



**Announcer:**

It is time for the *IHSA Safety Podcast*.

**Ken Rayner:**

Welcome to the *IHSA Safety Podcast*. I'm Ken Rayner, and I'm your host. And joining me for part four of this series on health and safety resources for small business, are Jennifer McKenzie\* IHSA's Regional Manager, Operations - North and East, and Enzo Garritano, IHSA's, President and CEO.

Our purpose for creating this series of podcasts for small business is that under Ontario's *Occupational and Safety Act*, the "Green Book", small business employers have many of the same duties as any other employer. And do you know that not only are small businesses and integral part of Ontario's economy, but they also make up the majority of IHSA's member firms? IHSA's membership includes over 150,000 Ontario employers, and over 90 percent of those firms, over 90 per cent of those 150,000, are fewer than 20 full-time equivalent employees. Over 80 per cent of the 150,000 have less than five full-time employees. So, if you're a small business owner and you're listening to this, you are not alone. You, along with the majority of the other businesses make up IHSA. So, we understand that there's challenges that are faced by small business when it comes to investing in health and safety. And today we want to share with you on the podcast how to stay connected with IHSA and up-to-date occupational health and safety information.

So, we're going to start with Enzo. Enzo, since 2010, IHSA has been distributing a free magazine to its membership with loads of valuable health and safety information and guidance to help support safe and healthy workplaces. Our magazine editions are now sent to approximately 16,000 workers in Ontario, and that's the printed copy, it doesn't count in the electronic reads, and that goes out at no cost. There's no external advertising, it is a no-cost magazine going out to our membership. And over the years, Enzo, I would have to guess that nobody has reviewed and edited as many articles as you have. So, I can't think of anybody that would be better to introduce the value of subscribing to our free magazine than yourself, and making sure that it's available for workers and small businesses to read in the workplace.

So Enzo, I'll leave the floor open to you, in terms of what you want to tell our membership about the *IHSA Health and Safety Magazine* and why they should consider either subscribing to it and getting it delivered to their house or their place of business at no charge, or to start looking at our electronic copies online.

**Enzo Garritano:**

Great, thanks Ken. And yeah, this is really an important piece of our communications. We have a lot of different communication elements we'll speak about here today, but definitely the magazine is one that has been a mainstay and it's something that we feel can directly and immediately impact an employer, small business or otherwise. Really, our goal, and again you mentioned it, there's no advertising in there.

It's all about content that will be usable and pertinent to the three sectors that we serve. And it's really there to help reduce risks, eliminate injuries and illnesses, and also help keep current on new requirements and processes that in the end, really help ensure our workers in Ontario come home healthy and safe every day. And we bring, again these articles, we try to bring in articles that apply to all the sectors that we serve. So, on a balance for all the three sectors. Again, construction, utilities, and transportation.

But we also at times produce an entire magazine dedicated to a specific sector or a specific risk, something like a working at heights edition or a transportation edition where really, transportation applies to all the sectors we serve, but again, may have more of a flavour on the actual roadway driving side. We did a magazine when COVID was here, based on biological hazards and the risks associated with those types of hazards. So again, the magazine is timely, it pertains to the sectors we serve, and we certainly hope it hits the marks for, again, getting people home at night.

There are benefits again in subscribing to the magazine. And again, in today's world of all this information that's coming at you very quickly in different formats, it's important to, again, hopefully key in on some that will be critical to your success. And we feel that IHSA's magazine and our social media channels are some of those that you keep, as a small business, top of mind to keep you in the loop. That's part of IHSA and our trusted resource mandate, where in many, many cases, our products and services are prepaid or available to you as a member for free, in the construction, transportation, utility sectors. And we want to ensure that that information, again, is pertinent, timely, and available to you, make it most accessible to you through the different channels.

So, we can have content pushed to you or you can come and get it. So you can come to [ihsa.ca](http://ihsa.ca) and get it yourself, or we can have it provided to you through signing up on the various channels that we have, whether it's through the magazine to get a hard copy. Again, we also looked at the magazine, just quick note here, Ken. We did a research study in regards to our magazine and found that many, many companies, many, many people who read it want a hard copy. They like to see it in person, they like to read through those articles, maybe refer to them, maybe do a safety talk because in each one we do have a safety talk and a reference to our Safety Talk manual. So again, a great resource to have in person in hand, but also available online that you can access at any time.

**Ken Rayner:**

Thanks, Enzo. So again, the magazine, \$29.99 a year, \$39.99 a year. Sorry, what's the cost for that again to have it sent? So, we're talking about sending it to your home with the mailing and all the handling and all those other things and no external advertisements. How much are we charging for that?

**Enzo Garritano:**

Yep, it's the low subscription rate of prepaid or free, essentially. Again, you are a member of IHSA through your remittances to WSIB and the sectors we serve. And for that, we're going to provide you content on a timely basis, on a regular occurrence, to your place of business or your home, whichever way you sign up with us and we'll send it to that address. And if you need two copies, we'll send you two copies. So, we are there to provide you with the information. We hope that you take it and improve the outcomes of your small business and succeed as a small business as a result. So again, [ihsa.ca](http://ihsa.ca), sign up for your free IHSA magazine.

