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# Ottawa Safe Communities Network Business Plan 2005-2009

*Protecting Young Workers – Our Children*



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## Executive Summary

The city of Ottawa is one of many municipalities in Canada designated as a “Safe Community” by the National Safe Communities Foundation. The Ottawa Safe Communities Network (OSCN) has developed an ambitious yet achievable 5-year business plan with the overall vision of making Ottawa the safest city in the world to live, learn, work and play.

Over the next 5 years, OSCN will deliver four main products/services to the people of Ottawa.

**“Passport to Safety”**, an on-line national test, ensures that young people (age 14-24) have a basic understanding of workplace safety before starting any job, be it at a service station, in an office or at a swimming pool. Young workers are especially vulnerable to workplace injuries and OSCN will ensure that 5000 students in Ottawa achieve their **“Passports”** by 2009. Over time, a significant number of employers in Ottawa will make a commitment to young worker safety and make **“Passport”** a condition of employment for all their young workers.

**“Safe Communities Incentive Program (SCIP)”** is a program for businesses wanting to improve their health and safety performance and earn rebates on their WSIB premiums. Participating firms receive training and complete a self-evaluation of their workplace health and safety systems. By 2009, over 400 Ottawa firms will complete SCIP This will increase their business profitability and productivity not only through WSIB rebates but also by reducing needless workplace injuries.

**“Health and Safety Information”** will be provided to the people of Ottawa through OSCN’s extensive network of member organizations, our website and media contacts. By having access to timely and complete information about Ottawa’s health and safety initiatives, people will be better able to keep themselves, their families and their friends safe – at work, school and play.

**“Membership”** in OSCN will afford sponsors a high profile opportunity to contribute to health and safety awareness in Ottawa. Members will have access to timely and complete information. Collectively, members will create a unified voice resulting in optimization of resources and public recognition of the importance of health and safety.

In conclusion, Ottawa Safe Communities Network will increase awareness and commitment for health and safety in Ottawa. We will do this by building and strengthening partnerships; reducing workplace injuries in Ottawa through the promotion and administration of **“SCIP”** and **“Passport”** and by ensuring the long term growth and sustainability of our newly formed organization.

## **Introduction**

Founded in December 2003, Ottawa Safe Communities Network (OSCN) is a registered not-for-profit charity that is dedicated to promoting health and safety awareness in the City of Ottawa.

OSCN advocates that all injuries are predictable and preventable. Our organization works with partners to enhance existing programs and resources to improve the lives of people throughout our community.

The following 5-Year Business Plan details the programs and activities that OSCN will undertake from 2005 to 2009 to fulfill it's vision.

## **Vision**

OSCN's vision is to make Ottawa the safest city in the world in which to live, learn, work and play.

## **Mission**

OSCN works with a network of community partners to deliver programs and services designed to increase health and safety awareness in Ottawa.

## **Goals**

OSCN's goals are to:

- 1) Increase awareness and commitment for general health and safety in Ottawa.
- 2) Reduce workplace injuries in Ottawa, especially injuries to young workers.
- 3) Ensure the long-term growth and sustainability of OSCN.

# Objectives

These goals will be achieved by December 31, 2009 unless otherwise indicated:

| GOAL   | Objective or Expected Result  |
|--|---|
| <p><b>Goal 1:</b><br/><i>Increase Awareness and Commitment for health and safety in Ottawa</i></p> | <ul style="list-style-type: none"> <li>(a) Membership in OSCN will grow by 30% by end of year 2;</li> <li>(b) Resources will be “pooled” by member organizations to enhance common health and safety initiatives;</li> <li>(c) The OSCN website will be rejuvenated and updated regularly;</li> <li>(d) Hydro Ottawa CEO and Mayor of Ottawa will be briefed regularly;</li> <li>(e) The Ottawa police and/or fire chief(s) will become “champion(s)” of Ottawa Safe Communities Network.</li> <li>(f) A Community Safety Committee will be created.</li> </ul> |
| <p><b>Goal 2:</b><br/><i>Reduce workplace injuries in Ottawa especially to young workers.</i></p>  | <ul style="list-style-type: none"> <li>(a) 5,000 students (age 14-24 years) will obtain their <i>Passports to Safety</i>;</li> <li>(b) 400 small businesses will complete the <i>Safe Communities Incentive Program (SCIP)</i>;</li> <li>(c) 100 employers will become “Safe Employers” who only hire new young workers with <i>Passport to Safety</i> cards.</li> </ul>  |
| <p><b>Goal 3:</b><br/><i>Long term growth and sustainability of OSCN</i></p>                       | <ul style="list-style-type: none"> <li>(a) The OSCN board membership will be representative of the community and member organizations it serves;</li> <li>(b) The OSCN board will have the capacity to set and direct future strategy for OCSN;</li> <li>(c) Funding will be secured to implement the 5-year business plan;</li> <li>(d) Grants will be obtained to implement the 5-year business plan;</li> <li>(e) Staff will be hired.</li> </ul>  |

