



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



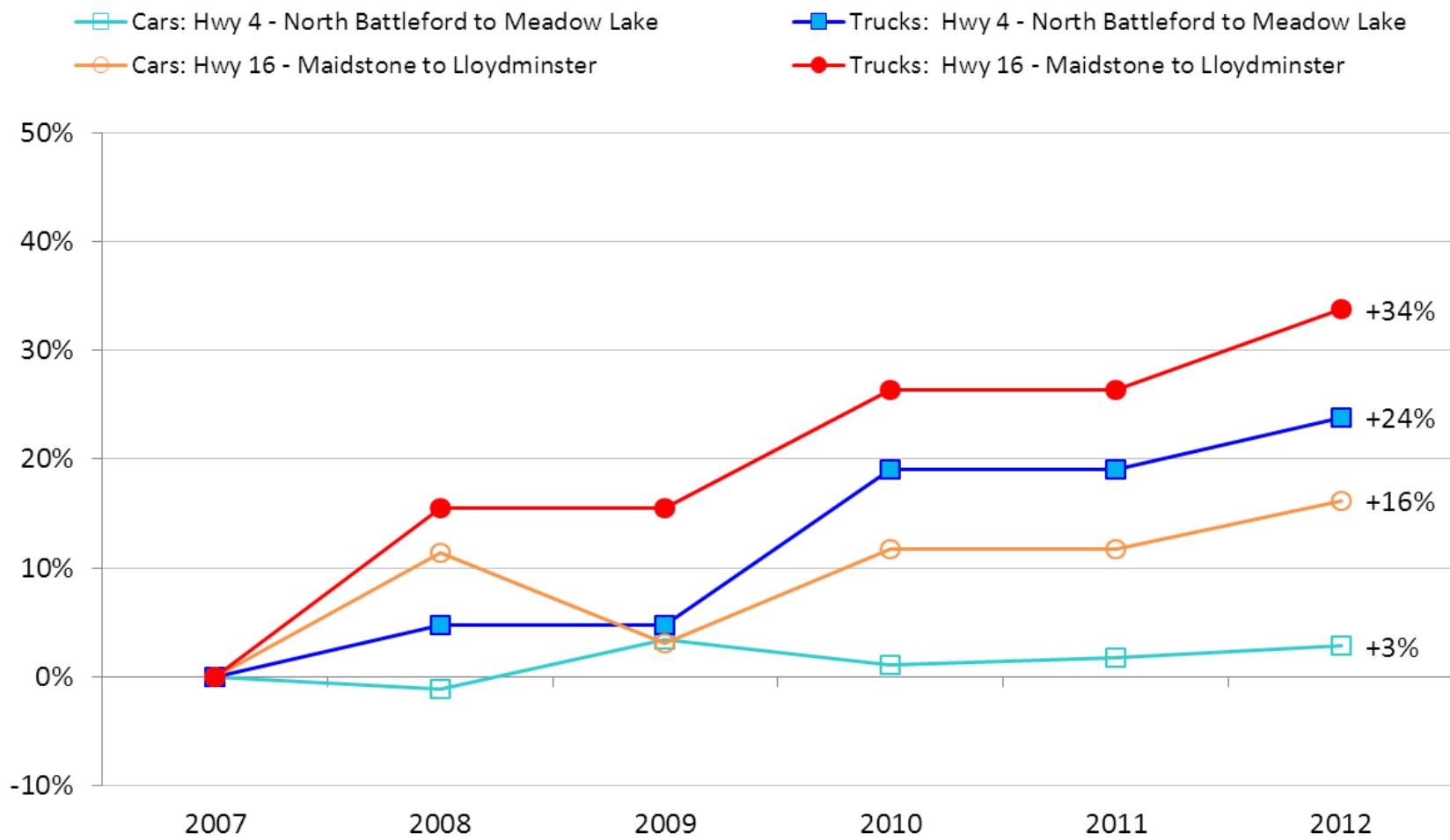
Our growing province...

“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.)



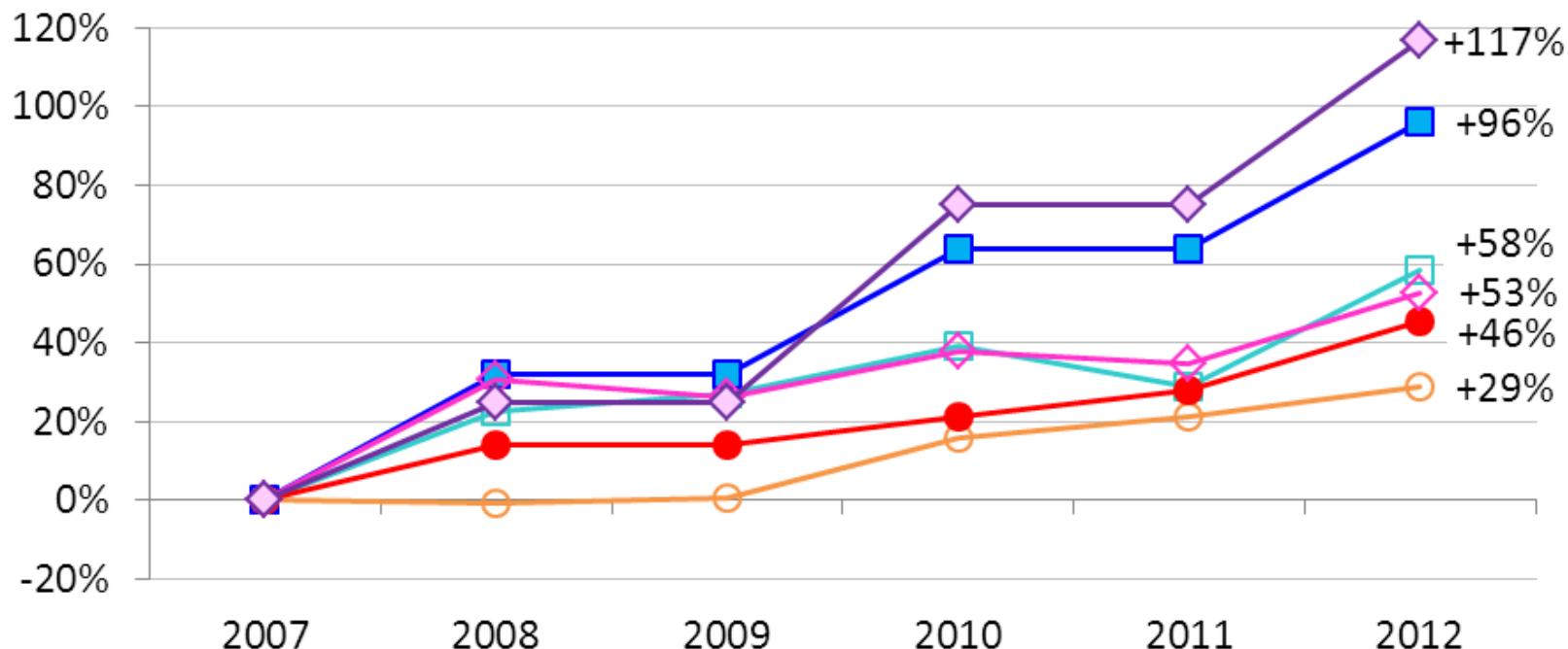
Increase in Average Traffic Flows, from 2007 Levels: Northwest



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?

