The Community Against Preventable Injuries

aka ‘Preventable’

Presentation to BC Injury Prevention Conference,
November 8, 2010

Mr. Tim Draper, Vice-President TELUS
Mr. Kevin Lafreniere, Executive Director, Preventable
Mr. Scott McCloy, Director Communications, WorkSafeBC
Dr. Ian Pike, Spokesperson, Preventable

preventable.ca
Who We Are

• Announced as “SafeBC” in May 2006 by the Minister of Labour and Citizen’s Services

• Provincial commitment to safety and injury prevention “in every aspect of life in BC”

• Make British Columbia “the safest province in Canada”

• Recognition of the magnitude of the issue

• Initiative has evolved - registered non-for-profit governed by a Board of Directors
Objectives

• Province-wide injury prevention social marketing strategy
• Establish an overall injury prevention “brand”
• Engage multiple partners with an emphasis on a private sector leadership
• Establish the critical mass necessary to transform societal attitudes and behaviours
• Provide social marketing support, expertise and resources
How Preventable Works

• Evidence-informed Injury Prevention Pillars:
  • Regulation & Enforcement of Legislation
  • Engineering & Environmental Design
  • Education & Social Marketing (Preventable)

• Partnering to combine the pillars into effective campaigns and strategies

• Leverage the partner activities and establish program synergies
Preventable Partners

- Partnerships are critical to the Preventable strategy
- To date, over 60 organizations have joined, including some of the largest and most prominent organization’s in BC

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Why is this needed?

Rate of Injury Mortality per 100,000 Population by Year and Sex, BC

Rate of Injury Hospitalization per 100,000 Population by Year and Sex, BC

Injury Rates Among BC Workers 1996 - 2008

33% improvement

1st time below 3.0 the lowest workplace injury rate on record in BC
People Are Still Being Hurt

- Every hour of every day, 47 British Columbians suffer a preventable injury
- Injury is **Leading cause of death** for British Columbian’s age 1 - 44
- More children in BC die from preventable injuries than **all other causes combined**
The Financial Impact of Preventable Injuries

- In BC, preventable injuries = $2.8B (SMARTRISK, 2009)
  - $1.6B in Direct Costs
  - $1.2B in Indirect Costs

- Revised provincial estimate = $4.5 – 5.0B

- Total cost of injuries in Canada = $19.8B

- 3rd largest cost contributor to the BC health care system and a greater economic burden than cancer
The Preventable Approach

• Raise awareness about the issue

• Think about the risks involved in day to day activities whether on the road, at play, at home or at work

• Think about and act on preventative measures

• Help British Columbians “connect the dots”
Connecting the Dots

Between:

• Public, Private, Injury Prevention sectors as well as individuals and clients

• Personal actions and our economy
  • Physical Hurt - Individual
    ↓
  • Emotional Hurt – Me, my family and friends
    ↓
  • Economic Hurt – Everyone in BC

• What I do from one situation to another
Business Case Summary

• An investment of $4.5 million over 3-years in an initial injury prevention social marketing strategy will result in:

  • 60 lives saved in BC each year
  • 20,000 fewer emergency visits each year
  • 1,350 fewer hospitalizations each year
  • 435 fewer British Columbians disabled each year
  • Reduced injury-related costs of $188M
  • 420% ROI when coupled with other prevention programs and initiatives
Social Marketing Strategy
What is Social Marketing?

• A strategic approach for achieving and sustaining beneficial behaviour change

• Uses marketing principles and other concepts and techniques to achieve and sustain specific behaviour goals for a public or social good
## What is Social Marketing?

<table>
<thead>
<tr>
<th>Social Marketing is…</th>
<th>Social Marketing is not…</th>
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</thead>
<tbody>
<tr>
<td>About social or behaviour change</td>
<td>Just advertising</td>
</tr>
<tr>
<td>Targeting a given population at risk</td>
<td>Reaching everyone thru a media blitz</td>
</tr>
<tr>
<td>Strategic &amp; efficient use of resources</td>
<td>An image campaign, done in a vacuum</td>
</tr>
<tr>
<td>Integrated with a long-term plan</td>
<td>A magic bullet</td>
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`preventable.ca`
Is Social Marketing different from Health Education?

