

*Supporting Community Action on
Young Worker Safety:
A Workshop/Forum Planning Guide*



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The Coquitlam District Parent Advisory Council Young Worker Forum Planning Committee:

- *Claude Hrycaiko, Chairperson*
President of School District #43 District Parent Advisory Council (DPAC)
- *Cindy Macie, Secretary/Treasurer*
Vice-President of School District #43 DPAC
- *Gladys Johnsen and Michelle McLeod, Publicity Coordinators*
WorkSafeBC
- *Wendy Bennett, Event Coordinator*
School District #43 Health, Safety & Environment Officer
- *Ivano Cecchini, Sponsorship Coordinator*
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- *Jay Brown, Volunteer Coordinator*
School District #43 DPAC Health & Safety Coordinator
- *Allison MacRae, Volunteer Coordinator*
Port Moody Youth Action Committee

The Master of Ceremonies:

- *Maureen Esner, Executive Director, Urban Development Institute*

The Panel Members:

- *Laurie Lowes, London Drugs, Manager of Health and Safety*
- *Dayna Sykes, BC Federation of Labour, Coordinator for Young Workers*
- *Rick Cox, BC Safety Council, Manager Occupational Health and Safety Services*
- *Kathleen Higgins, Parent of Injured Youth*
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- *Colin Murray, WorkSafeBC, Senior Manager, Provincial Programs and Technical Services*

All the volunteers who contributed to organizing and hosting the forum

Staff at Gleneagle Secondary School, site of the forum

Foreword

Young workers aged 15 to 24 are the group most vulnerable to getting hurt on the job. Every 40 minutes, someone's child is injured at work. Every week, over 40 young workers are seriously injured with potentially disabling and life-altering injuries - injuries like amputations, major fractures, and third-degree burns. Between 2004 and 2008, 43 young workers lost their lives.

Keeping young workers safe is a shared responsibility. Employers, unions, co-workers, parents, educators, youth, the community and WorkSafeBC all have a part to play. WorkSafeBC is collaborating with a variety of partners on young worker initiatives such as awareness campaigns, advisory groups, and education and outreach programs. Together, we're helping to reduce the rate of injury to young workers.

But a sustained effort is required to keep that rate coming down and to achieve a vision of workplaces safe and secure from injury, illness, and disease. This will require a transformation of societal attitudes about workplace health and safety.

In 2002, the British Columbia Confederation of Parent Advisory Councils became partners with the WCB in an effort to reach parents of young workers. Research revealed that while parents are concerned about their children's safety overall, safety on the job is not top of mind. Parents assume that employers provide proper safety training, equipment and supervision. Or they think their child is working at a "safe" job—one with little risk of injury. This can be a dangerous myth, as Kathleen Higgins, mother of John Jr., and Bev Perry, mother of Nick, know all too well.

The WCB and the BCCPAC collaborated to produce:

- *This Could Happen To Your Child*—a brochure to provide parents with useful tips on helping to keep their children safe on the job; and
- *Young Worker Safety*—a slide show that can be downloaded for presentation at meetings or workshops

BCCPAC representatives also said they were willing to assist with the coordination of community dialogue sessions to raise awareness of young worker safety and encourage ownership of young worker safety. In 2004, the Coquitlam District Parent Advisory Council (DPAC) agreed to take on a pilot project to plan and host a community forum, using a planning guide developed by WorkSafeBC. This Workshop/Forum Planning Guide is the result of the pilot project and incorporates all the rich learning from the Coquitlam DPAC's May 3, 2005 pilot forum.

The BCCPAC and WorkSafeBC encourage DPACs, PACs, and other groups across BC to use the guide to host a young worker safety forum or workshop in your community. A well-organized and well-publicized event has the potential to plant seeds of awareness that can help prevent life-altering work injuries to your community's young people. But before you get started, make sure you have the right recipe for a successful event (check the next section in the guide).

Resources

More information about young worker safety is just a mouse click or a phone call away.

- Visit the WorkSafeBC young worker web site at <http://youngworker.healthandsafetycentre.org>
- Call the WorkSafeBC Prevention Information Line at 604-276-3100 or toll-free at 1-888-621-7233.
- For information on employment standards, visit the Ministry of Skills Development and Labour web site at www.labour.gov.bc.ca/esb/. Or call toll-free 1-800-663-3316.

Do You Have the Right Ingredients for a Successful Young Worker Forum/Workshop?

The recipe for a successful forum involves several key ingredients. You'll want to think about whether these are in place in your community:

1. A cohesive group to act as the main hosts/organizers of the event. It's very important that your DPAC, PAC, or community group is wholeheartedly committed to the effort.
2. Another group with whom to partner—this could be a major employer, industry association, school or school district, union, health and safety organization, government agency such as ICBC, the RCMP, or other community organizations. This partnering organization can do much to raise the profile of and advocate for the event.
3. Committed volunteers who are willing to devote the required time and energy, and who will persist with follow-up contacts and enlisting people to participate in the event.
4. Community leaders who will get behind and promote the forum or workshop.
5. The potential to dovetail your forum/workshop with other major youth or safety events in your community (see *Linking with Other Events* on p. 16).

How to Use the Workshop/Forum Planning Guide

This is a comprehensive and detailed guide on the steps a host group needs to follow in order to plan, organize, publicize, develop partnerships for, host, and evaluate a two-hour forum or workshop on young worker safety. It can be used to plan a major event involving a large audience (80 to 100 people or more) or a more intimate workshop of 30 or fewer people. Most of the steps are relevant no matter what the format of the event, but host groups can pick through the menu of ideas for those that best fit their situation and their community.

The guide is laid out in four sections:

Section 1: Planning Your Event helps you strategize what you want to achieve and how to get there. It includes tips on forming a planning committee, deciding when and where to hold your event, finding partners/sponsors, linking with other events, finding keynote speakers, and recruiting participants and volunteers.

Section 2: Detailed "To-Dos" provides checklists for the many details that need to be dealt with in the 10-12 weeks prior to the event and on the event day itself.

Section 3: Post-Event Activities talks about important follow-up needed after your event.

Section 4: Appendices, contains sample letters, planning committee roles, an event agenda, moderator tips, a backgrounder, a press release and an evaluation form that the host group can use or adapt to their needs.

You can download and print the entire guide or the portions that are most applicable for your group. You may also want to provide certain sections to planning committee members or volunteers that pertain to their specific roles.

Section 1: PLANNING YOUR EVENT

You'll want to start the planning process at least five to six months before the approximate date you hope to hold the young worker safety event. As you'll see, there's much to do and the more time you have the more likely your event will be a great success! Ample time will also help make the planning process enjoyable and rewarding for all concerned.

Four to Six Months Prior to the Event

Form a Planning Committee

A talented, committed, and energetic Planning Committee with clearly articulated roles is critical to a successful Young Worker Safety Event.

A good size for a planning committee is about eight to twelve people, who can then draw on volunteers to help complete tasks. Desirable abilities include good communication, a sense of team play, strong organization and planning skills, and the time needed to fulfill the role. Think about the best size and structure of a committee for your community.

Who to Approach

Young worker safety is a shared responsibility; so ideally the planning committee will have a representative from a range of community stakeholders such as those described below. Once you have identified possible members (names and contact information), email, mail, or fax them a letter that describes the general purpose of the event and why you're approaching them to help out (see Appendix 1—Sample Planning Committee Recruitment Letter). Follow up by phone to answer questions and determine if they or someone else from their organization can join; if not, ask if they can suggest someone else you can approach.

Possible Membership for Event Planning Committee

<i>Youth</i> <i>1-2 representatives</i>	<ul style="list-style-type: none">➤ A BC Student Voice representative for your area (sponsored by the BC Principals' and Vice-Principals' Association of BC, Student Voice is a group of Grade 10-11 students and teacher advisors who meet regularly to provide student opinion on matters affecting their education and social development; to find out about Student Voice contact Sharon Cutcliffe via phone at 604-689-3399 or email sharon@bcpvpa.bc.ca)➤ A student council member or student from the youth leadership program at a local high school
<i>Educators</i>	<ul style="list-style-type: none">➤ School District administrator or high school principal (they may assign someone to the committee) or a high school career

1-2 representatives	education or tech education teacher
Labour 1 representative	➤ Area representative from your local Labour Council (find out who your representative is by calling the BC Federation of Labour at 604-430-1421 or visiting the web site www.bcfed.com)
Health and Safety Advocate 1 representative	➤ There are several health and safety organizations (see Appendix 9) with members in communities throughout BC; you could also contact a large employer in your community regarding representation from their health and safety committee.
Municipal Government 1-2 representatives	➤ Representative from your local municipality from a social service, parks and recreation, or planning department
Community Organizations 1-2 representatives	➤ One or two representatives from community organizations with an interest in youth such as the Chamber of Commerce, Rotary, Lions, YM/YWCA, youth employment agency, Air Cadets, Boy Scouts, Boys and Girls Club, a community-minded local credit union, bank branch, church, etc.
Industry Representative or Major Employer 1-2 representatives	<ul style="list-style-type: none"> ➤ An industry representative from a sector employing high numbers of youth in your community (see Appendix 10: Industry Associations) ➤ A local employer such as a restaurant or fast-food chain or a large retail or supermarket outlet
Workers' Compensation Board 1 representative	➤ A WorkSafeBC representative from your community (contact the WorkSafeBC Information Line at 604-276-3100 or 1-888-621-7233)

Function of the Planning Committee

The overall role and tasks of the planning committee are to:

- Develop partnerships for co-hosting the event
- Determine the format time, location, and length of the event, and any refreshments to be served (if appropriate)
- Determine the target audience(s) and recruitment/publicity strategy
- Define the event content, format/agenda and moderator
- Develop and manage a budget
- Identify and coordinate sponsors and donors
- Identify and coordinate keynote and guest speakers
- Define venue layout, equipment and supplies needs, coordinate set-up
- Develop a registration process
- Bring creativity, energy and a task focus to up to five (5) two-hour planning meetings
- Commit additional time in the planning, event hosting, and debriefing stages
- Commit to bringing at least five people each to the event
- Help spread the word about the event in your own organization and neighbourhood
- Believe in the initiative and its purpose

You can use the description of committee roles in Appendix 2: Ideas for Planning Committee Roles as a guideline for apportioning responsibilities.

