

NAOSH WEEK PRESS KIT . . .

A Guide to North American Occupational Safety and Health (NAOSH) Week For the Media



Our Goal...

to focus employers, employees, partners and the public on the importance of preventing injury and illness in the workplace, at home and in the community.

Our Partners...

Canadian Society of Safety Engineering (CSSE)

Canadian Centre for Occupational Health & Safety (CCOHS)

Labour Program of Human Resources and Social Development Canada (HRSDC)

Threads of Life

American Society of Safety Engineers (ASSE)

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ABOUT NAOSH WEEK

INTRODUCTION

The goal of **North American Occupational Safety & Health (NAOSH) Week** is to focus the attention of employers, employees, the general public and all partners in occupational safety and health on the importance of preventing injury and illness in the workplace, at home and in the community. During NAOSH Week, NAOSH partners develop and implement activities throughout North America to promote NAOSH Week. NAOSH Week occurs every year during the first full week of May.

Occupational Safety and Health Professional (OSHP) Day falls on the Wednesday of NAOSH Week and was first celebrated in 2007. The day was established to honor occupational safety, health and environmental professionals who have dedicated their lives to protecting people, property and the environment.

OUR MESSAGE

The importance of health and safety in our lives

OUR ROLE

We promote Health and Safety to the general public, our stakeholders, and organizations

OUR SLOGAN

Safety & Health: A Commitment for Life!

OUR THEME

Each year we develop a NAOSH Week theme to be used in conjunction with the slogan. In 2012, the theme is "Making It Work"

WHAT WE STRIVE TO DO

Increase understanding of the benefits of investment in occupational safety and health

Raise awareness of the role and contribution of safety and health professionals

Reduce workplace injuries and illness by encouraging new safety and health activities and interest in NAOSH Week

The success of NAOSH Week is rooted in a community-based approach. Across the country, NAOSH Week events and activities are coordinated by local, provincial and/or regional committees, comprised primarily of volunteers, who share a focus and vision of safer workplaces and communities. Partnerships with government, business, suppliers, CSSE Chapters, community health organizations and other safety groups provide the support, resources and network necessary to manage NAOSH Week plans.

NAOSH Week presents an excellent opportunity to focus, reinforce and strengthen commitment to occupational safety and health. Participation and involvement in NAOSH Week has been shown to:

- improve attitudes towards safety
- increase understanding of the importance of occupational safety and health
- foster a safety-minded culture
- increase cooperation
- assist in team building and improve communication between employees, safety committees and safety professionals.

HISTORY OF NAOSH WEEK

NAOSH Week – North American Occupational Safety and Health Week - was first launched in June 1997, marked by an agreement between Canada, the United States and Mexico. The Canadian Society of Safety Engineering's (CSSE) Canadian Occupational Health and Safety Week (COHS) had been observed for ten years previously (1986-1996). During the North American Free Trade Agreement (NAFTA) talks between the governments of Mexico, United States, and Canada, workplace safety within the boundaries of all three nations was discussed by government labour department representatives. Canada's representative at these talks was familiar with Canada's COHS Week and suggested to his Mexican and American counterparts that their countries may wish to become involved in a similar endeavor.

Subsequently, CSSE was approached for permission and support to expand the COHS Week format and experience to Mexico and the United States. After many meetings between Labour Canada and the CSSE COHS Committee in 1995, the proposal to expand the COHS format into the North American arena was formalized with the CSSE Board of Directors at their spring 1996 meeting. It was agreed that CSSE would adopt the North American concept and implement it in place of the Canadian Week. Labour Canada agreed to ensure that CSSE was the officially recognized safety organization responsible for NAOSH Week. Labour Canada would also play the lead political role for North America for three years, after which there would be a review. CSSE was responsible for all management, marketing, policy, and administration related to NAOSH Week, and was deemed the proprietor and governing body.

In September 1996, the agreement was taken to the NAFTA meeting and all parties agreed to the proposal. NAOSH Week was established. NAOSH Week was implemented under this agreement between 1997 and 2000.

Since 2000, the responsibility and management of NAOSH Week has continued under CSSE's leadership. Partnering with the Canadian Centre for Occupational Health & Safety (CCOHS), and the Labour Program of Human Resources and Social Development Canada (HRSDC), and Threads of Life, CSSE works hard to promote and encourage the goals of NAOSH. Along with the efforts of the American Society of Safety Engineers (ASSE), NAOSH Week continues to be a truly continent-wide event.