**Ken Rayner:**

Thank you, Enzo. It reminds me for those of us that have been around for a little while, reminds me of the old American Express commercial that would say, membership has its privileges. And at IHSA that is absolutely the case, is that IHSA's membership has access to a whole host of free resources and free services.

So, all right, Jennifer, over to you. Let's talk about more free stuff for small businesses because we have so much of it and this is fantastic. And it's, hey, listen, for us, this is great. We love promoting free resources because there's no obstacles, right? What is the barrier to doing this? What's the barrier to listening to a podcast or watching a video or downloading a resource from our website? They're free.

**Enzo Garritano:**

Yeah, and this is also part of our strategy, and it also aligns with Prevention Works, which is the ministry's strategy about making things more accessible and available to small business. So, this is part of it and we want to make sure that people understand that we are here as your trusted resource and we will continue to do so.

**Ken Rayner:**

Excellent, thank you. All right, Jennifer, over to you. So, Jennifer, you've been a big part of our podcast. You contributed to a seven part podcast series on supervisors, which I think when we add it up is our most popular series that we've ever produced. And it's a valuable source of information, small businesses can listen to it obviously at their convenience. And it includes five episodes for supervisors under provincial legislation, and then two podcasts for those under federal legislation. So, could you provide the, why would a small business owner if they're under federal or provincial, why would they decide to listen to this podcast?

**Jennifer McKenzie:**

Absolutely, Ken. So as you said, there were a total of seven episodes that we created, five of them specifically for provincial. With that being said, the information that we covered for the provincial legislation does cross over into the federal legislation as well. So, the information in those five provincial are absolutely good information for individuals who are supervising under federal legislation as well. So, the five episodes were developed really to provide supervisors an understanding of their supervisor safety tasks. And if you take our basics of supervising program, you'll understand, that's really what our program is about, is, how do you as a supervisor fulfill your safety requirements? So, it's really about ensuring that they understand the duties and skills that are required to be an effective supervisor.

So, the first one that we looked at from the provincial side was a discussion with the Ministry of Labour, Immigration, Training and Skills Development's Assistant Deputy Minister, Jody Young, who reviewed why supervisors are so critically important in keeping your workplace healthy and safe. It was then followed by the second episode, which is on the importance of a supervisor, being able to identify and then address workplace hazards. So it included a review of the specific training courses and resources that we have to support supervisors with that important responsibility. The third episode reviewed

Section 27 of the *Occupational Health and Safety Act*, which is about supervisors' duties. This episode looked at the key duties and then how those duties can be met or fulfilled.

The fourth episode was on the importance of documentation and communication. It related to the specific duties under the act and how a supervisor can ensure information is clearly understood through effective communication, and how they can prove something was completed or not completed by what has been documented. And then the provincial series wrapped up with an episode on training requirements and the resources available to supervisors to ensure their workers are getting the appropriate training for the task. So this included a review of the training, the training that IHSA offers both in person and through our e-learning, in addition to our training requirements chart that we've spoken about on previous podcasts.

Then we moved over to the two episodes, so episode 27 and 28, which were specific about federal regulated supervisors. Episode 27, which was part one of the two part series for federally regulated workplaces and their supervisors, was a multi-part series with our Federal Labour Program Ontario Regional Director. And then our second one, part two covered a multi-part series with our own Doug Heintz, who at the time was the Manager of Health and Safety Training, who looked at the *Canada Labour Code – Part II* and specifically about our basics of supervising federally regulated program.

**Ken Rayner:**

Jen, you know what I really loved about these podcast series? Is we combined with our partners from the enforcement branch, which is, so we started out the podcast on the provincial with Jody Young from the Ministry of Labour, Immigration, Training and Skills Development, talking about what constitutes a competent supervisor. And then we followed that with podcasts from our health and safety subject matter experts on all of the different elements of what makes a strong supervisor. And then we did the same thing with the federal side. We started off with Bruce Christensen, Ontario's Director for the Employment and Social Development Canada and the Labour Program. And then we finish that off with Doug reinforcing it.

So, thank you for sharing us with... I agree with you 100 per cent, if you are a small business owner and you are listening to this podcast, please go back to the other podcasts and look at those supervisor series, they're really important.

**Enzo Garritano:**

Great recommendation. Thanks, Jen. Great recommendation, Ken. Definitely go back and take a listen and really round out your understanding of all this content that we're providing you. And we do have a lot of content and we know Ken, as being the VP of Marketing overseeing marketing communications and our customer relations departments, you've been developing a lot of additional ways to keep our small businesses connected with us and our membership connected with us in the sectors that we support, including transportation, construction and utilities. So, maybe just give us again an overview of what those initiatives are to keep people connected and how they can get connected with us, Ken.