Convene your committee

Once you have confirmed committee members, check on everyone's availability for a start-up meeting. For most people, evenings will be best and you should plan for two hours. Determine and book an appropriate venue (it may be where your organization normally meets or at a meeting/boardroom of one of your participating organizations). It's a nice touch if you or one of the participating stakeholders can provide coffee/tea and cookies or light sweets.

Prior to the meeting:

- Develop an agenda (see sample agenda below)
- Order the young worker video, *Lost Youth*, and the video of a Shaw Cable television event, *Youth at Risk*, from the WorkSafeBC young worker section (you can order online at <http://youngworker.healthandsafetycentre.org>)
- Prepare a committee contact list with everyone's name, organization, phone, email, fax and mailing address
- Talk with the WorkSafeBC representative and ask if s/he can give a brief (10 minute) presentation on the young worker issue (WorkSafeBC officers have access to presentation materials); check to determine if this person needs any equipment for the presentation
- Organize any needed equipment, such as a TV, DVD/VCR player, flip chart stand or whiteboard, markers, paper, and pens
- Contact committee members (email is usually the most efficient) to confirm the meeting date—attach the agenda, contact list, and list of committee roles, and ask people to think about which role or roles they think they could fulfill
- Organize any refreshments you're offering
- Make up name cards or leave blank ones with felt pens for people to fill in when they arrive at the meeting
- Print extra copies of the agenda, contact list and committee roles

For the first meeting, someone from your organization should act as Chair until roles are determined, and someone should volunteer to take and distribute minutes.

SAMPLE AGENDA FOR FIRST PLANNING COMMITTEE MEETING

1. Welcome and Opening Comments (DPAC/PAC or other organizing representative)

- Introduce yourself, then welcome and thank everyone for volunteering for the Planning Committee
- Review the purpose of the committee (to plan, host and evaluate a Young Worker Safety Event in the community) and, briefly, how your group became interested in helping host {forum/workshop}
- Explain that everyone will hear more about young worker safety in a moment, but let's first have some introductions

2. Introductions

- Ask each person to introduce him/herself, the organization they represent, their interest in young worker safety, and what skills/resources they bring to the committee (you might want to list these as bullets on a flip chart)

3. Review Agenda

- Highlight the key items on the agenda and see if anyone has any other suggestions or additions
- Point out who is taking minutes for this meeting until a Secretary is appointed

4. Overview of Young Worker Safety (WorkSafeBC Representative or *Lost Youth* video—for a description of this powerful video visit the WorkSafeBC web site at <http://youngworker.healthandsafetycentre.org>; your committee should plan to view the video at either the first or second meeting)

- Allow 10-15 minutes for the presentation and a few questions or 20 minutes for the video

5. Set Objectives for Event

- Discuss what the Committee thinks should be the key objectives for the Event (see Setting Objectives on p. 14). The objectives will give the committee the framework for all of your subsequent decisions about format, timing, promotion strategy and so on.
- Once you've agreed on the general wording, write these objectives on the flip chart or whiteboard.

6. Determine the Type of Event

- Your young worker safety event can be a stand-alone event or part of a broader initiative such as a youth safety day (see *Linking with Other Events* on p. 16). Use your objectives as a basis for deciding what type of event is best. Experience suggests that it's usually best to piggyback your event onto other youth or youth safety initiatives.

7. Discuss/Agree to Roles

- Pass out a copy of the list of key committee roles to anyone who doesn't have one.
- Go around the table, asking each person what role or roles s/he might be interested in taking on (some might be shared roles).
- Allow discussion to take place among the committee members—usually the group will work out an agreement on assignments. If you find there is a key role that no one feels they can take on, brainstorm ideas for other people that could be approached to play this role.
- If a new Chair has come forward, s/he may want to take over chairing the meeting at this point. Similarly, the person who has volunteered to be Secretary can take over doing the minutes now.

8. Discuss Event Format and Venue

- Hand out copies of the "Sample Agenda for a Two-Hour Event (Appendix 3) for ideas on how an event might look. Brainstorm the venues available in your community that might accommodate such a format. (See also *Venue Considerations* on p. 14).
- Discuss equipment needs (see *Equipment Checklist* on p. 15) and make a list.

9. Discuss Timing Considerations

- Discuss potential dates for your event (see *Timing* on p. 15). If you're thinking about the event as part of another initiative, likely the date will already be set. You'll want at least five months to get ready.

10. Brainstorm Potential Partners, Sponsors, Speakers, and Target Audiences

- If there's time left at this meeting, spend a few minutes talking about potential partners, sponsors, donors, guest speakers and a moderator your committee could approach to contribute to the event (see *Sponsorship/Partnerships*, p. 15, *Guest and Keynote Speakers*, p. 18, and *Event Moderator*, p. 19). Also talk about whom you want to reach through

your event - your target audiences and invitees. If you've run out of time, assign this as a follow-up task.

11. Assign Tasks

- List tasks that need to be completed to move forward with planning (you can draw on the list from below), who is responsible, and the due date.

12. Set Next Meeting Date

- Set a date, time, and location for the next meeting and sort out who will supply a flip chart or whiteboard and refreshments. The meeting should preferably be within a week to keep the momentum going, but the date will depend on people's availability and the time they need to complete assigned tasks.

Tasks for Next Meeting

(Coordinators should liaise with one another for ideas and input as they work on their tasks)

Task	Who Leads
Type and email minutes from meeting	Secretary
Draft a work plan for the event	Chair
Contact other potential committee members suggested at meeting	Chair
Identify preliminary budget needs for the event (see Developing a Budget, p. 24) and a system for financial record keeping	Treasurer
Take away rough dates for event and research other events and venue availability, using the venue and equipment lists to vet venues	Event Coordinator
Develop a list of local organizations and businesses that might be potential event co-sponsors or partners	Sponsorship Coordinator
Prepare a draft publicity and media strategy	Publicity Coordinator
Develop a list of potential keynote/guest speakers and moderator	Guest Speaker Coordinator
Draft some preliminary ideas on a strategy and system for recruiting volunteers	Volunteer Coordinator

Setting Objectives

It's important to be clear on what you want to the event to achieve; these are your objectives. Objectives help you decide how the event should be set up, your publicity strategy and registration process, how to articulate your messages (this is key for engaging sponsors), and how to evaluate the event.

Your overall goal might be something like this:

To provide a catalyst for raising community awareness of the dangerous myths about young worker safety.

Your objectives should define how you plan to achieve this goal. Objectives should be realistic, specific and measurable. They may deal with:

- The range of community stakeholders you wish to engage
- The target number of participants
- The messages you want to convey
- The learning/education about young worker issues participants will experience
- Any "seeds" the event will plant for further community action on young worker issues

Venue Considerations

Finding an ideal venue can be a challenge. There are many issues to consider: good room layout, accessibility and convenience, the right seating capacity, availability and cost. Use your objectives a guide to settle on a good location. Here are factors to consider:

- Size of the venue. How many people are you hoping to attract? Does the venue have a variety of room sizes that you can tentatively book or the flexibility to close off and/or open up sections of a room to accommodate various numbers of people? You neither want something too small so you have to turn people away, nor something too cavernous so it feels like the panel is talking to an empty room (see Registration on p. 26 for ideas on managing audience numbers).
- Venue location. Is it centrally located and familiar in your community? Is it in a perceived "safe" area? Is there adequate parking and access to transit? Is it wheelchair accessible?
- Good sight lines—are there pillars or other obstacles in the room?
- "Feel" of the room and venue - does it set the desired tone?
- Are their other events scheduled for the room(s) next door that might create disruption?
- Is the lighting appropriate? Are there sufficient electrical outlets for projectors, microphones, recording equipment and laptop (if used)?
- Size and availability of foyer for registration table and refreshments?

-
- Available on desired date and at least 90 minutes beforehand for set-up?
 - Affordable? What is included in the price (e.g., equipment)?
 - If your event will be forum-style for a larger audience (30 to 50 or more), is theatre style seating available? Is there a raised stage or platform for the moderator and panel of speakers?
 - If you're planning a smaller workshop (30 or fewer people), you might want to arrange a rectangle of tables and chairs with the moderator, panel members and guest speaker at the head of the rectangle; is an appropriate room available?

Recognize that you may have to make some trade-offs!

Equipment Checklist

Your equipment needs will be determined by the format of your event and what your guest speakers' require. Some suggestions:

- TV, DVD player, VCR, slide and/or overhead projector
- Large screen
- Lap top computer and PC viewer
- Audiovisual technician
- Tape/VCR recorder (to record event)
- Extension cords and duct tape
- Masking tape
- Microphones (cordless lapel, floor, table, podium) and sound system
- Spare parts—extra bulbs for slide and overhead projectors
- Coat racks/umbrella stands
- Registration table (draped)
- Refreshments table with nearby electrical outlets (if offering refreshments)

Timing

Even the most worthy and well-planned events can suffer from the wrong timing. Or, as the cliché goes, "Timing is everything."

Avoiding Conflicts

Experience suggests these times are generally not good for an event, but there are exceptions; assess what's best for your community.

- X September (people are busy plunging into work and school after summer vacation)
- X December to mid-January (people are busy with Christmas preparations and events, or gearing back up after the holiday season)
- X Spring break
- X June through August (end of school year [busy] and summer vacation—exception might be dovetailing with the high profile Hire-A-Student Week or Youth Week in June—see "Linking with Other Events" below)
- X The Thursday/Friday before or the Tuesday/Wednesday after a long weekend
- X Any Friday evening or weekend (unless your event is part of a special weekend initiative)
- X Election campaigns
- X Other community, sporting and entertainment events in and near your community
- X Major televised events (e.g., Vancouver Canucks home games and hockey playoffs)

Fall, winter, and early spring may be your best bets. Once the evenings get longer at the end of April, you'll be competing with outdoor activities; it's difficult then to lure people indoors!

