



Ken Rayner:

Whether it's a noise-related issue, or a fall from height's hazard, the power of identifying an unsafe condition at your workplace, and taking action to address it, cannot be overstated. Yet, so many of us hesitate. Maybe it's fear of reprisal from your employer, or potential conflict with a co-worker, uncertainty about what action to take, or just telling yourself, "Ah, it's not my responsibility." But here's the truth: safety is everyone's responsibility. Speaking up protects not just you and your co-workers, but also your loved ones from preventable heartbreak. Today on the *IHSA Safety Podcast*, we're going to introduce you to a new initiative that could help save lives called See Something, Say Something.

Announcer:

It's time for the *IHSA Safety Podcast*.

Ken Rayner:

Welcome to the *IHSA Safety Podcast*. I'm your host, Ken Rayner. IHSA has a new initiative called See Something, Say Something. And we are very glad to have the driving force behind this initiative back on our podcast, IHSA's Jennifer McKenzie. Great to have you here, Jennifer.

Jennifer McKenzie:

Thank you, Ken, and thank you for having me back.

Ken Rayner:

Ah, absolutely. Very interested to learn more about this campaign that IHSA is getting ready to kick off. Jennifer, how did this campaign start? What was the origin? What prompted you to want to initiate this campaign?

Jennifer McKenzie:

It's a great question, Ken. So the See Something, Say Something campaign originated from the Bruin, Gerrard, and Maguire coroner's inquest, which I had the opportunity to attend earlier this year, and contribute to it. The inquest brought forward several recommendations, many of which stemmed from the tragic death of Dean Maguire. So during the proceedings, it was revealed that a worker had observed Dean working unsafely but chose not to speak up because they were not part of his crew. This highlighted a significant gap in workplace culture and communication at the inquest. And Dean's family passionately advocated for cultural change, calling for workplaces to make it easier and safer for workers to report hazards or concerns, to ensure that at the end of the day everybody could return home safely.

One of the key recommendations from the jury was directed at IHSA, urging us to develop a campaign to raise awareness within the industry about workplace culture. The focus was on emphasizing the critical importance of workers fulfilling their responsibility to report health and safety concerns to their supervisor or their employers. Not just for their own protection, but also for the safety of all workers and trades on site. And this recommendation was the foundation for the See Something, Say Something campaign.

Ken Rayner:

Oh, fantastic, Jennifer. Man, I would appreciate that you must've interacted significantly with those families of those workers whose unfortunate workplace fatalities were part of the coroner's inquest. Did those conversations provide you with inspiration to bring this forward as a message that we need to promote and highlight to Ontario workplaces?

Jennifer McKenzie:

Absolutely. So I did, I had significant interactions with Dean Maguire's former spouse Heather, as well as his two daughters Connor and May, and his brother, Tim, at the inquest. Through those conversations, I did gain a deep understanding of their devastating loss, how it affected them, and their heartfelt desire to advocate for change. Their courage and determination inspired me to do everything I could to ensure that Dean's tragic death would lead to meaningful improvements in the industry. And I have to say, their advocacy has become the driving force behind the See Something, Say Something campaign. It really has motivated me to take their vision and use it to promote a culture of safety, where workers feel empowered to speak up and help prevent those future tragedies from happening.

Ken Rayner:

Jennifer, IHSA, for many years, has been promoting the concept of "keep your promise". Keep your promise to those who count on you, as a reminder for workers to work safely, be healthy, so they can return to their loved ones at the end of the day. So how does See Something, Say Something complement and align with the keep your promise message?

Jennifer McKenzie:

Yeah, so the Keep Your Promise campaign has been around for a few years. And the focus of it has really been on workers keeping their promise to their families to return home safe at the end of the day. And the See Something, Say Something campaign really aligned nicely with that campaign, with the focus on keeping your promise to ensure everybody comes home at the end of the day. So the See Something, Say Something campaign is about workers keeping their promise to each other. The focus on the workers' promise to report the hazards and the concerns. And, really, that it's not just about coming home to your family, it's about having everybody come home to their families as well.

Ken Rayner:

Beautiful. I love that. So Keep Your Promise really was focused on more the workers and coming home to your loved ones. And this one now is really reinforcing that message by co-workers caring for other co-workers within the workplace. Fantastic. All right, so, Jennifer, I know this is going to be a big

campaign for IHSA. What is your ask to Ontario employers and workers on how they can contribute to this campaign?

Jennifer McKenzie:

So my call, I guess, to employers and workers is to embrace the shared responsibility for safety. For employers, I want to encourage them to create a workplace culture where employees feel confident and supported in reporting hazards, without the fear of reprisal. They should be leading by example, addressing safety concerns promptly, and being transparent. To support this, we've developed an employer guideline that provides practical steps for implementing the campaign, and how they can foster that proactive safety culture.

