



# WorkSafe Saskatchewan Highway Safety Committee

Presentation to the Special  
Committee on Traffic Safety



*Work to live.*

# Agenda

- Who we are
- Why we formed
- Our strategy
  - Principles of social marketing
  - Target high risk areas
  - Audience
  - causation
- Our recommendations
- Questions



# Who we are

Saskatchewan WCB

Ministry of Labour Relations and Workplace Safety

Ministry of Highways and Infrastructure

SGI

BHP Billiton

Canalta Hotels

Crescent Point Energy

Enform

Heavy Construction Safety Association

K+S Potash

Motor Safety Association

RCMP

Sask Mining Association

Sask Safety Council

Sask Trucking Association



# Our growing province...

“In times of economic growth, traffic volumes increase, along with the number of crashes and injuries...”

*(World Report on Road Traffic Injury Prevention, World Health Organization, p 72.)*



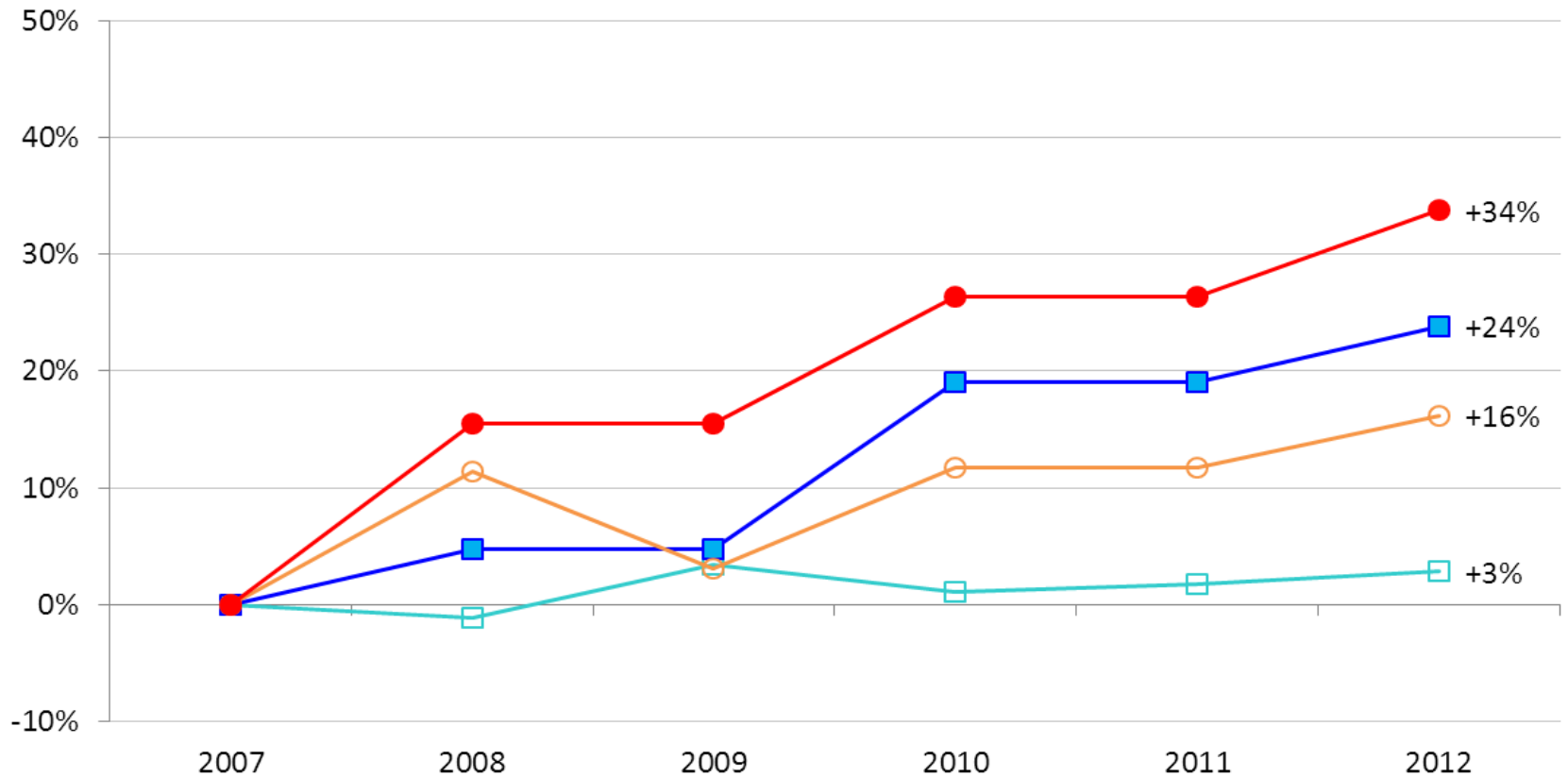
## Increase in Average Traffic Flows, from 2007 Levels: Northwest

