recommendations for all phases to eliminate hazardous roadside debris. Copies may be ordered free of charge. Please see the full resource package here: <https://www.bcforestsafes.org/node/2858>.

feedback secured from surveys of industry folk directly involved in all aspects of road construction — the next step was to roll out the materials to all contractors, logging and road building crews.

"This is about educating everyone on the hazards and what to do about them and prevent them occurring in the first place," said Ralph. He said while nothing would be perfect right away, the plan was to see the seven key recommendations all being implemented across industry.

Roadside debris working group

members were:
Chad Campbell,
Ryder Contracting
Don Cleaver,
Island Timberlands,
Don Holmes,
TimberWest
Steve Kerrone,
Island Pacific Logging
Mike Lee, *Interfor*
Kevin McKamey,
Pilldolla Creek Contracting and
Aaron Steen,
TimberWest. ▲



Ron Corbeil, SAFER, Left with Interfor Corporation's Ralph Friedrich.

Effective supervisors play a key role in a good health and safety culture

If there was ever a champion for supervisors and an effective supervisory system, look no further than Mike Tasker, of WorkSafeBC.

Mike said that people think that safety has changed a lot — yet while roles have changed, the actual requirements have remained the same for a long time. The difference, explained Mike is that many supervisors were “flying blind”. He shared his personal story of being a worker on a Friday and then being given a radio and a set of keys and told he was a supervisor starting Monday. Like magic!

The reality is supervisors have many critical roles in being facilitators, mentors, cheerleaders, quality assurers, innovators, shrinks, substance abuse intervenors, problem solvers, team champions, etc., which collectively all impact performance, operational efficiency and effectiveness.



Randy Aitken, Ministry of Forests, Lands and Natural Resource Operations (left) with Mike Tasker, of WorkSafeBC. See WorkSafeBC's online supervisor training at www.supervisingforsafety.com

Supervisors also need to understand their roles in due diligence, taking all reasonable care to prevent an incident from happening. “Supervision is all about action,” said Mike. Supervisors can either make or break an organization, he added.

He said if delegates took away one thing it was this: every worker is entitled to information, instruction, training and supervision (WCA 115.2e). Another point Mike emphasized was that everyone needed to remember that meeting regulation was the minimum standard required. If we wanted to be world-class a lot more than meeting the regulatory standard was required. ▲

Feedback on the conference from delegates via online Pigeonhole polling

The overwhelming majority of conference attendees who provided feedback said the conference overall rated a 5 or a 4 (87%) (where 5 = excellent and 4 = very good).

Comments included:

Outstanding conference. Very well organized. Awesome.

Trouble is it caters to management and it needs to get to the boots on the ground.

Great Presenters. Lunch was fantastic.

Thank you!

Minimalize the fluff.

Great! Excellent venue.

Great event. Will come back for sure!

Too much talking, what about some activities that can teach skills to take back to the workforce.

Would like to see some new ideas.

Maybe pre-seat to maximize interactions and get students paired with experts to mentor.

According to those who voted, the two top speakers were Craig Sexton and Corrie Pitzer.

Comments on Craig's presentation included:

Excellent presentation on a timely topic.

Awesome speaker. Very motivational!

Really entertaining and provocative.

Fantastic!

Could have listened to Craig for another hour.

Great information and well presented.

Content was new to me. Very interesting concepts.

Comments on Corrie's presentation included:

5 plus!

Thank you for bringing Corrie back.

Too short. Cory is a speaker who has so much knowledge and stories that drive his points home in meaningful ways. Much like Craig Sexton, he understands the importance of the emotional buy-in of safety concepts to achieve real progress and success.

Unfortunate this session wasn't finished.

Slideshow had technology issues that should be addressed.

Very good, lots of excellent examples to take away.

Amazing speaker! Would love to hear the full presentation.

Hilarious and emotional content.

Very powerful messages and excellent presenter.

Excellent energy. Kept me involved. A look at safety from another angle that makes sense to me; too safe, too compliant takes the ability to see risk away from the individual.

Always insightful, second time to see him speak. He is always engaging.

Excellent once again.

Very entertaining and good points made.

Thoughts on 2017 conference?

Bring back break out sessions; more Corrie Pitzer (x3); more ideas on emotional connections for forestry companies; more evidence based safety; hands-on training; keep focus on world-class (x2); mental health (x2); solutions; advise participants on registration form that they may donate door prizes or silent auction items; another DuPont session; more speakers like Sexton to inspire leaders and motivate change; keep up the good work (several); don't change the format; keep it lively and don't go into OT; always plan for emergency of any kind; keep sending out parking maps and price info; none; less work safety presenters, more industry experts; and shorter presentations! ▲

2016 annual safety awards in harvesting and manufacturing



From left: Clarence Meints, of Andy Meints Contracting Ltd., Steve Lackey (retired) and Ron Myhre behalf of Pinnacle's eight member operations management team: Andrew Heyer, Jamie Collis, Ron Myhre, Tim Potter, Greg Lobsinger, Mark Cunningham, Ray Dawson and Steve Robin.

CONGRATULATIONS TO ALL THE SAFETY AWARD WINNERS!