**Health Education**

“If only they knew more about this”,
we could change their behaviour”

**Social Marketing**

“If only we knew more about them”,
we could reach them
The Social Change Continuum

Injury Prevention
- Cell Phone while Driving
- Homelessness

Low awareness/Unengaged
- Aware
- No mass engagement

1-3 years

Awareness
- Obesity
- Climate Change
- Aggressive Driving

3-5 years

Consciousness
- Helmets
- Seat Belts
- Recycling

5-10 years

Behaviour Modification
- Drinking/Driving
- Anti-smoking

Mass Engagement

30 years
Campaign Development

PHASE ONE:

- Research and planning
  - Social Marketing Research
  - Consultation with Injury Prevention Experts
- Baseline Measure
  - Knowledge and Attitude Survey
  - Hospitalization and Mortality Data
  - Economic Burden of Injuries in BC

PHASE TWO:

- Social Marketing Campaign Development
  - Focus groups with British Columbians to probe language and attitudes
  - Campaign concept development
  - Further iterative focus groups with British Columbians to test and refine campaign
Pre-Campaign Attitudes of British Columbians

- **76%** agree preventable injuries are a serious problem
- **67%** are unaware of the scope of the issue
- **72%** agree that preventable injuries & deaths are an **inevitable** part of life
  - **82%** agree all motor vehicle crashes are preventable
  - **71%** agree all poisonings are preventable
  - **67%** agree all falls from ladders are preventable
  - **57%** agree all drowning is preventable

Ipsos ASI, 2006
Pre-Campaign Attitudes of British Columbians

**Consumer Reality**

- Largely unaware of magnitude of issue
- 100% injury free not realistic
- Blind to own inconsistencies
- Language is “loaded”
- Graphic content / scare tactics would have limited impact

**Communication Opportunity**

- Make it personal and relevant
- Empower; let consumer fill in the blanks
- Unbiased, non-paternalistic approach
- “We are all credible to spread the word”
Campaign Objectives

- Create awareness of magnitude and breadth of preventable injuries
- Start a “discussion” with British Columbians
- Let British Columbians draw their own conclusions
- Opportunity to connect back to partner brands
- Create opportunity to join the movement and become an agent for change
Program Components

- Mass Media (general and targeted)
- Ambient
- Community Outreach
- Internet (www.preventable.ca)
- Partnership Programs

- Theme: You are probably not ...
The Campaign

• Campaign launched in June 2009

• Reached over 2M BC customers (≈ 50% of the BC population), every week between June and December 2009, through TV, radio, print and on-line media

• Over 100M media impressions generated

• Over 70,000 customers have visited preventable.ca since the June ’09 launch
The Campaign

preventable.ca
Television and Mass Media

Nobody wakes up expecting to drown that day.

Nobody wakes up expecting to fall 20 feet that day.

Nobody expects to end the day by causing a horrific car crash.

preventable.ca
Ambient Messaging and Guerilla Activity
Partnerships

You’re not expecting to seriously injure yourself on the job today.
preventable.ca

You’re not expecting to drown today.

Serious injuries only happen to other people.

400,000 other people just like you. Every year, thousands upon thousands of British Columbians suffer injuries that could have been prevented.

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Partnership Programs

Welcome to Preventable @ LD

London Drugs has been in partnership with The Community Against Preventable Injuries, also known as Preventable, for the past 10 years and is the first major retailer to fully support the important initiative. Our goal at London Drugs is to engage our customers in the discussion about preventable injuries with our Jeans Week campaign running from mid-October.

With your help, this important issue can be brought to the attention of all British Columbians and eventually to all Canadians. To find out more about this non-profit group, visit www.preventable.ca.

What is Preventable all about?

Part 1 of this 6-part series with Dr. Ian Pike will lay the groundwork for understanding and preventing injuries and London Drugs are working together to save lives from preventable accidents & injuries. Click here for the rest of the series.

You’re probably not expecting to wear jeans at work this week.

Find out how you can wear jeans for a week at work by logging on to the LD portal & clicking on preventable @ ld

preventable @ ld

LONDON DRUGS

preventable.ca
Website: preventable.ca

• The heart of all communications - an online community
  • Engage with others about specific issues
  • Exchange ideas
  • Get involved
  • Learn about preventable injuries
Results: Customer Feedback

- *It took me sometime but the “penny dropped” for me! I think you are getting at the very point of the issue - that people are not anticipating that anything will happen to them. The fact that you are trying to raise awareness about preventable injuries and to prevent the "series of poor choices" and in a new “risky” way is admirable – good luck!!*

- *I received your Preventable treat bags and my kids carried them with pride. Great campaign and you should be proud of the work you are doing – keep it up!!*

- *I totally support/Agree / Like your campaign, I just wanted to comment on the commercial you have on Television. - The "no Wakes up Expecting to Drown that Day" - camping. One.... Wow. Great! .... The Piece had a great Tone to it, and I personally think it will Change minds on what is Stupid to do and what Isn't. I know it will Stay with me.*

- *I just saw your drowning ad last night. That was totally unexpected!! I have been a water safety instructor for over 15 years and have seen and heard a lot. You are bang-on with the messaging and hopefully it will shake people up!*

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Partner Perspectives

Mr. Scott McCloy, Director Communications, WorkSafeBC
• WorkSafeBC is a statutory agency dedicated to promoting workplace health and safety for workers and employers in British Columbia