Linking with Other Events

Your Young Worker Safety Event can have added impact and potential for success if it coincides with other safety or youth-related initiatives. The synergy of complementary initiatives can mean heightened profiles, participation, potential partnerships and funding, media coverage, and retention of messages. Consider hosting your Event during:

- ✓ Take Our Kids to Work Day™. This national initiative, spearheaded by The Learning Partnership, is designed to give Grade 9 students a day of real-life job and career experiences. It is held in early November of each year and at least half of BC School Districts are involved in the event. Check with your District or local high school(s) to see if they are participating. For more information on the initiative go to www.takeourkidstowork.ca
- ✓ The annual WorkSafeBC Young Worker Awareness Campaign, held in May of each year when many young people are beginning to look for work. WorkSafeBC sponsors and co-sponsors a variety of activities to promote safer, healthier workplaces for youth with the approach of the summer job season (<http://youngworker.healthandsafetycentre.org> or phone 604-276-3100 or 1-888-621-7233).
- ✓ NAOSH Week (North American Occupational Safety and Health) held the first week of May. This national initiative of several partners focuses on workplace safety and health (check www.naosh.org for information on activities in your area)
- ✓ Hire-A-Student Week in mid-to late June of each year. Human Resources and Skills Development Canada (HRSDC) launches a nation-wide campaign to promote summer hiring

of students and use of their Hire-A-Student offices. This campaign receives substantial media coverage, paid advertising and community attention. The trade-off is whether or not you feel people will come to a two-hour evening event in June. Hire-A-Student offices open in May. Check with your local HRSDC office for the location nearest you.
















- ✓ Day of Mourning, April 28, an annual day to honour and remember those that have lost their lives in workplace accidents.
- ✓ Youth Week, held during the first week of May each year. This is an international celebration of youth aimed at building stronger connections between young people and their communities and celebrating the positive contributions of youth. Check the BC Youth Week web site (www.bcyouthweek.com) for information on what's being planned for your community.
- ✓ Information on youth and career planning events, such as employment seminars and job fairs, can be found on the BC Work Info Net web site www.workinfont.net.bc.ca
- ✓ Other community or school-based safety events with a youth focus, such as events dealing with road safety,

Sponsorship/Partnerships

Who can you approach as potential sponsors/partners for your event? Think about community-minded businesses and organizations which are interested in and concerned about youth; you should be able to come up with quite a list! Some ideas are provided below to get you started.

- Major employers of youth in your community (factories, large retail or restaurant outlet, major mill)
- Community-minded businesses
- Industry Associations (see Appendix 10)
- Your Provincial MLA
- WorkSafeBC
- ICBC (there may be some interest in co-hosting a youth safety event—road safety and workplace safety—with you)
- Skills Canada BC (provincial non profit organization with a mandate to promote a career in trades and technology)
- Your municipal government (check with youth-related, recreation or planning departments)
- Labour (District Labour Council)
- Your School District or local high school(s)
- Local credit union or bank branches
- Local newspaper or radio station
- Community organizations such as the Chamber of Commerce, Rotary, Lions, YM/YWCA, youth employment agencies, youth groups, churches

Sponsorship contributions can take many forms:

-  Cash donations
-  Refreshments
-  Donation of a venue and/or equipment
-  Internet access or creation of a web page on a host site
-  Advertising and promotion
-  Media coverage
-  Printing and/or distribution of flyers
-  Banners or posters
-  Staff time
-  Volunteers for various tasks (writing, set-up, contacts, etc.)
-  Web design and/or a mention of your event on an organization's web site
-  A skilled moderator
-  Guest speakers
-  Ideas and experience
-  Door prizes

A sample letter to potential sponsors can be found in Appendix 5. Remember to keep a proper paper trail and financial records of all contributions – cash and in-kind.

Guest and Keynote Speakers

Your guest and keynote speakers can be both a drawing card and a focal point for your event. WorkSafeBC has developed a list of volunteer speakers who can provide a keynote speech on young worker health and safety. These volunteers come from a range of backgrounds:

- Injured young workers (especially effective)
- Parents of injured young workers (especially effective)
- WorkSafeBC officers from your community
- Health and safety professionals
- Industry representatives
- Organized labour

Many of these speakers are available, with sufficient advance notice, to travel province-wide for speaking engagements (some at no cost), and some combine a stimulating speech with a showing of the *Lost Youth* Video for a doubly dynamic presentation. You can log onto the WorkSafeBC young worker web site for a profile of each speaker to see which one of them is the best match for your target audience (log onto

<http://youngworker.healthandsafetycentre.org> and scroll down to "Speakers Resource").

Alternatively, a WorkSafeBC officer or someone else from your community who is experienced in public speaking, knowledgeable and passionate about young worker issues may be appropriate.

While you should only have one keynote speaker, you may want to feature other high-profile community leaders as guest speakers. (It's an added bonus if they are parents as well.) These might be:

- An elected official (Provincial MLA, Mayor or Municipal Councillor, School Board Chair) known for his/her community-mindedness and concern about youth
- Inspiring community leaders from the business, volunteer, or labour sector
- A recognized and respected media person (television or radio)
- A well-known local youth leader or hero

Keep the number of guest speakers to a maximum of four to six, and give them clear guidelines on what you'd like them to focus on (young worker safety from their perspective) and their time limit (usually three to five minutes). You'll be able to access and provide your guest speakers with plenty of information on young worker safety, either from the WorkSafeBC representative on your planning committee and/or the young worker web site (<http://youngworker.healthandsafetycentre.org>). It's best to have your guest speakers up before the keynote speaker. Another interesting option is to coordinate some of your guest speakers to sit as part of a panel for a panel discussion *after* the keynote address/video. See the Sample Event Agenda (Appendix 3) for more on both options.

Event Moderator

Your planning committee Chair or the Chair of the District Parent Advisory Council or PAC or other organization that initiated the event (this may be the same individual) can serve as event moderator, or you can consider asking another high profile community leader. Examples include your School Board Chair, Superintendent, or high school principal; your local MLA, Mayor or a councillor; a major employer in your area, the Chamber of Commerce president, a well-known media person or other community leader. The moderator's job is to:

- Set an inspiring and motivational tone for the evening
- Welcome and thank everyone for coming to the event
- Briefly provide some key facts about young worker issues (this can be adapted from the Backgrounder and other WorkSafeBC publications) and the purpose of the event
- Briefly describe the genesis of the event and how it has come together; acknowledge the planning committee members
- Thank key sponsors, partners and volunteers; note that the list of individual volunteers may be too lengthy to read and if so, refer people to the list in their workshop kit
- Describe the agenda for the evening
- Introduce guest and keynote speakers
- Moderate a question and answer session after the keynote speaker
- Provide a motivating conclusion, reference the resource list in the workshop kit, ask people to complete and leave behind an evaluation form (if using), and give a final thank you to everyone.

The moderator will want to do research in advance of the event so that she or he:

- Has a sense of comfort with and knowledge about young worker safety
- Has met and/or talked with the keynote and other guest speakers—it is important that the moderator knows something about each person's background/story so s/he can ask fitting questions during the panel discussion
- Can phrase comments and questions in his or her own words

Moderator tips can be found in Appendix 4.

Target Audiences—Who to Invite

Before you can craft recruitment/publicity and media strategies, you need to identify your target audiences for the event based on the objectives you've developed. Broadly speaking, keeping young workers safe is a shared responsibility of employers, parents, educators, youth, organized labour, community leaders, co-workers, and the community-at-large. But you need to make these broad categories specific to your community, and decide which groups within these categories are your highest, second-level, and third-level priorities. Some ideas to get you started are listed below (note: some of these also appear on the possible list of sponsors, guest speakers, and planning committee members). One of the best ways to assure that people will come is for each planning committee member to commit to enticing five people to the event!

Category	Possible Groups/Individuals
Employers	<ul style="list-style-type: none"> ▪ Major employers in your community, especially those who employ large number of youth (e.g., shopping mall management, retail, restaurant, tourism, forestry, construction, mining sectors) ▪ Businesses known for their community-mindedness (credit union or bank branches, local franchises of province-or nation-wide businesses with a community focus, other small or medium-sized businesses)
Business Organizations	<ul style="list-style-type: none"> ▪ Chamber of Commerce, Trade and Industry organizations (e.g., local retail, tourism or resource sector council), Community Futures (if in your area)
Parents	<ul style="list-style-type: none"> ▪ Parent Advisory Councils (PACs) and District PACs ▪ Other parent organizations ▪ Parents of junior and senior high students ▪ Generally, parents of working-age or about to be working-age children
Educators	<ul style="list-style-type: none"> ▪ District Superintendent ▪ Junior/Senior High School principals ▪ Jr./Sr. High School teachers, especially in career education or tech education, and their classes
Youth/Community Groups	<ul style="list-style-type: none"> ▪ Student Voice representatives ▪ Student Council

	<ul style="list-style-type: none"> ▪ Jr./Sr. High school classes (work with a teacher to coordinate) ▪ Year book committee ▪ Youth leaders ▪ YM/YWCA ▪ Youth employment agencies ▪ Cadets, Boy Scouts, Girl Guides, Boys' and Girls' Clubs, etc. ▪ Community associations ▪ Church youth groups
Organized Labour	<ul style="list-style-type: none"> ▪ District Labour Council ▪ Unions in sectors prominent in your community
Government Organizations	<ul style="list-style-type: none"> ▪ WorkSafeBC (a representative should already be part of your planning committee) ▪ Your local MLA ▪ Your Mayor and Council ▪ Other youth-serving agencies such as the Hire-A-Student Office (Human Resources and Skills Development Canada)
Industry Associations	<ul style="list-style-type: none"> ▪ See Appendix 10 for a list of Industry Associations
Media	<ul style="list-style-type: none"> ▪ Your local media
Broader Community	<ul style="list-style-type: none"> ▪ Anyone in the community not covered by the above

Once you've identified your target audiences, your Publicity Coordinator should develop a database with names, contact information and columns for indicating type of communication tool to be used, means of contact, contact dates and follow-up dates (e.g., when a phone call or email is needed to follow-up on an invitation letter)—see "Developing a Recruitment/ Publicity Strategy" below.

Developing a Recruitment/Publicity Strategy

Once you've defined your target audiences, it's time to develop a recruitment/publicity strategy. The strategy identifies whom you want to reach and the variety of tools and tactics you'll use to reach them. Consider asking for ideas and help from people who work in marketing, public relations, community outreach or communication departments of large organizations. You can use a template like the one below to map out your strategy.