In September 2007, the Board of Directors of the CSSE approved the creation of an “**Occupational Safety and Health Professional (OSHP) Day**” that would be celebrated every year on the Wednesday of NAOSH Week. Occupational Safety and Health Professional Day has been set aside as a day in which to recognize the ongoing efforts of occupational safety, health and environmental professionals to protect our people, our organizations and our way of life.

PARTNERS IN NAOSH WEEK

NAOSH Week is led by the Canadian Society of Safety Engineering (CSSE). Together with our NAOSH Week partners – the Canadian Centre for Occupational Health and Safety (CCOHS), Human Resources & Skills Development Canada (HRSDC) Labour Program, Threads of Life, and the American Society of Safety Engineers (ASSE), we work hard to promote and advance the goals of NAOSH Week.

Established in 1949, the **Canadian Society of Safety Engineering (CSSE)** is the leading health, safety and environmental organization for professionals in Canada, with over 4500 members across Canada. The CSSE's mission is to be the resource for professional development, knowledge and information exchange to our members, our profession and the Canadian public. More information: www.csse.org

The **Canadian Centre for Occupational Health & Safety (CCOHS)** is Canada's national resource for workplace health and safety information. CCOHS is a federal government agency dedicated to the promotion of a safe and healthy working environment by providing impartial information and advice for the prevention of work-related injuries and illnesses. www.ccohs.ca

The mission of the **Labour Program of Human Resources and Social Development Canada (HRSDC)** is to promote a fair, safe, healthy, and productive work environment that contributes to the social and economic well-being of all Canadians. www.hrsdc-rhdcc.gc.ca

Threads of life is a national registered charity dedicated to supporting families along their journey of healing who have suffered from a workplace fatality, life-altering illness or occupational disease. Their mission is to help families heal through a community of support and to promote the elimination of life-altering workplace injuries, illnesses and deaths. www.threadsoflife.ca

Founded in 1911, the **American Society of Safety Engineers (ASSE)** is the oldest and largest professional safety organization and is committed to protecting people, property and the environment. ASSE's 30,000+ members manage, supervise, research and consult on safety, health, transportation and environmental issues in all industries, government, labor and education. www.asse.org

CANADIAN NAOSH WEEK COMMITTEE

The Canadian NAOSH Week Committee includes representatives from across Canada. This committee is responsible for the ongoing development and coordination of NAOSH Week in Canada, to ensure, sustain and further advance the goals of NAOSH Week. Contact your representative on this Committee for information about NAOSH Week events and activities in your region.

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NAOSH WEEK LOGO

The NAOSH Week logo- three hands forming an equilateral triangle - portrays the three participating nations - Canada, the United States and Mexico - and symbolizes joint venture, cooperation and the commitment to the common goals shared by all occupational safety and health partners. The three sides stand for partnership of the three countries in this joint occupational safety and health venture, as well as all tripartite partnerships between business, labour and governments. The connected hands illustrate assistance and cooperation on many levels - from interpersonal relationships in the workplace to international exchange.

There are two versions of the NAOSH Week logo:



STORY SUGGESTIONS

- Cover the Canadian NAOSH Week Launch at Centennial College in Toronto, Ontario on May 7, 2012
- Interview your local NAOSH Week Planning Committee to determine the events and activities planned in your area
- In celebration of OSHP Day (Wednesday, May 9, 2012), profile a local occupational safety and health professional
- Publish a series of articles on occupational safety and health over NAOSH Week, focusing on employers who are instituting new practices to reduce the risk of workplace injury
- Profile a worker or the family of a worker who has suffered a workplace tragedy
- Interview a student who is studying occupational safety and health

SAMPLE QUESTIONS

- What events and activities do you have planned to celebrate NAOSH Week?
- Do you plan to involve the general public in your NAOSH Week events and activities?
- How do you plan to increase the awareness of occupational safety and health through your NAOSH Week promotions?
- Do you feel that Canadians need to pay more attention to safety and health in their daily lives and if so do you feel that NAOSH Week is a good vehicle to promote this awareness?
- How do you plan to increase safety awareness in your communities?
- What do you see as the main issue impacting occupational safety and health professionals today?