2015 Cary White Memorial Lifetime Achievement Award: Steve Lackey, RPF



2015 Most Valuable Player (MVP) Award in forest harvesting: Clarence Meints



2015 Most Valuable Player (MVP) Award in manufacturing: Pinnacle Renewable Energy Operations Management Team: Andrew Meyer, Jamie Collis, Ron Myhre, Tim Potter, Greg Lobsinger, Mark Cunningham, Ray Dawson and Steve Robin

Please see the December 2016 edition of Forest Safety News (due out December 1, 2016) where all the award winners will be invited to share their safety stories to help inspire many more safety champions. ▲



Snuneymuxw First Nation's Welcome from Elder Eleanor White

A warm traditional Snuneymuxw First Nation welcome was extended to all delegates by elder, Eleanor White.





Thanks to the diverse organizations with booths at the conference, there was a steady stream of foot traffic, allowing participants to learn about the latest forest safety, health and wellness products and services.











SAFEmap's Corrie Pitzer:

**Busting five traps
to ensure systems,
practices and
experiences don't
allow us to become
too comfortable and
complacent about
our own safety and
the safety of others**

No matter how good the safety management system, always focus on risk awareness

Corrie Pitzer, of SAFEmap, shared memorable stories to remind us all about the pitfalls of theory, the best made plans, and other safety system traps. There are seven traps (see link at the bottom of the story to learn more), and Corrie focused his VISC 2016 presentation on five of them.

According to Corrie, the most prestigious degree he has in his possession is from working underground in a mine for eight months to get his blasting certificate. Why the most prestigious? Because he learned that every theory about psychology that he had learned at university was wrong!

Supporting his argument that we become complacent, too comfortable and trusting of the rules and compliance within safety systems, Corrie shared several global disaster experiences where safety award winning or best in class safety systems were in place e.g. Union Carbide, DuPont, BP, Occidental Petro-

leum (1988 Piper Alpha North Sea). Corrie said that the first trap is compliance. The danger is that when we all step into a compliant situation we stop being aware. A good example (one of many that Corrie shared) is where pedestrians are struck by vehicles in crosswalks at traffic light intersections because most pedestrians just expects all cars to stop at the red light — because that is the rule and everyone is expected to be compliant. But, when pedestrians keep a heightened awareness of the risks and do not rely on the compliance system to work, they will see the fast approaching car and have the opportunity to take action to avoid being hit.

Due to a medical emergency involving a delegate, Corrie's session ended early. Thankfully all is well with the delegate. Organizers greatly appreciate the first aiders who immediately assisted, as well as the first responders from the City of Nanaimo, who attended.

A closing summary from Corrie was e-mailed out to all delegates along with Rob Moonen's closing remarks.

For details on the seven traps, with examples, please see this presentation by Corrie: <http://www.slideshare.net/informaaz/corrie-pitzer>. ▲

Next year's conference is on September 30, 2017

Please save the date! And please note that next year's conference is on the last Saturday in September 2017 due to the fact that Thanksgiving weekend is the following weekend. If you would like to make a recommendation about a speaker, a topic or anything else, but missed the opportunity to complete the online feedback survey, please contact Patty (1-877-741-1060) or email bergeron@bcforestsafe.org. ▲

Many thanks to the members of the volunteer 2016 VISC steering committee:

Randy Aitken, *Ministry of Forests, Lands and Natural Resource Operations*

Tristan Anderson, *Coastland Wood Industries*

Patty Bergeron, *BC Forest Safety Council*

Chris Cinkant, *United Steelworkers*

Ron Corbeil, *SAFER*

Aaron Frost, *Strategic Natural Resource Consultants*

Theressa Klein, *Western Forest Products Inc.*

Gerard Messier, *BC Forest Safety Council*

Mike Milholm, *WorkSafeBC*

Ken Moore, *Coastland Wood Industries*

Bjarne Nielsen, *Bear Safety Consulting*

Sam Stanko, *Island Timberlands*

Glen Waatainen, *TimberWest Forest Corp*

If you would like to volunteer or donate products or services for the 2017 conference, please contact Gerard Messier at telephone 1-877-741-1060 or email messier@bcforestsafe.org. ▲

Over \$1,000 raised for KidSport Nanaimo and the Red Shirt Foundation



For the third year in a row a silent auction was held at the VISC in memory of the two men, 53-year-old mill superintendent, Fred McEachern, and 61-year-old forklift driver and union steward, Michael Lunn, who were fatally injured when they were shot at the Nanaimo Western Forest Products

sawmill in April 2014 by a former employee who was recently found guilty on all charges of murder of the two men and attempted murder of two others he injured.

A total of \$1,048 was raised and will be split between the Red Shirt Foundation and Kid Sport Nanaimo in honour of the men.

Nanaimo's Loaves and Fishes charity benefited too. As the conference is free thanks to the generosity of sponsors, each attendee was asked to bring in at least one non-perishable food item or a cash donation for the United Steelworker's food bank. Thank you to all! ▲



Vancouver Island Safety Conference



Thank you to our sponsors for their generosity:



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