• WorkSafeBC’s business:
  • 500,000 workplaces covered
  • 203,000 employers insured
  • 2.1M workers covered

• In 2009:
  • 142,000 reported workplace injuries
  • 121 fatalities
  • $1.3B in claims / injury related costs

• BC’s workplace injury rate was 2.37 in 2009, the lowest rate on record, however more can and must be done to reduce it further
Social Marketing - Changing Societal Attitudes

Worksafebc.com
Raiseyourhand.com
Dayofmourning.bc.ca
Preventable.ca
Think Twice. Lift once.
Preventable.ca – WorkSafeBC’s Perspective

• Can’t change workplace safety behaviours 9-5, Mon-Fri
  • Workplace injury prevention attitudes don’t form in a vacuum
  • Workers carrying safety / injury prevention attitudes beyond the workplace
  • Need a 24/7, all aspects of life approach

• Needed help to “connect the dots” between workplace health and safety attitudes and injury prevention attitudes at home, at play and on the road

• Establish the critical mass necessary to transform societal attitudes and behaviours

• Create a “movement” that will last long after changing governments, administrations and tactical strategies
Preventable.ca – WorkSafeBC’s Perspective

• WorkSafeBC did not want be the “primary” driver but part of a larger injury prevention movement

• Looking to engage a “community” of partners from divergent backgrounds coming together for a common cause – injury prevention

• Preventable has established such a partner “community” with public and private, self interest and corporate social responsibility partners
  • “Self-Interest” Partners (Gov’t, WorkSafeBC, BCAA, Pac Blue)
    • Safety and injury prevention is core to their business
  • “CSR” Partners (TELUS, London Drugs, Home Depot, RONA)
    • Corporate social responsibility and brand building, helping avoid the impact of rising health care costs on the economy and customers disposable income

• Preventable’s strategy to create an overall province-wide injury prevention “brand” will be used to support OH&S campaigns, expanding the reach / mandate of workplace safety while impacting the WorkSafeBC’s Injury Rate
Preventable / WorkSafeBC Partnership Activities

Falling from ladders only happens to other workers.

Talk to your supervisor about using ladders correctly. preventable.ca

You’re not expecting to seriously injure yourself on the job today.

Talk to your supervisor about site safety. preventable.ca
Partner Perspectives

Mr. Tim Draper, Vice-President TELUS
Alignment: TELUS and Preventable.ca

Significantly reduce the number and severity of preventable injuries in BC.

- Raise Awareness
- Transform Attitudes
- Change Behaviours

Employee Strategy
Health and Safety

Community Strategy

Corporate Strategy
Health

preventable.ca
Employee Strategy

- TELUS is a leading national telecommunications company in Canada, with $9.6 billion of annual revenue and 12 million customer connections
- Over 7000 employees in British Columbia
  - Employee Health and Safety a Priority – Corporate, Community, Family
- Our track record in safety

<table>
<thead>
<tr>
<th></th>
<th>Lost time Accident Frequency per 200,000 hours worked</th>
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<tbody>
<tr>
<td>TELUS</td>
<td>.93</td>
</tr>
<tr>
<td>Canadian Telecommunications Industry Average</td>
<td>2.12</td>
</tr>
<tr>
<td>US Telecommunications Industry Average</td>
<td>1.1</td>
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## Community Investment Strategy - Alignment

### Making the future friendly for children & youth

#### Innovative use of technology and/or social innovation

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<tr>
<th>arts &amp; culture</th>
<th>health &amp; well-being</th>
<th>education &amp; sport</th>
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<tbody>
<tr>
<td><a href="#">Image</a></td>
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[preventable.ca](http://preventable.ca)
TELUS Community Investment

• $185 million to not-for-profit organizations, volunteered 3.5 million hours

• Nine TELUS Community Boards across Canada

• Recent addition of Cause Marketing Campaigns to our strategy

• Track record as a safety partner
  • BC Professional Fire Fighters Burn Fund, Burn Awareness Week
  • St. John Ambulance, First Aid Responders (Victoria)
  • Rid Roads of Impaired Drivers, Get Home Safe (Nanaimo)
  • MADD, School Safety Campaign (Ottawa)
  • Canadian Red Cross – Injury Prevention Babysitting
  • Parks Foundation, Safe Playgrounds (Calgary)
  • AB Shock Trauma Rescue Society, Kids Safety (Calgary)
  • Halfmoon Bay Coast Guard Auxiliary (Sunshine Coast)
  • Preventable.ca
Commercial Alignment: TELUS Health Strategy

- Transactional Health Facility-Centric Era
- Collaborative Health Provider-Centric Era
- Preventative-Health Consumer-Centric Era

1990 2008 2020
Alignment: TELUS and Preventable.ca

**the community against preventable injuries**

- Raise Awareness
- Transform Attitudes
- Change Behaviours

**Significantly reduce the number and severity of preventable injuries in BC.**

**TELUS**

- Employee Strategy
  - Health and Safety
- Community Strategy
- Corporate Strategy
  - Health

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Campaign Effectiveness
Results: Campaign Effectiveness Model

Recall of preventable.ca advertising campaign

The ad must win viewers’ attention to \textit{get noticed} and the \textit{brand} must \textit{get credit}! 