Communication Tool	Who	How Distribute	When/How Often

Communication tools include:

- One-on-one phone, email, or in-person contact (this is likely your most fruitful approach)
- Word of mouth—each planning committee member and volunteer can agree to getting at least two people each to the event; this will assure a core audience
- Invitation letter with RSVP and flyer/backgrounder
- Flyer/Backgrounder—this should be a short (one-pager) with an eye-catching title and design that describes the purpose of the event, the issue of young worker safety, why people should come (the motivating statements) and event details such as the keynote and guest speakers, general format, location, date, time, directions and - this is very important - ways to get more information and to pre-register (see Registration, p. 26). A sample Backgrounder can be found in Appendix 6.
- News releases, feature articles, advertising, interviews, public service announcements (see Media Strategy, page 23)
- Inserts (such as the Backgrounder or a pared-down version of it)
- Articles/notices in other organizations' e-newsletters or newsletters (e.g., PACs, Chamber of Commerce, Employee newsletters)
- Web page on a host site (keep it simple with the Backgrounder, information on the event, how to register and links to other sites such as the WorkSafeBC young worker web site (<http://youngworker.healthandsafetycentre.org>) your DPAC/PAC site, and sponsoring organizations)
- Posters (enlargements of the flyer)
- Banners and/or signs prior to and/or at the event site
- Brief speaking engagements by a planning committee member at key meetings of target groups
- Community events web sites

Distribution methods should be matched to the target audiences' needs (i.e., What is the best way to contact each group in your community?). For example, web sites and bulletin boards may be the best way for reaching business people and individuals who spend a lot of time on the net and may be hard to reach through other means. Some ways to reach people include:

- Postal mailout
- Internet (email and web site)
- Asking organizations and volunteers to get the word out to their membership and anyone they know—and ask if they can bring at least one other person with them
- Placing posters and/or Backgrounders in key locations (libraries, malls, youth employment agencies, community centers, municipal hall, schools, recreation centers, places of business, churches)
- Inserts into other organizations' mail-outs (e.g., newsletters of schools; business, civic and volunteer organizations; congregations; and your City), e-newsletters and bulletin boards
- Posters at places where parents congregate

When/how often:

- If you want to tap into other organizations' newsletters/e-newsletters/bulletin boards you need to know their distribution schedule and deadline for submissions.
- Consider when you need to distribute various tools—you need to contact potential sponsors, community leaders and key groups ("animators" of your process), keynote and guest speakers months in advance; key invitees and "general" audiences at least three weeks in advance.
- You may make some forms of contact more than once; follow-up on key invitations, for example, is very important; if you haven't heard from someone by the RSVP date, plan to make follow up phone calls or email contact. Be persistent—follow-up is crucial!
- You'll need a plan for how many flyers/backgrounders to print or photocopy

Media Strategy

Begin developing your media strategy by researching and obtaining contact information for key media outlets in your community—local newspaper(s), radio, television and cable stations. Key information to collect:

- Are there any reporters, editors, or broadcasters who focus on or seem to have an interest in youth, education, or safety issues?
- Publication and program dates and times
- Deadlines for submission of news releases and advertising
- Format, content, and deadlines for Public Service Announcements (PSAs)
- Advertising specifications
- Contact information—phone/fax/email

The next step is to put together a media kit so you are prepared with information before you make contacts. Reporters work on often pressure-filled deadlines, and you can make their job much easier by providing them with easy-to-read and easy-to-access information. Your media kit should include:

- A press release that answers the key questions Who-What-When-Where-Why (see Appendix 7 for a sample)
- Your Backgrounder
- An invitation to the event
- One or two short WorkSafeBC handouts on young worker issues (visit the WorkSafeBC web site <http://youngworker.healthandsafetycentre.org>)
- Your contact information—this should be the person who the Planning Committee has agreed will be the media spokesperson, normally the Chair or the Publicity Coordinator

Things to consider for your media strategy include:

- Think about inviting a media person to be on your planning team
- If that's not possible, think about taking a reporter or editor to lunch or coffee to explain the event and enlist their help in promoting your message
- Determine milestones in your event planning process around which you can build press releases and media interest. The first might be around the announcement of the event date (once you have details of time, place, location, and possibly keynote/guest speakers nailed down). The second might be a feature story (e.g., a local employer who is co-sponsoring the event and their young worker safety training program; with permission, an interview with one of the injured young workers and his or her parent(s) from the WorkSafeBC Speaker Resource (<http://youngworker.healthandsafetycentre.org> scroll down to Speakers Resource); a feature on how youth are coming together as volunteers to help organize the event; or any other story that emerges). The third milestone might be a confirmation of the event and registered numbers the week before the event
- Consider approaching your local TV or cable station to broadcast the event live or record it for broadcast later.
- Think about whether or not you want to do paid advertising; if so, see if you can find someone to sponsor (pay for) the ads; paid ads are not essential to your strategy—other aspects of your media and publicity strategies are likely to be more effective, since newspapers contain so many ads competing for people's attention.
- Feature youth in your media releases—the media like to run stories and photos of youth.
- See if you can feature comments/quotes/interviews with high profile leaders of your community who have agreed to lend their support to the event.
- Make sure all your contact with the press contains the key information about the date, time and location of your event and this is VERY IMPORTANT, information on how to pre-register.
- Be proactive! Keep fostering your relationship with the media; keep them posted on how planning is going and any ideas for feature stories.
- Make sure they have a formal invitation to the event.

Developing a Budget

Your committee's Treasurer will need to develop a system for accurately tracking and recording all donations (cash and in-kind) and expenditures. For in-kind donations such as refreshments, printing, time, etc., consider finding out the market value of each and tracking them in the budget. You might also consider tracking volunteer hours and the financial benefits of these.

Budget items to consider include:

- Venue rental
- Equipment rental

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- Refreshments (if providing)
 - Advertising (if doing)
 - Printing and/or photocopying costs
 - Design costs (for Flyer/Backgrounder and any paid ads)
 - Fax/phone/postage/internet
 - Paper, envelopes, and other office supplies
 - Overheads
 - Any guest speaker expenses (travel, production of overheads)

Recruiting and Coordinating Volunteers

The Volunteer Coordinator can use the lists of potential sponsors and invitees as a starting point for volunteer recruitment. Student and youth organizations are a great bet. Youth want to be involved in youth-related issues. They have a wealth of energy and creativity and the desire to make a contribution. For high school students, there are two great incentives for becoming involved. First, they could use the experience as credit toward required community/volunteer service for graduation. Or, with adult mentoring, work on event planning and hosting could meet all or part of a student's required 30-130 hours of work experience (you can contact your high school's Career Educator to inquire about these options).

Here are some steps to help you with recruiting and organizing volunteers:

1. Connect early in the process with the other coordinators on the planning committee to identify their volunteer needs (the approximate number of volunteers and the tasks involved) during the event planning stage and at the event itself. Cluster these into like tasks, such as:
 - Design—designing a logo and layout for the Backgrounder/Flyer, layout for the invitation letter, ad layout
 - Information Distribution—taking the Backgrounder/Flyer to various distribution points, emailing it to the email list, sending it in response to inquiries
 - Set-up on Event Day—stuffing event kits, staffing the registration desk, setting out chairs and table, assisting with equipment set-up, greeting people as they enter the venue, helping set up and monitor refreshments, and so on)
2. Print the list of the volunteer tasks to use as a handout or email attachment. Update this list as volunteer positions are filled.
3. Develop a system for tracking volunteer positions as they are being filled. You want to avoid having too many people working on a task and ending up feeling confused or not useful. When a volunteer position is full, you can tell the person that you have enough help in this area but still need help in others, if they might be interested.

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4. Develop a form for tracking volunteer information. Ask all the planning committee members to use this form when they are talking to potential volunteers and to provide the completed form to you as soon as possible for entry in your database. You should collect information on the person's:
 - Name and address
 - Daytime and evening phone
 - Email and fax
 - Best day and time to be reached
 - Best way to be reached
 - Why they are interested in volunteering
 - In what capacity they would like to volunteer
 - If they agree or do not agree to being acknowledged by name (i.e., in a Thank You to Volunteers insert in the event kit)
 - Any questions, concerns or limitations they have
 5. Each coordinator should work directly with the volunteers that have signed on to tasks in their areas once the Volunteer Coordinator has organized them.
 6. A few days before the event, prepare a Thank You List of all volunteers who agreed to being acknowledged—this may be included in the event kit. Also purchase ribbons or nametags for volunteers helping out at the event and bring these for distribution.
 7. After the event, develop a thank you letter and work with the Secretary to have it sent to every volunteer.

Registration

You may want to consider an advance registration process. Without advance sign-up, you risk potential chaos such as having too many people for the venue or having too few in a cavernous ballroom, not enough refreshments or too much that goes to waste, or last-minute scrambling that delays the event and creates tension.

All your information materials (invitation letters, Backgrounder/Flyer, press releases, interviews, advertising, phone and email contact) should clearly note that pre-registration is required by a date at least one week before the event. Invitation letters should ask for an RSVP two weeks prior to the event. Give a phone number where someone can leave a voice mail message, an email address and fax number. This might be the Secretary's contact information or whatever your committee agrees is the best method. Whatever the method, it's important that the Secretary regularly check for registrants and add them to the list. All that's required is a person's name, phone number and number of people attending with them. The Secretary should set up a simple log for recording this information.

You can use the log to monitor how you're doing with your publicity and media strategies. Remember, when you established objectives you set a target number of participants. How close are you? If you're low on registrants, brainstorm what can be done to increase outreach efforts and motivate people to come. A timely media story might help, or a presentation to a

key group. If you're exceeding the target number you'll have to consider whether the venue can accommodate the increase (this is why venues with flexible space or a variety of meeting rooms are helpful). If you're getting jammed for space, you may have to consider telling people you're sorry, but the event is full, or moving to a larger venue. If you have to move, make sure everyone who has registered is contacted, the voicemail is changed, and a "Change of Location" notice is distributed. This should be broadcast in the local media as well. Finally, signs should be placed at the former venue the day of the event advising of the new location (hopefully it will be close by).

Remember to make follow-up email or phone reminder calls to key invitees who haven't sent in an RSVP two weeks before the event. You can also send a friendly reminder a few days before the event.

Section 2: DETAILED “TO-DOs” PRIOR TO AND DAY OF EVENT

Ten to Twelve Weeks Prior to the Event

Your Planning Committee should now have reconvened for its second meeting and completed the task list from the start-up meeting.