My ask to workers is to urge them to remain alert and speak up when they notice something unsafe. Their actions could prevent a near miss, or even save a life. The worker guideline that we have outlines different ways to report unsafe conditions or tasks. We recognize that not all workers currently feel comfortable reporting concerns. And it's important to remember that reporting hazards is both a duty of a worker, but also a right. And, ideally, workers should report directly to their supervisor, which strengthens the internal responsibility system. But when that isn't feasible, employers can provide alternate avenues, such as reporting to the joint health and safety committee (JHSC), or their worker health and safety rep (HSR), using an anonymous reporting system. Or if necessary, contacting the Ministry of Labour, Immigration, Training and Skills Development to report their concerns.

By both workplace parties, workers and employers, fostering that open communication and that shared accountability, we can transform the See Something, Say Something campaign into a foundational principle for safer workplaces all across Ontario.

Ken Rayner:

Love it, love it. Just that whole concept of, when you see something unsafe, there should be no hesitation whatsoever to speak up. Boy, that would make such a huge change in Ontario. Fantastic, Jennifer. All right, so you spoke about the worker guideline. What are all the resources that are going to be available to support this campaign for employers and workers? And where can they find the resources?

Jennifer McKenzie:

Absolutely, Ken. So there are a variety of resources available to support the See Something, Say Something campaign. And they are designed specifically to support both employers and workers. So as I discussed earlier, there are the two guidelines, the employer and worker guidelines. Helps employers implement the campaign in their workplaces, helps them recognize, maybe, some best practices. And then the worker guideline is really about providing that support to workers to have a clear understanding of where they can go to report unsafe hazards or concerns.

When we look at the supporting campaign materials, we have a poster that can be posted in the workplace. We also have two types of stickers, one which workers can wear to signify their commitment or their promise to speak up about unsafe conditions. And we also have five really impactful videos. And these videos were created in collaboration with Threads of Life, which feature heartfelt stories from

families who have lost loved ones to workplace incidents, which reinforces the importance of safety and vigilance, in the videos. And it's really about the families telling their story, but then providing the message to workers about how they can ensure other workers return home as well.

And then we have safety talks. And we have a safety talk that's really a structured discussion, designed for supervisors to engage with the workers on the critical need to report hazards, and how they can comply with safety protocols.

And then, in addition, we have all of these resources available on our Keep Your Promise page on our website. So if you've not been to our Keep Your Promise page, you can access that at [ihsa\[dot\]ca](http://ihsa[dot]ca). You can go to the banner at the top of the screen, click on the Keep Your Promise tab, located on the far right-hand side of the main banner, and it will take you to the Keep Your Promise page. Alternatively, you can just type in [www.ihsa\[dot\]ca/keepyourpromise](http://www.ihsa[dot]ca/keepyourpromise), which will also take you to the resources. And this web page features all the campaign resources, including the call to action, the downloadable guidelines, and the safety talk. Additionally, you'll find where you can purchase the stickers and the posters that are available to help spread the awareness and reinforce the campaign's message in your workplace. On the Keep Your Promise web page, you'll also find our other Keep Your Promise resources. So other campaigns that we have had, and that we are currently running, as well as additional videos and resources to drive home the Keep Your Promise message.

Ken Rayner:

Amazing. And as I understand, IHSA is really backing this up, at least for the time being. These posters and stickers are being made free of cost to IHSA's membership. Is that correct, Jen?

Jennifer McKenzie:

That is correct. Thank you very much, Ken.

Ken Rayner:

Wow, fantastic. Okay, Jen, let me finish up with a question that I sometimes like to ask. If you could wave that magic wand and make a wish, what would your desired outcome be from this initiative? What would that look like?

Jennifer McKenzie:

Wow, that's a big question, Ken. If I could wave a magic wand, my desired outcome for IHSA's See Something, Say Something campaign would be a cultural shift where speaking up about workplace safety becomes second nature for every worker, supervisor, and employer. I'd love to see a workplace environment where reporting unsafe conditions or tasks is met with immediate action and appreciation, rather than hesitation or fear. And the ultimate goal would be to prevent injuries and save lives, creating a safer and more proactive industry, where everyone feels empowered to prioritize safety every single day.

Ken Rayner:

Wow. Well, I very much wish that your wish will be granted, Jen, because that's a great wish to have. And that can positively impact so many people. Jen, really appreciate you joining us on the *IHSA Safety Podcast*. And sharing with our listeners everything about the See Something, Say Something campaign, why it's needed, and what they can do to support it in Ontario. So thank you so much.

Jennifer McKenzie:

Thank you for having me, Ken.

Ken Rayner:

All right. And thank you to the listeners for listening to the *IHSA Safety Podcast*, and our episode on IHSA's new initiative, See Something, Say Something. Be sure to subscribe and "like" us on your podcast channel. And visit us at ihsa.ca for a wealth of health and safety resources and information.

Announcer:

The *IHSA Safety Podcast*. For more episodes, tips, and all things safety, go to ihsasafetypodcast.ca. Thanks for listening.