**Ken Rayner:**

Yeah, so number one, as some may be aware that there's a five-year strategy from the Ministry of Labour, Immigration, Training and Skills Development, called Prevention Works. And a big part of that strategy is how to assist small businesses. How do we assist small business to be able to comply easier with compliance and with the legislation in Ontario? And for IHSA, it's about enabling small businesses to be able to comply with legislation. So, we have lots of initiatives underway in supporting small businesses, some of those being outreach, in terms of if you're a small business owner, particularly if you've just recently registered with WSIB, you can expect to receive from IHSA some information via the mail. You're going to get a phone call, you're going to get some emails. It's going to be outreach to make sure that you're making use of your membership at IHSA. This is not about trying to sell you things, it is about you utilizing the free resources at IHSA.

And I can tell you as a member of the executive and with our President and CEO on this podcast right here, if every small business in Ontario over the next 10 years came in and took all of our free resources, boy, we'd be happy, because that would mean that we are being utilized for what we are truly funded to do. And that's to make sure that all businesses in Ontario have the resources they need and understand their requirements and their duties to keep their workers safe. So, if small businesses came and took all of our free resources and used all of our free training and all of our free products, that would be fantastic, because that means that safe workplaces are being created out there. So, you can expect outreach from IHSA if you're a small business owner, we want to connect with you. It's not about obviously badgering you and harassing you, it is about wanting to make sure that you're aware of the resources, where you can go to find them. And the fact that, again, many of them are for free.

There's other ways you can follow IHSA. So, Enzo mentioned the magazine. And on the front page of our website, you're going to see a whole host of resources as you scroll down. So, you can get connected with us through social media. We're on various social media platforms. Right now we are on LinkedIn, we are on Instagram, and we are on Twitter. I certainly would recommend LinkedIn, we're approaching 13,000 followers as of the date of this podcast, and we are posting a lot of information there. Obviously, it gives us an opportunity to post a bit more, as opposed to Instagram and Twitter. So please take a look at in following us at IHSA, just punch in IHSA. You can use Work Safe For Life as well. That should take us to our LinkedIn page. And again, we stated we're on Instagram, we're on Twitter.

We're also on YouTube, and expect in the coming years you're going to see more videos from IHSA. We know that visuals and videos are very helpful. So, please take a look at our YouTube channel. We already have a lot of videos that are posted and we're going to look to post more in 2023. Again, look IHSA Work Safe For Life, and you should find us.

Our podcast channel, so what you're listening to today. We have with our small business series, we'll have over 50 podcasts on various topics, as well as 50 specific podcasts on our core program. So, there's about 100 podcasts that we have on our channel right now that you can go and reference for free at any time you choose. And it's a great opportunity for you to listen at work, to listen in the car, as long as you can focus on the road, and get that information that you need.

And the last one I'll mention is our *2-Minute News*. So if you want on a regular basis, monthly basis to have some information delivered right to your inbox, you can do that through our *2-Minute News*. The reason we call it the *2-Minute News* is it's intended to be digested quickly. These are quick topics trying to keep you updated on what's going on. It's intended to be read in about two minutes. So, if you're interested in subscribing to that, you can find that on our home page as well.

**Enzo Garritano:**

Fantastic, and a great job in getting all that information out. And again, it's about being connected, it's about getting the right content. And again, for small businesses out there, as you continue your journey in business and hopefully expanding, those resources are going to help you along the way and ensure that you're connected and you're going to be to utilize them for improved effectiveness and efficiency and staff retention. And bottom line, getting everyone home at the end of the day, which is what our mandate, I think, right across the province, no one's going to argue about that mandate. Thanks for that, Ken.

**Ken Rayner:**

Thank you, and so I think I'm hoping that I speak for both of you when I say, if we've accomplished two things from this four-part series podcast, I'm hoping that when you go to our website and you take a look at the services we provide and you take a look at our products and you participate in our training, you're going to realize what others have realized, that IHSA is the trusted resource when it comes to occupational health and safety information in the province of Ontario, for the sectors that we support. So, that's number one.

Number two, the word free is associated with small business resources at IHSA. If you're a small business at IHSA, we want to help you. And it's not about generating revenue, it's not about taking money out of your pocket. We want to help you, and many of those services we provide to small businesses come at no cost. You've already made the investment when you've submitted your remittances and you've registered with the WSIB, and now you've got something that you can utilize as part of that investment. So, start utilizing our services, visit our website, take some training, download some products, contact our customer service. We have phenomenal customer service representatives that are very knowledgeable in occupational health and safety, and that can point you in the right direction and give you a tour of some of our resources.

So, thank you very much to Enzo and Jennifer for participating in this small business series, and devoted to highlighting health and safety resources for small businesses. And to everybody else, thank you for listening. Be sure to subscribe and like us on your podcast channel, and visit us at [IHSA.ca](https://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 [IHSA.safetypodcast.ca](https://IHSA.safetypodcast.ca). Thanks for listening.

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\*As of 2025, Jennifer McKenzie is IHSA's Director of Stakeholder and Client Engagement.