Key decisions and processes

- Confirm the date, time, and location for the event
- Finalize the budget for the event—the base budget (what you absolutely need in order for the event to go ahead), an “intermediate” budget and an “ideal” budget (this might include bonuses like refreshments). You must be confident that you can meet the base budget needs in order to proceed.
- Agree on the event format and agenda (using the agenda in Appendix 3 as a guide)
- Agree on the moderator, keynote, and guest speakers
- Agree on contacts for any phone/voice mail, fax, and email you're using for registration
- Decide who will act as media spokesperson
- Track expenses and donations promptly
- Think about whether you want to host a post-event reception for guest speakers, sponsors/donors, and volunteers; this can be very simple, such as arranging with your venue to book a small, separate room and with your caterer to set out some special, light refreshments
- Keep meeting, updating the work plan, collaborating, assessing how things are coming together, and adapting as necessary

Venue and equipment

- Book the venue and make arrangements for needed equipment
- Recruit someone to be your audiovisual technician (the person who will set up all the cables and microphones and ensure projectors, etc. are working)
- If the event is being broadcast or recorded, arrange to take the broadcaster/recorder to the venue to discuss set-up and needs; sketch these into a layout plan and set of instructions and ask the recorder to be at the venue 90 minutes beforehand for set-up

Sponsorship

- Finalize sponsorship list and initiate contacts; provide a copy of the sponsor letter and Backgrounder
- Follow-up and nurture relationships; ensure that the Treasurer is notified promptly of any donations

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- Obtain logos of confirmed sponsors/donors (pmt or pdf format) for event kits

Publicity

- Coordinate writing and production of Backgrounder (you need this as soon as possible as the key piece for your publicity and media strategies)
- Develop invitation list and a database for mailout and contact
- Develop invitation letter with RSVP date
- Develop media kit
- Develop web page and links (you can use the web site as a means to recruit volunteers too)
- Finalize and begin implementing publicity and media strategies

Keynote/guest speakers and moderator

- Prepare a cover letter to go with the Backgrounder explaining what role you are asking each person to play and why you are asking them
- Initiate contact with each person to determine their availability and interest (information on how to reach people from the WorkSafeBC young worker Speakers Resource is on the young worker web site <http://youngworker.healthandsafetycentre.org>)
- Arrange for alternates if necessary

Volunteers

- Develop a list of volunteer tasks and the number of people required for each task area
- Develop a form for tracking volunteers' contact information and interest, and a simple database for the information
- Begin process of recruiting volunteers based on your recruitment strategy
- Assign specific Coordinators to work and follow up with volunteers in their task areas

Registration

- Develop registration log to record people's names and phone numbers

Six to Eight Weeks Prior to the Event

By this point, you'll have a very good idea where you stand as far as fundraising and donations, your moderator and keynote/guest speakers, and budget. It's now time to move into high gear on your recruitment/publicity and media strategies to get people signed up.

Publicity/media

- Continue implementing your publicity and media strategies; make adjustments as necessary
- Try for press coverage at this important juncture; prepare advertising (if this is part of your strategy) for insertion in local papers at least two weeks before the event
- Make sure sponsors are now being identified in press releases, articles, and all communications
- Send invitations to city officials, schools officials, teachers, community organizations, businesses, youth groups and leaders, and the media; ask them to RSVP three weeks prior to the event—if you haven't heard from them by then, follow up
- Update the voice mail and web site with any new information, including press releases

Registration

- Keep close tabs on RSVPs and registration

Agenda/program

- Finalize your agenda/program for the event
- Determine whether or not the event will be recorded (video) and confirm arrangements (this may be a volunteer effort)
- Collect any handouts from WorkSafeBC or other organizations that will form part of your event kit
- Develop a simple evaluation form (see Appendix 8)

Keynote/guest speakers and moderator

- Provide each with the agenda and guidelines for their portion (making brief remarks and responding to questions as panel members, or as the keynote presenter)
- Obtain biographies of your speakers and moderator and adapt for the event kit (keep them brief—one paragraph of 4-5 sentences is ample); vet it through each person before you finalize the bios
- Confirm speakers' equipment needs and ensure equipment is booked
- Provide moderator with biographies and contact information for guest speakers, background information from WorkSafeBC, a detailed Agenda and Moderator Tips, and a list of sponsors/donors/volunteers
- Ask all speakers to be at the venue 45 minutes prior to start time

Venue

- Visit the venue and decide what the set-up will be; map this out on a room layout and set of instructions - you may want to have two "floor microphones" set up in the aisles between or outside seats
- Create a banner or signage for the event
- Confirm space, donations, equipment, etc. at least twice before the event

Refreshments

If you are providing refreshments and/or hosting a simple post-event reception, finalize the order

Two Weeks Prior to the Event

Excitement and butterflies are the order of the day! It's getting close now ... here is a checklist to guide you through final preparations up to the day of the event.

Keynote/guest speakers and moderator

- Arrange a conference call or meeting with your moderator and guest speakers to agree on what each person will talk about, their time allotment, and the most effective order of speakers. Here are some hints:
 - Guest speakers should speak from their unique perspective as a parent, injured young worker, employer, health and safety representative, WorkSafeBC, etc.—this should help avoid overlap in the content of the presentations
 - If you have four or more speakers, typically they should not exceed 10 minutes each at the most, except in the case of a keynote address with a video presentation
 - The speaker(s) with the greatest impact should go last—this will usually be a parent of an injured young worker and/or an injured young worker
 - Talk about ways to knit the presentations together; each person could end with a lead-in to the next speaker, or the moderator could provide bridging comments
- Remind them to be at the venue 45 minutes before the event starts (and about the reception, if applicable)
- Confirm all equipment needs (if they are using a laptop/projector system that you are providing, get a copy of the presentation)
- Prepare any desired overheads

Special invitees

- Contact key invitees, including the media, with a reminder one week in advance; send media contacts a {forum/workshop} kit so they can plan how to cover the event—also see if they

would like to arrange interviews and if so, tee up the right people to be available after the event (this may be some of your keynote/guest speakers or sponsors)

- Contact sponsors and donors if you are having a post-event reception

Venue and refreshments

- Confirm all details of venue layout, equipment and refreshments (use the Day of Event checklist on p. 35)
- Confirm with venue the name of the key person they will assign to work with you the day of the event, and ensure this person will be there to meet you 90 minutes before the event; if they are providing the audio-visual technician, confirm this person's name, arrival time, and contact information (including cell phone); give both people the cell number of your committee's Event Coordinator
- Contact the refreshments caterer a few days in advance of the event to confirm the final number of registrants and guests; tell her/him the location of the refreshments table(s) at the venue and arrival time (at least 60 minutes before the event)
- Arrange for an equipment check with your AV technician the day before the event to ensure everything works

Event kits

- Consider pulling together information kits for participants
- List, and prepare to acknowledge, all donors, sponsors, and volunteers (give this list to the Committee Chair or Moderator so he/she can read it out at the event—if it's too long, ask this person to acknowledge donors and sponsors and refer the audience to the list in their workshop kits of the many, many individuals who made the event possible)
- Prepare contact information for resources available in the community
- Collate event kits (you can use folders or large, colourful paper clips)
 - Agenda
 - Speaker and moderator bios
 - List of donors, sponsors, volunteers
 - Backgrounder
 - List of community resources
 - Evaluation form
 - Handouts you're using from WorkSafeBC or other sources
 - A medium-sized box with a slot in the lid for completed evaluation forms (you can cover the box with some nice foil paper and clearly label it, e.g., "Completed Evaluation Forms")

Sponsorship

- Confirm any donations being made for use at the event or door prizes; collect prizes (door prizes can be offered as an incentive to event participants to complete the evaluation form in their workshop kits; you can do a random draw from the box of completed forms to match the number of door prizes)

Supplies

- Gather supplies for the evening:
 - Camera and film
 - Name tags/ribbons for event volunteers
 - List of on-site volunteers and their assignments
 - Extra blank name tags
 - Pens and pencils (small "golf pencils" are inexpensive - people can use them to complete their evaluation forms)
 - Felt pens and masking tape
 - Registration list (2 copies) with blank space to add names of those who didn't register in advance
 - Power bars, extension cords
 - Banners/signs, possibly tripods for holding these
 - Microphones, cables, overheads, pc viewer, TV/VCR, screen, etc. (depending on what the venue is providing)
 - Copy and a backup copy of the video you're showing
 - Spare parts—slide projector/overhead bulb, slide carousel (if using)
 - Name placards and name tags for speakers and moderator
 - Room layout plan and instructions
 - Masking or duct tape to cover exposed cords
 - A small "handyman" tool kit

Volunteers

- Develop a list of volunteers who will be helping out at the event and their assigned tasks; decide who will coordinate and organize, and provide them with their name tags/ribbons and the time/location for meeting
- Depending how you are organizing your event, volunteers may be needed as follows:
 - 2 - 3 people to staff the registration table (this will involve greeting people as they arrive, asking their name and crossing it off the list or adding the name if not previously registered, handing them a workshop kit, asking them to fill out the evaluation form in the kit and drop it in the box before they leave, and inviting them to help themselves to refreshments, if provided)
 - Your audio-visual technician and an assistant
 - Someone to greet your guest speakers and key invitees, including the media (this should be Committee member such as the chair, guest speaker coordinator, sponsorship coordinator)
 - Up to six people to set up chairs and tables according to your room layout plan (assign someone to be in charge)
 - Up to four people to set out and monitor refreshments (likely your caterer will take the lead here)
 - Several people to greet participants as they arrive and to direct them to the registration table
 - Someone to take photos and/or videotape the event

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- Someone to shepherd people inside so the event can start on time
 - Contact all volunteers with instructions (including notice of the post-event reception if applicable)

Updates

- Keep the voice mail and web site current with updated messages

Day of the Event

The day of your event will be an exciting and heady one. But there's no need to be concerned. All of your careful planning, attention to detail and synergy of volunteer effort have prepared you for this day. With a little attention to the final details, it's time to sit back and let the process unfold. Here's a checklist of things needing attention on the event day.