Shifts in key awareness, attitude and self-report behaviour metrics over time

The ad needs to \textit{trigger} a rational and/or emotional consumer \textit{response} to the brand

Preventable.ca
Results: TV Ad Campaign Effectiveness

IPSOS ASI Norm
Prompted Net TV Ad Recall @
250 GRP  39%
500 GRP  44%

Jun-09  Sep-09  Feb-10  Aug-10
Results: TV Ad Campaign Effectiveness – Health Authorities

<table>
<thead>
<tr>
<th>Percent Prompted Recall</th>
<th>Fraser Health Authority</th>
<th>Interior Health Authority</th>
<th>Northern Health Authority</th>
<th>Vancouver Coastal Health Authority</th>
<th>Vancouver Island Health Authority</th>
</tr>
</thead>
<tbody>
<tr>
<td>NET Prompted Recall</td>
<td>60</td>
<td>56</td>
<td>57</td>
<td>56</td>
<td>58</td>
</tr>
<tr>
<td>Prompted TV Recall</td>
<td>59</td>
<td>55</td>
<td>55</td>
<td>54</td>
<td>55</td>
</tr>
<tr>
<td>Crash</td>
<td>44</td>
<td>38</td>
<td>40</td>
<td>34</td>
<td>44</td>
</tr>
<tr>
<td>Drowning</td>
<td>38</td>
<td>35</td>
<td>35</td>
<td>38</td>
<td>37</td>
</tr>
<tr>
<td>Falling</td>
<td>43</td>
<td>36</td>
<td>39</td>
<td>31</td>
<td>37</td>
</tr>
<tr>
<td>Prompted Print Recall</td>
<td>7</td>
<td>13</td>
<td>6</td>
<td>7</td>
<td>9</td>
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Findings are consistent among Health Authorities

$p<0.05$
Results: TV Ad Campaign Effectiveness Summary

- TV advertising was the key driver of recall

- Ads were considered **informative, relevant, credible** and **generated self-reflection** with respect to injury awareness, attitudes and precautionary actions

- Media support for the campaign has a strong effect on ad measures

- Advertising campaign **recall increased by an average 27%** and **strong levels of proven recall** (unaided play back of creative elements/messaging)

- **No advertising fatigue** - wear out of the campaign is not evident at this point in time

Source: this data is collected on a four week roll-on basis via on-line surveys conducted by IPSOS ASI.
Results: Awareness – Magnitude of the Issue

- Injuries are an major health issue in BC: 34%, 39%, 34%, 37%
- Injuries cost BC lives: 61%, 56%, 61%, 70%
- Injuries cost British Columbians billions of dollars: 48%, 46%, 50%
- Injuries are the number one killer for those ages 1-44 in BC: 32%, 38%, 30%

* = p<0.10
Results: Attitudes – Inevitability of Injury

- It is inevitable that people get injured: 37% (May-09), 37% (Sep-09), 29% (Feb-10), 31% (Aug-10)
- Injuries only happen to other people: 78% (May-09), 76% (Sep-09), 73% (Feb-10), 72% (Aug-10)
- The majority of injuries are preventable: 56% (May-09), 56% (Sep-09), 54% (Feb-10), 62% (Aug-10)
- Preventing injuries is a daily consideration for me: 43% (May-09), 45% (Sep-09), 41% (Feb-10), 41% (Aug-10)

* = p<0.10
Results: Self Reported Precautionary Actions

- Around Pools/Lakes/Water
- Around the use of ladders
- In doing your work
- Jaywalking to cross a street
- Multitasking while driving
- Driving when fatigued

* = p<0.10
Results: Advertising Response Summary

- Positive shifts in awareness of the magnitude of injury, inevitability of being injured and self-reported precautionary actions

- However, measures reverted in the 3 months following with reduced media spending

- Data suggests that injury awareness and attitude change advertising requires consistent support - target audience requires ongoing reminders

- Scores continue to be more positive among those who recall seeing at least one element from the campaign than among those who do not recall seeing any element of the campaign
After the first year of the Preventable campaign, results indicate a positive shift in awareness, attitudes and precautionary actions among British Columbians with regard to preventable injuries. The campaign is successfully moving British Columbians from low awareness and unengaged towards increased awareness and engagement.
Thank You

Questions?

preventable.ca