



## Powering the brain for safety

*370 delegates gave up their Saturday to network and focus on safety.*

*This document provides a high-level summary of the content discussed along with links to more information and videos of each of the presentations which you may review at your leisure and share with your crews: <https://www.youtube.com/user/BCForestSafety>*

*Thank you to everyone for coming out! Please save the date for next year's conference:  
**SATURDAY, SEPTEMBER 29, 2018***



Eleanor White

### Welcome from Snuneymuxw Elder Eleanor White

**E**leanor White, Snuneymuxw Elder, welcomed delegates to the traditional, unceded territory of the Snuneymuxw First Nation.

She commended the efforts of industry in working to reduce injuries and fatalities and wished all in attendance, guidance and protection on their journeys home. ▲

## Setting the safety stage



Rob Moonen

**O**ur focus needs to be as individuals and companies on what we need to do to set up new workers successfully, said Rob Moonen, the BC Forest Safety Council CEO.

He said that while Industry continued to make good progress to improve the forestry safety record, "it is even more important to acknowledge that we have further to go. One fatality is too many and we need to get to zero."

Rob said that there were 11 advisory groups made up of operational people in industry addressing those things that will make a difference. "I encourage you to access the resources and materials these groups have developed (available via [www.bcforestsafes.org](http://www.bcforestsafes.org)) and I want to thank all of those groups for the work that is being done."

Game changers for our industry. One is developing learning resource materials, competency guidelines and assessment tools for industry. Developing for 35 occupations in a learning management system to ensure we have a qualified, skilled and competent workforce to do the job safely.

Falling presently has the highest injury rate. More than 1/4 of fallers experiencing an injury. The revised New Faller Training program is being designed by industry for industry and will be launched at the end of 2018. ▲

# Never to be forgotten

**A** tribute scroll and moment of silence was held in memory of the **23 people** who died in work related incidents or from industrial disease in the pulp, wood manufacturing and harvesting industries in the 12 months between the 2016 and 2017 Vancouver Island Safety Conferences.

## 12 dead from traumatic injuries:

3 log truck drivers  
2 equipment operators  
2 boom boat operators  
2 railway workers  
1 tree faller  
1 backhoe operator  
1 millwright

## 11 dead from occupational disease

1 mechanic  
1 forestry consultant  
1 sheet metal worker  
1 welder/millwright  
1 millwright  
1 pipefitter  
1 oiler  
1 carpenter  
1 equipment operator  
1 pulp mill worker  
1 instrument mechanic

**Never to be forgotten.** ▲

Occupation	Age	Cause of death <i>(note: death could have occurred seconds or many years after the traumatic injury)</i>
Log truck driver	64	traumatic injury
Tree faller	57	traumatic injury
Log truck driver	44	traumatic injury
Log truck driver	52	traumatic injury
Railway section boss	59	traumatic injury
Railway section hand	20	traumatic injury
Backhoe operator	61	traumatic injury
Mechanic	79	occupational disease
Equipment operator	76	traumatic injury
Forestry consultant	59	occupational disease
Boom boat operator	57	traumatic injury
Equipment operator	57	traumatic injury
Boom boat operator	83	traumatic injury
Sheet metal worker	68	occupational disease
Welder/millwright	69	occupational disease
Millwright	70	occupational disease
Pipefitter	82	occupational disease
Millwright	85	traumatic injury
Carpenter	84	occupational disease
Equipment operator	52	occupational disease
Oiler	79	occupational disease
Pulp mill worker	70	occupational disease
Instrument mechanic	78	occupational disease



# Communicating with different generations of workers



**S**hane Jensen, of New Quest Coaching & Consulting, shared his views on communicating with different generations of workers, reminding everyone that at any given time, we have four generations in the workforce, each shaped by their life-experiences and expectations. Knowing this means we can all appreciate our differences, focus on our similarities and communicate effectively across all generations to be safe and productive.

To prove his point he took a snapshot of those attending the conference (determined by real-time online poll):

- 0.7% of attendees were traditionalists born 1922-1945
- 33.3% were baby boomers born 1946 to 1964
- 42.2% were generation X born 1965 – 1978 and
- 23.6% were generation Y/millennials born 1972-2002.

Shane said that what doesn't change is the message or the value that each worker brings to the workplace. The things that do change are technology and the ways we need to connect to all workers effectively and as of this year, preparing to connect with the next generation: generation Z (after the millennials).