1. Several hours before the event, organize all the materials you need to take to the venue (see the Supplies list—also remember the box of stuffed event kits, if using)
2. Plan to arrive at least 90 minutes before the event starts. The Volunteer Coordinator and the person(s) greeting guest speakers/moderator/media should be clearly identifiable at the agreed-upon meeting place and time.
3. Organize your volunteers to complete their assigned tasks.
4. Use the checklist below to make final preparations.
5. Make an announcement five minutes before the event is to start that you'd like people to take a seat.

Day of Event Checklist

Signage

- Ensure venue has correct name to display at entry (or post your own sign/banner)

Registration

- Registration table (draped) set up in foyer
- Registration list and sign-in sheets and pens available
- Two volunteers recruited to welcome and sign people in
- Boxes of stuffed event kits available (if using), supply stacked on registration table
- Clearly labelled box for return of feedback forms, if using
- Coat racks/umbrella stands in place

Venue Set-up

- Head table(s) (draped) on stage or raised dais
- Tent cards and water set out for panel members/guest speakers
- Moderator/Guest Speaker podium (if being used)
- Extension cords and duct tape on hand
- Spare parts on hand—slide projector/overhead bulb, slide carousel (if using)
- Microphones in place and working
- Lighting and temperature control appropriate
- Screen in place
- Table for audiovisual equipment (overhead or slide projector, laptop, VCR, TV, LCD)
- Video being shown is available (plus a spare)
- Overheads or slides/laptop presentations loaded and ready
- Tripod and outlets for video or audio recording
- Audiovisual technician in place/all sound and visual equipment in place and double-checked
- Sufficient chairs set up theatre-style; extra chairs available if needed

Refreshments

- Draped tables set up for refreshments near electrical outlets
- Refreshments in place (any food, coffee/tea/other beverages, cups and saucers, utensils [if needed], cream/milk, sugar, napkins, stir sticks)
- Garbage can at end of table
- Recycling box for recyclables

Moderator/Guest Speaker Greeting

- Planning Committee member(s) on hand to greet and introduce moderator, guest speakers, and key sponsors
- Key guests provided with refreshments
- Walk through set-up with moderator (e.g., location of washrooms, smoking policy and fire exits for announcement; microphone and a/v set-up)
- Checklist provided to moderator

Other Supplies

- Overheads/slides/pc presentations in place

Immediately After the Event

1. Arrange media interviews if this has been set up in advance.
2. Collect completed evaluation forms to take to the next committee meeting. Perhaps one or several planning committee members can agree to review the evaluations and summarize findings prior to the committee's follow-up meeting.
3. Coordinate with volunteers to clean up the event site and put away equipment, chairs, and tables.
4. Decide when the planning committee should meet (preferably within two weeks) to debrief on the event and discuss next steps.
5. Enjoy the post-event reception (if applicable) or a well-deserved rest! (If you have a reception, the committee Chair should say a just a few impromptu words of thanks to sponsors/donors, guest speakers, planning committee members, and volunteers.)

Section 3: POST-EVENT ACTIVITIES

Congratulations! Your young worker safety event has planted seeds of awareness that will have a ripple effect throughout your community and beyond. Think about all the people your initiative has affected: the volunteers, donors, and sponsors who pitched in to help; the young people and their parents who are better prepared for the workplace; the employers, educators, labour and community representatives who have strengthened their commitment to young worker safety. Each of these people is now a catalyst for change, whether their sphere of influence is their own behaviour, extends to one or more people around them, or inspires an entire school class, workplace, or community. At your follow up planning committee meeting (this should take place within a week or two of your event), take a few moments to reflect on the known and potential impacts of your initiative. And share your reflections on how it has affected you and those around you.

Here are some other important wrap-up details.

1. Consider inviting some of your sponsors/donors to your post-event committee meeting. They may be interested in the "debrief," have valuable suggestions on what worked to a greater or lesser degree, and be interested in keeping momentum going.
2. Review the roll-up of feedback from the evaluation forms. What does this feedback tell you about the objectives you originally set? Did you meet these objectives? Were they suitable?
3. Brainstorm suggestions you would make, based on your experiences, to other groups who are thinking about a hosting a {forum/workshop}. Also note any suggestions you have for improving the usefulness of this Tool Kit.
4. Combine 2 and 3 into a brief report. A copy should be provided to the WorkSafeBC representative on your committee. Some of your sponsors and contributing organizations, as well as organizations in other communities, may also be interested in seeing the report.
5. Randomly draw completed evaluation forms for any door prizes you've arranged and either mail the prize to the "winners" or contact them to arrange pick-up at a pre-arranged location.
6. Develop and send thank-you letters to all sponsors, donors, guest speakers, volunteers, and event champions. Be sure the letter acknowledges sponsor and donor names. You may also want tell people how they can obtain a copy of the summary evaluation report.
7. Complete a final financial report summarizing all donations and expenditures. If there is any leftover cash or materials, talk with your donor(s) about what they would like you to do with them (e.g., return to donor, donate to a charity, keep on hand for other youth safety initiatives).
8. Update your web site and voice mail with a current message (e.g., thanks to everyone for a successful event, phone and web information on young worker safety - use the WorkSafeBC young worker phone lines and web link referenced throughout this tool kit— and any contacts/information about other safety initiatives; you might also consider

posting your summary report on the host web site). Also decide when to deactivate the voice mail, web site, fax machine, etc. (For the web, consider having the page redirected to the WorkSafeBC young worker page or other appropriate link.)

9. "Blue-sky" (visualize) any ideas for keeping the momentum on young worker safety going in your community. They may be things in which you play a leadership role, a small, supportive role, or simply plant a seed. Whatever the case, you're now part of a community network on young worker safety. Be open to possibilities!

A huge thank-you to all of you for your fabulous contributions to helping make safer workplaces for young workers!

Section 4: APPENDICES

Appendix 1: Sample Planning Committee Recruitment Letter

Your letterhead with address

Dear :

Re: Request to Join a Planning Committee for a Young Worker Safety Event

I'm writing on behalf of the *{insert the name of your organization}* to canvass potential members for a **Planning Committee** to organize and host a **young worker safety event** in *{name of your community}*.

Every 40 minutes of every working day someone's child aged 15-24 is hurt on the job. In 200x, xxx young workers in BC sustained serious, potentially disabling and life-altering injuries. Nine lost their lives *{update this with current-year information from your local WorkSafeBC office or contact the WorkSafeBC Prevention Information Line at 604-276-3100 or 1-888-621-7233}*.

Most people assume that employers provide proper safety training, equipment, and supervision; however, keeping young workers safe is everyone's responsibility. That's why the *{insert your organization's name}* is partnering with WorkSafeBC to raise awareness about the reality of young worker injuries. We're planning a *{forum/workshop}* for *{insert approximate time frame}* and we're looking for talented, community-minded people to help us plan and host it—people just like you!

We need help with publicity, event planning, sponsorship, guest speakers, and volunteer coordination, as well as a secretary and a treasurer. A description of Event Planning Committee roles is attached. I've also included some additional background information on young worker issues *{this can be an appropriate handout from WorkSafeBC}*.

Your talents and commitment to the community would bring great value to the Planning Committee. What would be involved? Bringing your creative ideas to several meetings, working with volunteers over the next months to bring the *{forum/workshop}* to fruition, and being part of an initiative that will galvanize awareness and change for youth in the workplace. WorkSafeBC has provided a comprehensive tool kit to help steer us through all aspects of event planning, hosting, and follow-up.

I sincerely hope you can join us in this important community-based initiative. *{Indicate here how and by when you'll ask them to respond—whatever the method, it's a good idea to follow up with each person by phone and email}*.

Thank you.

Closing Salutation

Appendix 2: Ideas for Planning Committee Roles

Chairperson

- Organize the Event Planning Committee and its activities
- Chair planning meetings
- Oversee planning and budgeting
- Help committee prioritize goals
- Develop activity list with timelines
- Keep committee on track
- Represent the committee in liaison with the media (optional—may be assigned to Publicity Coordinator) and with WorkSafeBC and BCCPAC
- Liaise with committee members re: follow-up tasks
- Be a supportive leader

Skills and Competencies

- Leadership
- Good communicator
- Strong planning and organizing skills
- Strong supporter and believer in the initiative and issue

Secretary

- Book space for Planning Committee meetings
- Notify and remind committee members of upcoming meetings
- Record and distribute minutes of meetings
- Respond to inquiries about the event
- Coordinate pre-registration for event and sign-in at event
- Distribute invitation and information letters in advance of the event and post-event thank-you letters to speakers and sponsors, donors of space, etc.
- Organize information packages for event participants
- Direct correspondence and inquiries to appropriate committee member
- Work with the Chairperson and the Publicity, Sponsorship, and Guest Speaker Coordinators to organize information distribution

Skills and Competencies

- Effective communication
- Task organization
- Access to a computer, printer, and email

Treasurer

- In liaison with Planning Committee members, prepare and manage the event budget
- Regularly liaise with the Chairperson and the Publicity, Event, and Sponsorship Coordinators to monitor and maintain records of donations (cash and in-kind) and expenditures
- Provide financial updates and an overall final report

-
- Develop process for sign-off on expenditures

Skills and Competencies

- Aptitude for math
- Knowledge of rudimentary bookkeeping and financial reporting
- Meticulous attention to detail

Recruitment/Publicity Coordinator

- Develop a marketing and publicity strategy (e.g., one-on-one recruitment, advertising, press releases, radio announcements, community outreach, email/mail campaign)
- Work with Event and Sponsorship coordinators on event events and activities
- Work with WorkSafeBC to coordinate development of a flyer that gives the event title and purpose, location, date, co-sponsors, and donors
- Arrange for all materials to be printed and distributed
- Develop and distribute press releases and coordinate media interviews and media coverage
- May act as media spokesperson in lieu of the Chairperson
- Coordinate/develop a website for publicizing the event
- Recommend and organize any additional action required to meet registration targets

Skills and Competencies

- Ability to express ideas succinctly in verbal and written communication
- Enjoys promotion and advertising

Event Coordinator

- Organize and coordinate all logistical aspects of the event
- Books venue for event and advises on room layout
- Organize all audiovisual equipment and supplies
- Acts as the primary (and preferably only) contact with venue staff
- Organize refreshments
- Primary on-site resource during event
- Coordinate volunteers for set-up and dismantling
- Work with the Secretary, Publicity, Sponsorship, and Guest Speaker coordinators to determine needs for equipment, room, supplies, and refreshments