## Our Products & Services

| Product/Service                                   | Target Market   | Value Proposition   |
|---|---|---|
| <i>Passport to Safety</i>                         | Youth (age 14-24 years)<br>Parents, Teachers and<br>Employers                                 | Increased awareness and understanding of the unique risks facing young workers will result in fewer injuries to young workers – injuries that are morally, socially and economically unacceptable.  |
| Safe Communities Incentive Program (SCIP)         | Businesses currently paying < \$90, 000 in annual WSIB premiums                               | Access to resources so that small businesses can develop and implement a health and safety program to keep their workers safe. Reduced WSIB costs to small businesses starting with an automatic 5% rebate on their WSIB premium. Public recognition for their commitment to workplace health and safety.   |
| Membership in OSCN (Under development)            | Existing and emerging organizations with a health and safety mandate.<br>Businesses in Ottawa | Members will: <ul style="list-style-type: none"> <li>• Have access to timely, complete information about the many health and safety initiatives in Ottawa.</li> <li>• Create a unified voice that will generate increased support for injury prevention in Ottawa.</li> <li>• Ensure the optimization of resources and ideas to facilitate greater impacts on injury prevention.</li> <li>• Receive public recognition for contributing to a citywide health and safety program.</li> </ul> |
| Health and Safety Information (Under development) | Residents of Ottawa   | Will have access to timely and complete information about Ottawa's health and safety initiatives so that they can keep themselves, their family and their friends safe – at work, school and play   |

# Passport to Safety

## Overview

*Passport to Safety* is a unique, not-for-profit, cross-Canada catalyst for change intended to help eliminate injuries and preventable deaths of young Canadians age 24 and under. *Passport to Safety* supports the vision that our children enter and then return home from safe workplaces every day, which are therefore safe workplaces for people of all ages.

Young people challenge a *Passport to Safety* “test”, based on learning outcomes developed by health and safety curriculum experts from most provincial and territorial jurisdictions across Canada.

Successful participants are awarded a "transcript" that can be attached to résumés to demonstrate their basic awareness of health and safety. This basic level of awareness becomes a foundation on which to build all the other essentials skills required to be safer and healthier workers.

Participants are then encouraged to add more credits for other courses that help people manage risk, such as first-aid, babysitting, water safety, snowmobile safety and literally hundreds of others. This supports and adds value to their efforts to find a job.

*Passport to Safety* is also designed to encourage and generate discussion about health and safety education and increase participation in training across Canada.

For further details on *Passport to Safety*, please visit [www.passporttosafety.com](http://www.passporttosafety.com)

## Objectives:

- 1) Working alongside the national *Passport to Safety* organization, OSCN will promote and administer Passports to **5,000** Ottawa based students (ages 14 – 24) by December 31<sup>st</sup>, 2009.

Year over year objectives are:

| Year | Target Date       | Incremental | Total Number of Passports Earned |
|------|-------------------|-------------|----------------------------------|
| 1    | December 31, 2005 | 500         | 500                              |
| 2    | December 31, 2006 | 750         | 1,250                            |
| 3    | December 31, 2007 | 1,000       | 2,250                            |
| 4    | December 31, 2008 | 1,250       | 3,500                            |
| 5    | December 31, 2009 | 1,500       | 5,000                            |

2) **100** Ottawa based businesses will be designated as “Safe Employers” i.e. Businesses that have committed to only hire young employees that have successfully completed a workplace safety program (*Passport to Safety*) by December 31<sup>st</sup>, 2009.