Shane Jensen

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**No two generations are alike. But we are all part of a multi-generational population, workforce and customer base.**

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"If you only have a hammer to get your message across, know that you are no longer just working with nails," said Shane.

He also cautioned that humans have a habit of going out onto a worksite, looking at people and judging them by their age.

"We are very quick on preconceived judgment based on age groups. One of the reasons for this is that the media loves playing up the age issues," he said.

Every generation has a story about the past and future generations. Everyone has heard something along the lines of: "The kids of today ..." which is how we shape our responses and actions. "It is not based on fact but rather on preconceived judgements that are incorrect," Shane warned.

Shane spent some time explaining the world

events that have shaped different generations' experiences, outlooks and choices, including population booms and busts; and the current impacts of more people leaving than entering the workforce by more than double.

Significant influencing moments over the past 65 years:

World War II (1935-1942); which led to the massive boomer cohort; the 70s double digit inflation when people faced 19% mortgage rates; the 80s shaped by Aids/HIV and nuclear bomb shelters.

Regardless of the influences, today we are all part of a multi-generational population, workforce and customer base.

While we need to understand that there are tremendous similarities between all of us, the generational divide is real — no two generations are exactly alike.

Each member of a generational group is linked through shared life experiences of their formative years such as the economy, world events, natural disasters, cultural shifts and technological advances. Each generation develops similar values and approaches to how they deal with their lives, family beliefs, work attitude, etc.

Baby boomers have done and seen it all, but are now exiting the workforce and creative a vacuum. Seen as the generation of workaholics, with a strong work ethic, logical thinking, avoid change, doing more with less, these workers are used to hierarchical organizational structures. They tend to be quickly written off by other generations when we should be making time for them because they want to share their knowledge before they leave. There is no substitute for the real world experience they have.

The Xs were influenced by Sesame Street MTV, game boy, pc, a divorce rate that tripled, making them latch-key kids. You need to prove yourself to them to gain their respect.

Where baby boomers used to be the largest part of the labour force, Gen Y/Millennials are now the biggest generation in the Canadian workforce. For them it is no longer about memorization or the old school idea that knowledge is power, rather power for them is gained by sharing knowledge, not hoarding it. They are the collaborators. ▲



# Safety must be a core value

It is a powerful testament to industry that so many have given up their Saturday to attend a purely health and safety event, said Al Johnson VP prevention services at WorkSafeBC.

Al touched on WorkSafeBC's 100th anniversary and some of the many changes that had happened at the organization during that time.

He said there had also been changes in how we travel, communicate and how we think about health and safety.

"Today you can't really talk about health and safety without talking about safety leadership. It is not a set of rules in a binder or a designated person, it is about people and

groups working together," said Al.

We all need to be aware of hazards and fix them, and together keep each other safe.

**"Safety doesn't just happen. It takes hard work and collaboration."**

**—Al Johnson, WorkSafeBC**

He said that maintaining a safe workplace is a journey and encouraged everyone to ask: "What safety journey am I on?"

Some of you might say safety is a top priority, but priorities can change or shift. Some talk about being world-class and having a world-class safety program, where safety is more than a priority, safety is essential to the

health of a business, a core value and this core value shapes behaviour decisions and an organization's culture.

In these organizations, Al said, everyone is a safety leader. These organizations seek to be innovative, nimble and to constantly adjust to their environment. "Don't we all want to be on that journey because it makes sense," asked Al.

He then shared a video about Pinnacle Renewable Energy's safety story before closing by saying: "safety doesn't just happen. It takes hard work and collaboration."

He said that if safety was not a core value then there is still work to be done.



Al Johnson

# The importance of PSYCHOLOGICALLY HEALTHY workplaces



Al Bieksta

**A**l Bieksta, from the BC Federation of Labour (BCFED) explained the importance of building psychologically healthy workplaces.

From Hamilton, ON, a town famous for steel, unions and the first Tim Hortons, Al explained that at the time he finished school, you could go to the local Canadian Tire, pick up a pair of steel-toed work boots, get the bus to drop you off at one of the gates of a steel company (such as Stelco or Defasco), have an interview, and get a job. He did that, and was trained to be a millwright.

Today we have all this technology. In two to three generations we've gone from 13 inch black and white televisions, watching a man land on the moon and listening to hockey on the radio to now when we can go to space, have self-driving cars, but ... we still can't use technology to help save lives in the workplace.