Skills and Competencies

- Ability to visualize physical requirements of an event
- Well organized and details-focused in communications

Sponsorship Coordinator

- Identify, contact, and work with local organizations/businesses, etc. to co-sponsor the event (co-sponsorship might involve cash donations, in-kind contributions, volunteer time, and/or space in which to host the event)

-
- Distribute sponsorship information packages
 - Communicate directly with sponsors/partners
 - Provide a paper trail of cash and in-kind contributions for the Treasurer
 - Work with other committee members (Publicity Coordinator, Chairperson, Secretary) to ensure acknowledgement of co-sponsor contributions

Skills and Competencies

- Familiarity with the community
- Thinks positively and is committed to event's purpose
- Strong communicator

Guest Speaker Coordinator

- Identify and coordinate guest speakers for the event
- Provide speakers with written briefing information on their role, timing, place on agenda, and room layout
- Work with Event Coordinator to communicate speakers' equipment needs
- Develop a brief biography of each speaker for Moderator introduction at event
- Liaise with Secretary, Event, and Publicity coordinators to provide speaker details for event materials and announcements

Skills and competencies

- Strong communicator and organizer
- Familiarity with the community
- Attentive to details

Volunteer Coordinator

- Work with committee members to identify respective volunteer needs and roles
- Prepare description of various volunteer tasks
- Recruit volunteers and, in liaison with respective committee members, assign to specific tasks based on self-identified interests and aptitudes
- Maintain volunteer contact list and contact with reminders of assignments in advance (e.g., room set-up for event)
- Develop strategy for acknowledging volunteer contributions

Skills and competencies

- Communication and organization skills
- Leadership

Appendix 3: Sample Agenda for a Two-Hour Event

The agenda you develop for your event will be *unique*, based on who you involve as keynote and guest speakers, your moderator, and the video and presentation you choose. This sample agenda provides ideas and options to use as a starting point.

Two hours is probably the ideal length for your event—long enough to cover the topic effectively but short enough for people to make a commitment to come.

Successful events typically feature:

- A dynamic and skilled moderator who is able to “think on his or her feet”—that is, to be present to what speakers/panel members and the audience are saying, to build on their comments and tie themes together, and to adapt and manage time
- A feature presentation that includes a visual component (e.g., a video that adds impact and variety to verbal presentations)
- A panel discussion which acts as both an opportunity for guest speakers to say a few words and a catalyst for audience-speaker interaction

SAMPLE AGENDA (detailed agenda follows)

- WELCOME, OPENING COMMENTS, and INTRODUCTIONS (15 minutes—includes a few minutes for late start-up)
- VIDEO PRESENTATION/KEYNOTE SPEAKER (35-45 minutes)
- PANEL DISCUSSION/AUDIENCE Q&A (45-55 minutes)
- CLOSING COMMENTS (10 minutes)

OR

- WELCOME AND OPENING COMMENTS (15 minutes)
- PANEL PRESENTATIONS (5 minutes each)
- VIDEO PRESENTATION/KEYNOTE SPEAKER (30-35 minutes)
- PANEL DISCUSSION/AUDIENCE Q&A (40-45 minutes)
- CLOSING COMMENTS (10 minutes)

Detailed Sample Agenda

WELCOME AND OPENING COMMENTS—Planning Committee Chair or Guest Moderator (10 minutes)

- Introduce yourself, then welcome and thank everyone for coming to this important event.
- Review the purpose of the event (e.g., to raise awareness about the important and perhaps shocking facts about young worker injuries).
- Provide some basic facts about young worker injuries—just 4 or 5 sentences (you can use the Backgrounder, *Lost Youth Discussion Guide*, or other WorkSafeBC materials for reference).
- If a guest Moderator is leading the opening remarks, the moderator should now introduce the Chair of the Planning Committee.
- (Planning Committee Chair) Very briefly describe how your organization became interested in helping host {forum/workshop} and acknowledge the tremendous volunteer, sponsor, and community effort that has made the event possible. If there are 2 or 3 really key sponsors that stand above the others, acknowledge them here; otherwise it's best to leave the acknowledgements to the end of the event. For now, you can reference the list of sponsors/donors and volunteers in people's event kits (if applicable).
- (Return to Moderator) Explain how the evening will work; for example: *This evening will make you think; it will open your eyes; it may momentarily trouble you. The facts about young worker injuries, especially the serious and fatal ones, are not easy to see and hear. But I can assure you, whether you're a young worker, a parent, an educator, employer, co-worker, or supervisor, tonight will cause you to think and act differently toward workplace safety.*

We're honoured to have a number of guests who understand all too well the issue of young worker injuries. We'll hear from experts, from you (the audience), and most importantly from (briefly describe the background of your keynote speaker, e.g., a young worker who is still trying to cope with the impact of a workplace injury, a parent who knows firsthand the impact of a workplace injury to his/her child, and so on).
- If your keynote speaker is *not* introducing the graphic nature of the *Lost Youth* video you should do so here (refer to User Tip #2 in the *Lost Youth Discussion Guide*).

-
- Announce the location of fire exits, safety/first aid station. (You can make this light-hearted by saying that since this is an event about safety you need to make sure people know these things!)

KEYNOTE SPEAKER (35-45 minutes)

- Introduce your keynote speaker with the approved one-paragraph biography. If your speaker is showing the *Lost Youth* video, s/he should be sure to caution viewers about the coarse language and the graphic nature of the accident re-creations. (Speakers from the WorkSafeBC young worker speaker resource are familiar with the video and how to introduce it. If someone else is doing the presentation, they should preview and use the Discussion Guide that accompanies the video for step-by-step instructions. This is important given the sensitive nature of the material.)

PANEL DISCUSSION/AUDIENCE Q&A (45-55 minutes)

- Because of the strong impact of the video, your audience may be deeply affected; you may need pause for 15-30 seconds to allow any chatter to die down and for people's focus to return.
- Thank your speaker for their (moving, eye-opening, thought-provoking—whatever adjectives work for you) presentation. You might want to very briefly say (one sentence) how the presentation affected you and probably others.
- Introduce your other guest panel members with their 1-paragraph bios, e.g., *The other members of our guest panel tonight are ...* A good number for a panel is four or five people, including your keynote speaker.
- Ask each panel member, in turn, to give her/his perspective (5 minutes or less each) on young worker safety, then moderate a panel discussion and Q&A from the audience (see Moderator Tips in Appendix 4. Just before it's time to wrap up (start this 12-14 minutes before the end of the event), ask each panel member for any final messages they have about young workers and workplace safety.

CLOSING COMMENTS (10 minutes)

- Thank the keynote speaker, panel members, and the audience for their observations and questions.

-
- Make any key acknowledgements and thank-yous (the Planning Committee, key partners, and donors); refer the audience to the list in their event kit for all the contributors.
 - Ask the audience to please fill out their event Evaluation Form (if using) and leave it in the box at the registration desk. If you have door prizes, say that if they complete the form they will be eligible for the prizes.
 - Conclude by saying thank you to everyone for coming tonight.

Appendix 4: Moderator Tips

The Moderator plays a vital role in keeping the event on track, energized, and flowing. Here are a few tips to consider. (A good resource is the 2004 video produced by WorkSafeBC and Shaw Cable called *The Workplace: Youth at Risk?* This is a video of a television event on young worker issues moderated by Ian Hanomansing of CBC TV. A copy is available from the WorkSafeBC by calling 604-276-3100, toll free 1-888-621-7233.

- You will probably have a brief biography on hand for the keynote and guest speakers before the event, but you may want to meet and/or talk with them so you know more about their story and/or expertise. This will help you develop some key questions to ask each panel member. Let each person know these questions in advance so they can prepare.
- It will also be helpful to meet with the panel members half an hour before the event to confirm guidelines for the panel discussion; for example,
 - You'll be asking them to speak from the perspective they represent
 - Keep responses to questions concise (a minute or so)
 - Remind them of the key questions you'll be asking
 - Raise a hand (or give another agree-upon signal) if they want to respond to something a panel or audience member has said so you can manage the process
 - Be themselves, but at the same time be aware of the sensitive nature of the discussion, i.e., the key message is that young worker safety is a shared responsibility, with employers perhaps being "first among equals;" the focus is on looking for solutions rather than apportioning blame
- When you ask a question of a panel member, introduce it in the context of the person's background, e.g., "*As a (young worker, injured young worker, parent, employer, educator, labour representative, WorkSafeBC representative, supervisor)*" This will help bring out a variety of perspectives on young worker issues that the audience can identify with.
- Begin the panel discussion after the keynote presentation by introducing each panel member and where they are from (who they represent). You can have each person give brief remarks (no more than 5 minutes each) on young worker safety from their perspective. Alternatively, you can launch the panel discussion with an introductory question of each person based on their experience and background; for example,
 - "*You represent an industry (say, retail) that people might assume is pretty safe. But what are some of the dangers in retail sales that people might not realize?*"
 - "*As a young person, how did watching this video affect you?*"
 - "*As a parent of an injured young worker, I imagine this video might be hard to watch. How did the parents' experiences affect you?*"

-
- *"You're an educator of high school students of working age. What can schools be doing to better prepare young people for the transition from school to work?"*
 - *"How is organized labour involved in promoting young worker safety?"*
 - Build on what people are saying by asking linking questions. Here are some examples:
 - *"A moment ago you said x. Can you say more about that experience?" Or "What do you mean when you say x?"*
 - *"What would you have done differently had you known then what you know now?"*
 - *"As you hear (person x's) story, what comes to mind for you as a (parent, young worker, employer, etc.)"*
 - *"(Person x) has suggested y as way to make safer workplaces. What can you add to that?"*
 - Distribute your questions among the panel members. For example, ask each what key messages they'd like others (e.g., parents, young workers, employers, educators) to hear about keeping young workers safe.
 - After about 15 minutes of panel discussion, open up the floor to questions from the audience. If you are in a large venue with 50 or more people, invite audience members to go to one of the two floor microphones, give their first name and what point of view they represent, and tell you who they want to answer their question.
 - If people in the audience appear reluctant to ask a question, ask for someone to come forward and share how the event and/or video has affected them, e.g., *"It would be really valuable to hear from some young people. Could I ask a young person to step forward and let us know how the video affected you?"* You could then ask a follow up question, *"How has this made you think differently about your safety on the job?"* Likewise, you can ask to hear from someone else (e.g., young person, a parent or two, employers). If necessary, pick out someone you know from the audience who wouldn't mind stepping up to the microphone (you could even arrange this in advance).
 - Another trick to keep discussion going is to ask the panel members if any of them would like to comment on something others have said during the discussion.
 - About 15 minutes before the event is scheduled to end, note that there is time for just two more questions from the audience. Conclude by asking each panel member for her/his final words.
 - Feel free to wrap up early if the momentum is starting to wane. It's better to stop while the energy is high than to keep to an arbitrary schedule. At the same time, it's important that you intervene and wrap things up to finish on schedule.
 - Thank the panel members and move into Closing Comments.