2012 NAOSH WEEK PRESS RELEASE

CSSE, CCOHS, HRSDC, Threads of Life and the Government of Canada prepare to celebrate North American Occupational Safety and Health Week 2012

March 2012

Across Canada, plans are well underway for the 2012 celebration of North American Occupational Safety and Health (NAOSH) Week. The Canadian Launch of NAOSH Week will be held in Toronto, Ontario on May 7, 2012 at Centennial College – Morningside Campus. The importance of this year's theme "Making It Work" will be a feature message during the event, as occupational safety and health professionals gather to celebrate the launch of NAOSH Week and reaffirm their commitment to health and safety. Keynote speakers will address the importance of ensuring that safety is part of our daily lives and will highlight the fact that we all have an inherent goal in making things work because of our strong commitment to ensuring everyone's safety.

"This year, leading up to NAOSH Week, I would like to encourage you to continue your commitment to safety planning and your tireless dedication to making those plans work within your workplace and at home. said Dawn Perrin, Chair of the Canadian NAOSH Week Committee. "Involve everyone in the planning process, provide adequate training and regularly review safety plans and programs. As circumstances change, revise the strategy to ensure it is relevant and that you are "Making It Work."

"During NAOSH Week, people across Canada and throughout North America will take time to reflect on this year's theme "Making It Work" noted Peter Sturm, CSSE President. "Through the collective and dedicated efforts of many individuals in a number of organizations, and with the support of regional and national partners, attention will be drawn to the need to plan for safety and "Making It Work" all day, every day of the year. We must always strive for the answers and execute the solutions that will make things safer for ourselves, our families, our organizations and our communities."

NAOSH Week is an annual initiative led by the Canadian Society of Safety Engineering. Together with the Canadian Centre for Occupational Health and Safety, Human Resources and Skills Development Canada, Threads of Life and in association with the American Society of Safety Engineers (ASSE), focus is given to the importance of preventing injury and illness in the workplace and raising understanding and awareness of safety and health issues.

More information can be found at www.naosh.ca or www.csse.org.

NAOSH Week is sponsored by the Canadian Society of Safety Engineering, in cooperation with the Canadian Centre for Occupational Health & Safety, the Government of Canada and other federal, provincial and territorial governments, along with the American Society of Safety Engineers. For more information about **NAOSH Week** and activities in your region please visit www.naosh.ca.

FOR MORE INFORMATION:

The Canadian Society of Safety Engineering (CSSE) can be contacted by mail at 39 River Street, Toronto, Ontario, M5A 3P1; at (416) 646-1600; by fax at (416) 646-9460; and through the Internet at <http://www.csse.org> or by email at naosh@csse.org.

For information about occupational health and safety, please contact the Inquiries Service at the Canadian Centre for Occupational Health and Safety (CCOHS) in Hamilton, Ontario, by telephone at 1-800-263-8466; by fax at (905) 572-4500; by e-mail at inquiries@ccohs.ca; and through the Internet at <http://www.ccohs.ca>

You can also visit the HRSDC- Labour Program Website at: www.labour.gc.ca

Threads of Life is a national registered charity with a mission to help families heal through a community of support and to promote the elimination of life-altering workplace injuries, illnesses and deaths. In 2011, Threads of Life published Forget Me Not – 21 true stories of Canadian workplace tragedies, as told from the

families' perspective. Each chapter includes health and safety lessons learned, with facts and figures specific to the industry sector. More information: www.threadsoflife.ca.

Founded in 1911, the American Society of Safety Engineers is the world's oldest and largest professional safety organization and is committed to protecting people, property and the environment. ASSE's more than 34,000 occupational safety, health and environmental professional members located worldwide manage, supervise, research and consult on safety, health, transportation and environmental issues in all industries, government, labour and education. For more information, contact ASSE at www.asse.org.

RESOURCES

USEFUL INFORMATION

Our website www.naosh.ca contains additional resources and information that you will find useful in planning your NAOSH Week coverage.

Please visit the website for:

- More information on our NAOSH Week Partners
- Links to our NAOSH Week Resource Guide and Safety Calendar
- A listing of events planned for NAOSH Week
- Safety and health links
- Information on our NAOSH Week Champion Program

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