Al believes that if it is socially unacceptable for people to die in the workplace, we would change the fatality rates in industry. To prove his point, Al asked the audience to think about drinking and driving and recalled a personal experience of driving with an open bottle of beer, being pulled over and the cop telling him "he had to learn how to hold his liquor!"

Today we have a different situation, not a result of what government did but rather

what small groups like Mothers Against Drunk Driving (MADD) did, making it their mission to change the opinion of society that drinking and driving was socially unacceptable.

Another example Al recalled was smoking in hospitals and on airplanes and in the workplace while today you can't smoke because second-hand smoking has become totally socially unacceptable; similarly, seatbelt use and child-seat use.

"You can take all the training in health and safety and attend all the conferences and it won't make a difference unless you take something from it and it becomes a commitment of every single person who walks through that plant gate. When you start to

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**Need to make fatalities in workplaces as socially unacceptable as drinking and driving, second hand smoke, kids' car seats ... then we will see a reduction in the 100s of workers killed each year in BC workplaces.**

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change that attitude then you will see a reduction in the 100s who are killed each year in BC workplaces," said Al.

He asked: "What have you done to improve health and mental health in the workplace?"

He said that being healthy meant mental, physical and social well-being, flagging that one in three in the room would suffer a mental health issue in their lifetime.

"Just because you can't see it (mental health issues) doesn't mean it isn't real," said Al, sharing that there are 500,000 missed work days a year due to mental health issues, costing billions of dollars.

Beyond absenteeism costs, there are presenteeism costs (where a person is showing up for work but they are distracted to the point of reduced productivity — the working wounded — and they account for between seven to nine times the impacts of absenteeism in workplaces.

Mental health is a biopsychological condition

with "an awful lot of influences that come into mental illness".

People don't disclose because of stigma and being judged. We'd never tell a cancer patient to "suck it up; stop having cancer" but too often people will tell someone with a mental health issue to "suck it up; everything will be fine"! Mental health issues are diseases too and respond sometimes to medication, sometimes counselling, and supportive workplaces. There is a shared responsibility to work together to shape success.

There is a business case to be made that a small investment will have significant returns.

Talking about stress, Al said there was healthy stress and toxic stress. Stress is the body's physical, mental or emotional responses to external demands, outside forces or events. Healthy stress helps us rise to the occasion to accomplish goals. Once challenges are met, we are satisfied and happy. The stress goes, and the body relaxes.

Toxic stress, however, is when the demand or threat does not stop. The stress stays and there is no way of dealing with it; the stress just keeps building up, is not eliminated and the body is unable to relax.

Al said that was a general lack of understanding and appreciation for mental health and the first thing we all needed to do was to end mental health discrimination.

"We make judgements and criticisms and dismiss mental health issues as personal weakness." We have to address ignorance and fears, by replacing myths with facts. Facts are that:

People with mental health issues are not violent and dangerous. They do recover. They can work in safety sensitive positions. They have better stress management and problem-solving skills than most and mental health issues have nothing to do with personal strength or weakness.

Each of us has a responsibility to make workplaces safe for people with mental health issues. Al reminded everyone:

Amateurs built the ark and professionals built the titanic. "With the will, you can make a difference back in your workplaces," he said. ▲



# Stop. Think. Talk. Plan of action — the building blocks of strong teams



Steven Falk

**S**teven Falk, founder and president of Switchback Training Solutions, focused his talk on building strong teams.

He shared how his program had become an international offering, all based on an exchange that happened several years ago with a safety director, John Bulcock, who had called in Steven (who he knew from his work with hockey teams) to come and talk about forestry challenges.

“You just described what we were looking for and it is going to save lives,” Steven says was John’s response and as surprised as Steven was, John was right. Switchback has now been shared in the US, Australia, New Zealand and Mongolia.

Steven uses this story to also explain the significance of ideas needing action to succeed. “John took immediate action after hearing our ideas,” said Steven. Every idea needs action, otherwise it doesn’t happen. Similarly innovation requires a person that helps turn ideas into action.

Steven asks audience members to talk to the person next to them: Stop. Think. Metacognition. Talk. Swap a couple of stories and option for action.

He said that we need to believe that people can change. We all need to find the spot where we want to be in life. For workplaces it’s at the spot: “TEAM,” recognizing that we all operate on a stimulus and response loop and we want to develop a healthy gap between every stimulus and response to keep us in the “TEAM” zone.