Appendix 5: Sample Letter to Prospective Sponsors

Your letterhead and opening salutation

Keeping Young Workers Safe—A Call to Action in {*community name*}

I'm writing on behalf of the {*organization name*} to request support for an important community initiative in {*community*—a powerful and thought-provoking {forum/workshop} on young worker safety.

Young workers aged 15 to 24 are the group most vulnerable to getting hurt on the job. Every 40 minutes of every working day someone's child is injured at work. In 200x over xxx young workers sustained serious, potentially disabling and life-altering injuries. x lost their lives. *{Make sure you use the most current-year statistics from WorkSafeBC}.*

Most people assume that employers provide proper safety training, equipment, and supervision; but the fact is, keeping young workers safe is everyone's responsibility. That's why the {*insert your organization's name*} is partnering with WorkSafeBC to raise awareness about the reality of young worker injuries. We're planning the young worker safety {forum/workshop} for {*insert approximate time frame*} and are rallying {*insert the name of your community*} businesses and organizations to support us in any way possible. I've attached a Backgrounder with more information.

How can you help? In many ways ...

1. By providing funds or an in-kind donation to cover off various expenses, such as:
 - Venue and equipment rental *{list any equipment you need}*
 - Office supplies
 - A fax/phone line
 - Information printing and distribution
 - Advertising and publicity
 - Signs/banners
 - Refreshments at the event
 - Hosting a web page
2. By providing staff time to help us organize the event
3. By contributing your ideas and expertise and encouraging others to attend the event

All sponsors/donors will be publicly acknowledged for their contributions.

Our {forum/workshop} will galvanize awareness, change, and empowerment for young workers in our community. We sincerely hope that you can help us ensure a successful event. *{Insert information about how you intend to follow up—a good approach is to phone within a few days of sending the letter}.*

Thank you for considering our request.

Closing salutation

Appendix 6: Sample Backgrounder

*Are Young Workers Safe At Work? Don't Count On It.
(Insert Date) Community {Forum/Workshop}*

Young workers aged 15 to 24 are the group most vulnerable to getting hurt on the job. Every 40 minutes, someone's child is injured at work. Every week, over 40 young workers are injured for life, as they sustain serious injuries - potentially disabling and life-altering injuries - like amputations, major fractures, and third-degree burns. Between 2004 and 2008, 43 young workers lost their lives.

{ Remember to use current-year information available from WorkSafeBC}.

Most people assume that employers provide proper safety training, equipment, and supervision; but the fact is—keeping young workers safe is everyone's responsibility. Employers, parents, educators, youth, co-workers, the community at large, and the Workers' Compensation Board (WorkSafeBC) all have a part to play.

The *{name of your organization}* is partnering with WorkSafeBC to host an engaging, informative, and thought-provoking community *{forum/workshop}* on young worker safety on *{insert date and time}* at *{insert name of venue and address}*. The event will feature candid talk from a seriously injured young worker and a parent whose lives have been forever changed by workplace injuries. The hard-hitting *Lost Youth* video will be presented and followed by a panel discussion. It will be an evening participants won't soon forget.

Who should come? Youth who are in or about to enter the workplace, parents, employers, educators, youth groups, unions, community organizations, the media, individuals—in short, anyone who cares about our community's youth.

How do I register? Pre-registration is required but there is no cost to attend the event. You can register or find out more by: *{list all your registration options including voice mail, email, web, fax, etc.}* We're also looking for volunteers to help out.

Don't miss this important, eye-opening *{forum/workshop}*!

For more information on young worker issues visit the WorkSafeBC web site <http://youngworker.healthandsafetycenter.org> or call the WorkSafeBC Prevention Information Line 604-276-3100 or 1-888-621-7233 (621-SAFE).

Appendix 7: Sample Press Release

Your Logo *NEWS RELEASE*

COMMUNITY {FORUM/WORKSHOP} CONFRONTS MYTHS ABOUT YOUNG WORKER SAFETY

{Date and location of press release}—The {name of your organization} and {your key partner} are hosting a community {forum/workshop} on {date} to dispel myths about just how safe young people are on the job.

“The biggest myth is that youth and their parents can take safety for granted,” says {first and last name of your Planning Committee Chair} of the event planning committee. “The fact is, last year x young BC workers died on the job. Of the nearly x,xxx injuries sustained by young workers aged 15-24, xxx were potentially disabling and life-altering like amputations, major fractures and 3rd degree burns.”

The {short-form name of your organization} and {short-form name of your key partner} are using facts like these from WorkSafeBC {or the Workers’ Compensation Board of BC if you have not already made such a reference} as a wake-up call to the entire community—parents, youth employers, workers, educators, and the community at large.

“Most people assume that employers provide proper safety training, equipment and supervision,” says {insert name of appropriate WorkSafeBC contact and her/his title}. “But keeping young workers safe is everyone’s responsibility.”

Awareness raising initiatives like the (date) {forum/workshop} are helping to reduce the injury rate for young workers, says (last name of WorkSafeBC contact). “Even so, there’s still a long way to go. A young worker in BC is injured every 40 minutes of every working day,” (s/he) says. “Most of these injuries aren’t in jobs like construction and forestry; they are in so-called ‘safe’ jobs in restaurants, supermarkets, and retail stores.”

The {forum/workshop}, being held at {name of venue and address} from {time}, promises to be engaging, informative and thought provoking. Participants will see a hard-hitting video and hear candid talk from injured young workers, their parents, employers and others who know the cost of young worker injuries.

{Last name of Chair} encourages everyone who cares about young workers to attend the free event. "It will be an evening people won't soon forget," (s/he) says.

People are asked to pre-register by {insert all your methods for pre-registration}.

Major community sponsors for the {forum/workshop} include {insert names here}.

The WorkSafeBC young worker web site (<http://youngworker.healthandsafetycentre.org>) has a host of resources for young workers, employers, parents, educators, and other interested parties to keep young people from getting hurt.

-30-

For more information contact:

{Give all contact information for planning committee spokesperson}

Appendix 8: Sample Evaluation Form

Please take a few minutes to give us feedback on this Event. You will be eligible to win door prizes!

Q1. Prior to this {forum/workshop}, how well informed were you about young worker issues?

Not At All Informed Slightly Informed Reasonably Informed Highly Informed

Q2. Did the {forum/workshop} provide you with new information and awareness?

Yes No

Q3. If you answered **YES** to Q2, how would you rate your level of awareness now?

Not At All Informed Slightly Informed Reasonably Informed Highly Informed

Q4. How effective did you find each of the following parts of the {forum/workshop}?

	Not Effective	Somewhat Effective	Very Effective	Extremely Effective
Keynote Speaker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Video	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Panel Discussion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guest Speakers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q&A Session	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Any comments?

Q5. Please name **ONE** thing you'll do differently as a result of this {forum/workshop}.

Q6. Please tell us how you found out about the {forum/workshop} (check all that apply):

- Invitation Newspaper Radio
- Flyer/poster (please state where) _____
- Newsletter (please state which one) _____
- Web site (please state whose site) _____
- Word of mouth (please circle one): Friend Parent Child Teacher Colleague Other

Q7. Please select the category or categories that best describe you:

- Young worker Youth who hasn't started work yet Parent
- Employer Member of Labour Org. Educator Government Rep.
- Member of Community or Youth Group Media

Q8. Do you have any other comments you'd like to make?

Q9. Would you be interested in being involved with or hearing about other young worker safety initiatives?

- Yes No

To be eligible for a door prize, please PRINT your contact information below.

Name:

Mailing Address and Postal Code:

Daytime Phone:

Email:

Fax:

Thank you for your interest in securing safe workplaces for young workers!

Appendix 9: Health and Safety Associations in BC

BC Forest Safety Council

604-891-1259

<http://www.bcforestsafe.org/>

BC Marine & Pile Driving Contractors Association

604-986-5911

<http://www.pilesafe.com/>

BC Road Construction and Maintenance Safety Network

604-436-0232

<http://www.safetynetwork.bc.ca>

BC Seafood Alliance

604-377-9213

<http://www.bcseafoodalliance.com/>

BC Safety Council

604-214-7433

<http://www.safetycouncil.bc.ca/>

BC Shake & Shingle Association

604-855-5775

<http://www.bcshakeshingle.com/>

Canadian Society of Safety Engineers, British Columbia Lower Mainland Chapter

<http://www.csse-lmc.org/>

Construction Safety Association of BC

604-241-7667

<http://www.csabc.ca/>

Farm and Ranch Safety Health Association

604-881-6078

<http://www.farsha.bc.ca/>

The Occupational Health and Safety Agency for Healthcare in BC

778-328-8000

<http://www.ohsah.bc.ca/>

Safety and Health in Arts Production and Entertainment

604-733-4682 or 1-888-229-1455

<http://www.shape.bc.ca/>

Appendix 10: Industry Associations

BC Chamber of Commerce

604-683-0700

<http://www.bcchamber.org/>

BC Restaurant and FoodServices Association

1-800-663-4482

<http://www.bcrfa.com/>

BC Road Builders & Heavy Construction Association

604-436-0220

<http://www.roadbuilders.bc.ca/>

BC & Yukon Hotels' Association

604-681-7164 or 1-800-663-3153

<http://www.bcyha.com/>

Canadian Federation of Independent Business

604-684-5325

<http://www.cfib.ca/>

The Council of Forest Industries

604-684-0211

<http://www.cofi.org/>

Retail BC

604-736-0368 or 1-800-663-5135

<http://www.rmabc.org/>