□ Cars: Hwy 4 - North Battleford to Meadow Lake

■ Trucks: Hwy 4 - North Battleford to Meadow Lake

○ Cars: Hwy 16 - Maidstone to Lloydminster

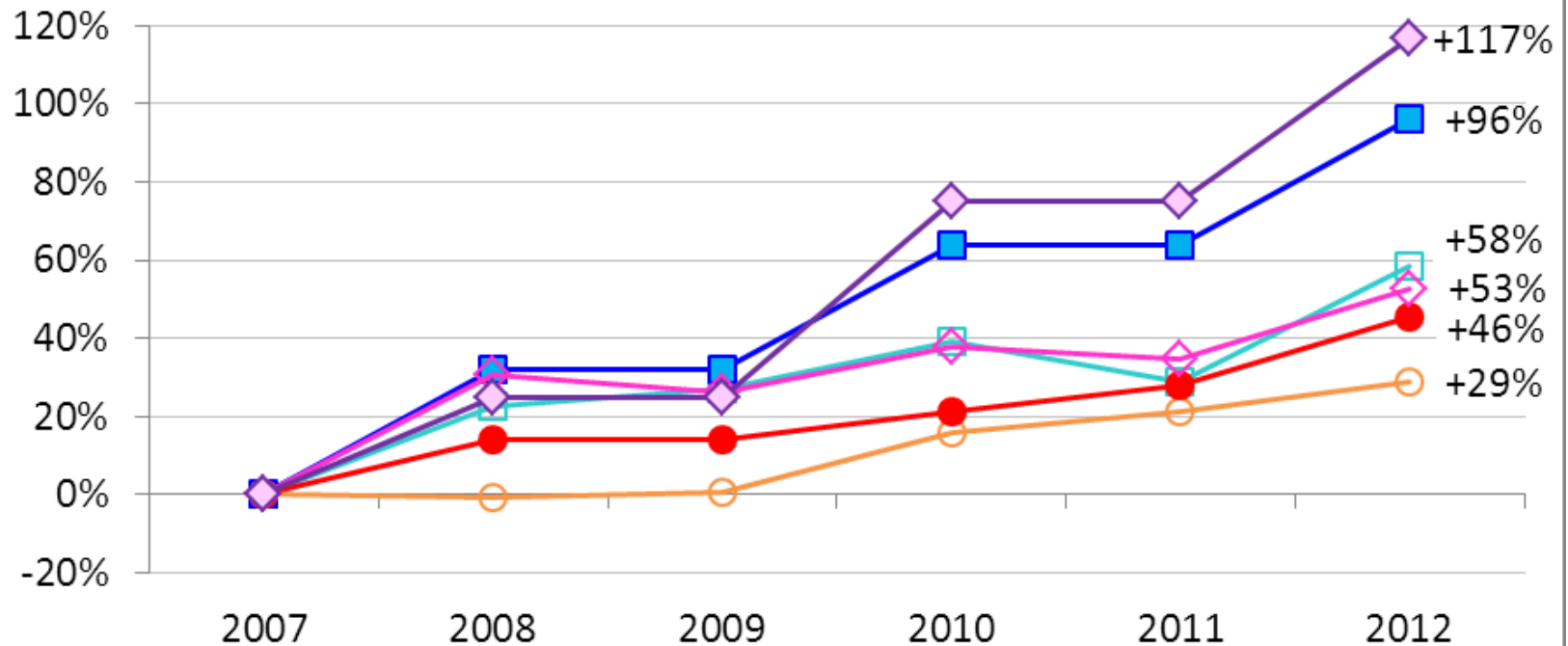
● Trucks: Hwy 16 - Maidstone to Lloydminster



# Increase in Average Traffic Flows, from 2007

## Levels: Southeast

- Cars: Hwy 13 - Carlyle to Weyburn
- Cars: Hwy 39 - Estevan to Weyburn
- Cars: Hwy 47 - Estevan to Hwy 48
- Trucks: Hwy 13 - Carlyle to Weyburn
- Trucks: Hwy 39 - Estevan to Weyburn
- Trucks: Hwy 47 - Estevan to Hwy 48



# Target Audience

- Male workers (under 35) in the sectors of transportation, heavy construction, oil, gas and mining.
  - Males 20-34 accounted for one-third (1420) of the 4297 collisions in targeted areas.
  - 2.5 percent of all male claims are transportation related as compared to 1.7 percent of female claims.
- Employers (male 45-55, management position) in the sectors above.
- Community residents, ages 30-45 who are impacted by the increased traffic and activity.



# Recommendations

- Focus on target areas at highest risk due to industry growth
- Anticipate next high risk areas and be proactive
- Select audiences within target areas
- Research the audiences to assess optimism bias, behaviour, barriers, attitude
- Implement campaign and tangible tactics as required for each segmented audience: workers, employers, commuters, etc.





# Questions?