| Year | Target Date       | Incremental | Total Number “Safe Employers” |
|------|-------------------|-------------|-------------------------------|
| 1    | December 31, 2005 | 10          | 10                            |
| 2    | December 31, 2006 | 20          | 30                            |
| 3    | December 31, 2007 | 20          | 50                            |
| 4    | December 31, 2008 | 20          | 70                            |
| 5    | December 31, 2009 | 30          | 100                           |

# Safe Communities Incentive Program (SCIP)

## Overview

Offered through the Ontario Workplace Safety and Insurance Board (WSIB), the Safe Communities Incentive Program (SCIP) promotes safety in the workplace and can reduce insurance premium costs for small businesses. Participating firms gain access to health and safety training programs, resources, and health and safety experts to help them create better, safer workplaces.

SCIP is currently in its seventh successful year, and throughout its history SCIP participants have highly approved of the program.

By joining SCIP, firms are eligible to receive a fixed 5% rebate upon completion of the following:

- A 16 hour training course which covers: leadership, internal responsibility system, hazard identification, control methods, and return-to-work;
- A self-evaluation of the workplace's health & safety management systems;
- A workplace Health and Safety policy, which must be reviewed by the WSIB; and
- The development of the health and safety roles and responsibilities of employers and employees, which also must be reviewed by the WSIB.

Participation in SCIP does not exclude firms from participating in any other incentive program, with the exception of the Safety Groups Program.

## Benefits

Aside from insurance rebates, there are many other benefits to be realized by businesses participating in SCIP and creating a safer workplace:

- Self-reliance in managing WSIB claims and return to work
- Improved productivity and efficiency
- Reduced need for replacement workers
- Reduced lost time
- Increased financial competitiveness
- Reduced equipment damage.
- Research confirms employers and workers reap safety benefits through SCIP.

## **Eligibility**

Businesses are eligible for SCIP if they:

- Are in one of the participating communities registered with the Safe Communities Foundation;
- Pay \$90,000 or less in WSIB premiums;
- Are registered with WSIB as a Schedule 1 employer;  
(Note: While Schedule 2 employers cannot take advantage of SCIP premium refunds, they can join SCIP to share in other program benefits.);
- Have not previously participated in SCIP.

Firms can participate in the program for a maximum of two years.

## **For Information**

For further detail on the Safe Communities Incentive Program, please visit [www.wsib.on.ca](http://www.wsib.on.ca)

## **Objectives:**

**SCIP** – Working alongside WSIB to promote and deliver SCIP in the Ottawa area, OSCN will assist with the training of **400** Ottawa based small and medium businesses in workplace safety (SCIP) by December 31<sup>st</sup>, 2009.

| <b>Year</b> | <b>Target Date</b> | <b>Incremental</b> | <b>Total Number of SCIP Firms</b> |
|-------------|--------------------|--------------------|-----------------------------------|
| 1           | December 31, 2005  | 50                 | 50                                |
| 2           | December 31, 2006  | 50                 | 100                               |
| 3           | December 31, 2007  | 100                | 200                               |
| 4           | December 31, 2008  | 100                | 300                               |
| 5           | December 31, 2009  | 100                | 400                               |

## Membership (under development)

It is anticipated that membership will be based on the following membership fee structure:

| Membership      | Criteria  |
|-----------------|---|
| Founding Member | Reserved for Hydro Ottawa Inc. (OSCN's founding sponsor)      |
| Platinum        | Members donating \$5,000                                      |
| Gold            | Members donating \$2,500                                      |
| Silver          | Members donating \$1,000                                      |
| Bronze          | Members donating \$500  |
| Affiliate       | Not-for-Profit organizations with a Health and Safety mandate |

Besides receiving public recognition at Safe Community events, members will also receive a number of complimentary "Passports to Safety" cards to distribute to their own employees and the community as they see fit.

Further details on our membership structure will be forthcoming.

OSCN members will:

- Receive a quarterly newsletter
- Gain access to complete information about the many health and safety initiatives in Ottawa
- Contribute to creating a unified voice for health and safety in Ottawa
- Receive public recognition for contributing to a citywide health and safety organization

## Health and Safety Information (under development)

It is anticipated that the OSCN website ([www.ottawasafecommunities.com](http://www.ottawasafecommunities.com)) will be redesigned and updated in 2005 to provide an Ottawa based portal for health and safety information.