When you have a conflict at work, what is your first reaction? According to a real-time poll of the audience:

—27.7% have a flight (avoid) response

—41.5% fight (argue) and

—21.2% freeze (do nothing).

The most important tool is to train yourself to: Stop. Think. Talk about it... and don’t finish the sentence. If you start saying the wrong thing or speak in anger, say: “I am not speaking with the right part of my brain.” Just saying that helps you neurologically change the pathway in the brain. With practice, you may be getting the same stimulus as before e.g. police pulling you over; your kid telling you “you suck”, WorkSafeBC showing up, anything that would stress you out and bring up bad memories and when you stop you are learning to manage stress, cre-

ating the gap between the stimulus and your response. And that can become a habit, and you can pass it on to family members and colleagues.

With this skill you will always be the most reasonable person in the room and the least stressed.

Steven said that there are two places where memories are stored, pushing us out of “TEAM” either passive on one end or aggressive on the other end of the spectrum.

He shared an example of a guy who made a hot breakfast especially for his spouse and when she didn’t respond when he called her, in his mind instead of stopping and staying in TEAM he escalated in his mind. He thought: “this is going to be a crappy weekend, she doesn’t love me” all because his response was shaped by childhood memories of a parent throwing his food away if he didn’t get to the table immediately.

This is not meant to be rational; it is part of the brain’s memory banks of previous stimulus/response experiences and each of us has a brain stuffed with these types of memories. Our control? Stop. Think. Don’t finish the sentence. Break the bad stimulus-response cycle and stay in TEAM (whether its with a spouse, a family member, a colleague, a crew member).

It’s not easy but with recognition and practice it gets easier especially when one realizes the limiting capacity bad memories have on our present and future, if we let them.

And the severity of the past memories directly impact the responses of the present if there is no appreciation for how they need to be controlled by breaking the cycle.

And we have to stop the limiting belief that we can’t navigate team during crisis events — we can — and we must.

So whether you are the Charlie Brown, the snow-ball thrower, Big Bill, the cave dweller or the troll, we need to recognize that they all exist in organizations and teams and we need to help everyone get into the gap — to stop, think, talk, plan of action that supports shared values. Collaboration.

“We have to work with each other to push this culture forward,” said Steven. ▲



# 2017 annual safety awards in harvesting and manufacturing

## Kerry Douglas and Ed Wilcock receive lifetime achievement awards



Lifetime safety award recipient, Ed Wilcock, (centre) of E&B Helicopters of Campbell River with Rob Moonen, CEO BC Forest Safety Council (left) and Steve Venus of Blue Thunder Contracting who nominated Ed.

**T**he BC Forest Safety Council's CEO, Rob Moonen was pleased to announce the 2017 Safety Award Winners for lifetime achievement in safety, at the 12th annual Vancouver Island Safety Conference in October 2017. Two lifetime achievement awards were made this year, one in the forest harvesting sector and one in the wood manufacturing sector.

### HARVESTING

2017 Cary White Memorial Lifetime Achievement Award, for Commitment to Safety Excellence went to Ed Wilcock, E&B Helicopters, of Campbell River.

Ed Wilcock started in the helicopter business known as E&B Helicopters in Campbell River and has operated this company along with his wife, Vicki, for 26 years. Prior to starting his helicopter company he worked in the forest industry as a camp superintendent up and down the coast.

Ed's understanding and appreciation of workers' safety in the forest industry started with his own boots on the ground. His commitment to the forest industry has been proven many times over. There is not a single day that coastal loggers are in the woods where E&B Helicopters are not available, unless there is inclement weather and then there's communication to mitigate the risk.

Ed and E&B provide ERP services to hundreds

of forest industry companies who have to simply provide a block map, longitude and latitude. Ed has spent hundreds of thousands of dollars to ensure he has the best communication on Vancouver Island and southern coastal inlets by strategically installing many repeater towers so that workers on the ground and helicopter pilots can communicate back to home base in Campbell River without interference.

On many occasions, Ed and his company are the last resort. Forestry workers say that without their availability "we simply would not be able to go to work each day".

### MANUFACTURING

2017 Cary White Memorial Lifetime Achievement Award for Commitment to Safety Excellence: Kerry Douglas, Safety Manager, West Fraser Mills Ltd.