# Budget

| <b>OSCN Budget Forecast (2005-2009)</b>     |       |    |                 |     |                 |      |                |      |                |      |                 |
|---|-------|----|-----------------|-----|-----------------|------|----------------|------|----------------|------|-----------------|
| <b>Revenue</b>                              |       |    | <b>2005</b>     |     | <b>2006</b>     |      | <b>2007</b>    |      | <b>2008</b>    |      | <b>2009</b>     |
| Carry Over                                  |       |    | \$56,000        |     | \$47,310        |      | \$15,890       |      | \$6,970        |      | \$8,550         |
| Membership - Founder                        | 40000 | 1  | \$40,000        | 0.5 | \$20,000        | 0.25 | \$10,000       | 0.25 | \$10,000       | 0.25 | \$10,000        |
| Membership - Platinum                       | 5000  | 0  | \$0             | 1   | \$5,000         | 2    | \$10,000       | 3    | \$15,000       | 3    | \$15,000        |
| Membership - Gold                           | 2500  | 0  | \$0             | 2   | \$5,000         | 5    | \$12,500       | 5    | \$12,500       | 7    | \$17,500        |
| Membership - Silver                         | 1000  | 1  | \$1,000         | 3   | \$3,000         | 10   | \$10,000       | 12   | \$12,000       | 15   | \$15,000        |
| Membership - Bronze                         | 500   | 2  | \$1,000         | 5   | \$2,500         | 15   | \$7,500        | 20   | \$10,000       | 20   | \$10,000        |
| SCIP  | 150   | 50 | \$7,500         | 50  | \$7,500         | 100  | \$15,000       | 100  | \$15,000       | 100  | \$15,000        |
| Grants - Project based                      | 5000  | 6  | \$30,000        | 6   | \$30,000        | 6    | \$30,000       | 6    | \$30,000       | 6    | \$30,000        |
| Other Donations                             |       |    | \$0             |     |                 |      |                |      |                |      |                 |
| SCF   |       |    |                 |     |                 |      |                |      |                |      |                 |
| <b>Total Projected Revenues</b>             |       |    | \$135,500       |     | \$120,310       |      | \$110,890      |      | \$111,470      |      | \$121,050       |
| <b>Expenses</b>                             |       |    |                 |     |                 |      |                |      |                |      |                 |
| Salary and Wages for Staff                  |       |    | \$40,000        |     | \$50,000        |      | \$50,000       |      | \$50,000       |      | \$50,000        |
| Marketing & Communication                   |       |    | \$10,000        |     | \$10,000        |      | \$10,000       |      | \$10,000       |      | \$10,000        |
| Workplace Health and Safety Programs        |       |    | \$12,000        |     | \$10,000        |      | \$10,000       |      | \$10,000       |      | \$10,000        |
| Community Health and Safety Programs        |       |    | \$5,000         |     | \$10,000        |      | \$10,000       |      | \$10,000       |      | \$10,000        |
| Office Space (400 sq ft @ \$29/sq ft/month) |       |    | \$10,440        |     | \$13,920        |      | \$13,920       |      | \$13,920       |      | \$13,920        |
| Office Administration                       |       |    | \$5,000         |     | \$5,000         |      | \$5,000        |      | \$5,000        |      | \$5,000         |
| Conference Fees                             |       |    | \$1,500         |     | \$1,500         |      | \$1,500        |      | \$1,500        |      | \$1,500         |
| Travel                                      |       |    | \$3,500         |     | \$3,500         |      | \$3,000        |      | \$2,000        |      | \$2,000         |
| Hospitality (SCIP ceremonies, AGM etc.)     |       |    | \$750           |     | \$500           |      | \$500          |      | \$500          |      | \$500           |
| <b>Total Projected Expenses</b>             |       |    | \$88,190        |     | \$104,420       |      | \$103,920      |      | \$102,920      |      | \$102,920       |
| <b>YEAR END BALANCE</b>                     |       |    | <b>\$47,310</b> |     | <b>\$15,890</b> |      | <b>\$6,970</b> |      | <b>\$8,550</b> |      | <b>\$18,130</b> |