Kerry Douglas started his career almost 47 years ago when he was 15. He worked in the same Rayonier mill as his dad did, in New Westminster, doing clean-up work on weekend nights during his high school, college and university years. He realized early on (late 1960s/early 1970s) that there was not a lot of safety in industry – certainly it was not something that was talked about in those early days. That started to change in the late 1970s and for Kerry, becoming the maintenance foreman for a Canfor mill in Northern Alberta helped shape his appreciation for safety and the importance of a strong safety culture. This experience coupled with him receiving his commercial pilot license in the mid-1970s gave Kerry a real appreciation for safety and good safety systems, serving as the foundation to Kerry becoming a life-long safety champion and leader.

After Canfor, Kerry moved to Prince George

to work for WorkSafeBC as a safety officer for 17½ years, where he quickly became the "go-to sawmill person". During that time, Kerry also carried out investigations into 30 fatal workplace incidents, many of them at sawmills. Kerry then moved to West Fraser Mills Ltd. in 2004 to become the organization's first safety manager. Kerry was instrumental in improving safety practices and integrating safety systems into all the mill operations, resulting in significantly improved safety performance.

His peers say: "Kerry is the go-to leader for industry in mill and combustible dust safety", and tribute his safety leadership as a key reason behind much of the safety success of the Manufacturing Advisory Group (MAG), an industry group that was honoured in 2013 with a Lieutenant Governor Safety Award for Excellence in Systems Safety (multi-technology). Kerry in turn attributes MAG's success to the leadership industry CEOs have provided to the group, recognizing that for



Kerry Douglas, of West Fraser Mills Ltd., Quesnel, with Rob Moonen (left) CEO and (right) Ken Higginbotham, Chair, of the BC Forest Safety Council.

safety to succeed it has to come from the top and be sustained at all levels of industry.

When Kerry is not at work he enjoys spending quality time with his wife, two children and six grandchildren, as well as golfing and walking.

For more information on the awards and past winners, please see:

<http://www.bcforestsafes.org/AnnualSafetyAwards.html> ▲



# Managing DISTRACTION



Shane Jensen

three. On cue, 98% had their phone in hand in the air.

If people own that they are responsible for their own distraction, they can be the solution too.

Shane then asked everyone to park their phones in the centre of the table for the duration of his speech to prove that with discipline everyone can go at least 30 minutes without checking their phones.

If anyone needed convincing, Shane shared some cell phone stats:

—Average cell phone user touches their phone 2,617 times every day.

—Average users spend 145 minutes on their phones and engage in 76 phone sessions per day

—People spend 40 mins a day on YouTube on average; 35 minutes on Facebook and 25 minutes on Instagram

—We will average 5 years, 4 months spent on social media over a lifetime.

Some of this time is while we are at work. The internet has become a powerful distraction because it is not just about pleasure any more but about paying bills, doing finances, submitting tax returns, cancelling cable, checking the weather, the news, shopping, sports updates, booking holidays, looking for recipes, health matters, etc. “The whole world is shopping online,” said Shane.

“I’m bored,” today really means “I need a dopamine hit.”

But it is not just technology addictions that interrupt work. We are all interrupted by co-workers.

The typical office worker only gets 11 continuous minutes to work on a task before interruption! And it takes minutes to re-orientate so it is like a double-whammy.

The negative impacts of distraction include: workplace accidents; drop in productivity; upset customers; compromised quality of work; lower morale because other employees pick up the slack; negative impact between the leader and the employee; missed deadlines; loss in revenue.

**M**anaging distraction has never been more challenging at a time when humans are so connected and dependent on that connectivity, whether at home, at work or travelling the globe.

Shane Jensen, of New Quest Coaching & Consulting, said that connectivity distraction — checking the phone, emails, social media, etc. — was a huge drain on time and productivity. And, when driving, had deadly consequences.

And still, people deny there is — or deny they have — a problem. Stories about people denying they were texting while driving when phone records prove they were; to a recent incident where one driver got two tickets from two different officers, eight minutes apart for texting in downtown Vancouver!

Connectivity and the amount of it is all a personal choice that we can control if we choose

to do so. In Victoria, for example a high school has banned cellphone use and says it has gone very well.

“We need to recognize that most of us are very conditioned to impulsively check our phones or go online during working hours or

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## Distraction is a personal choice.

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at inappropriate moments,” said Shane.

The first step is to acknowledge that there is a problem; and if we do, then why not change?

No-one is to blame for our choices, but ourselves. To demonstrate our “addiction” Shane asked audience members to raise their phones in their hands on the count of





*In three seconds 98% of the room could hold up their cell phones*

The research is overwhelming: the brain can't focus on two things. Multi-tasking is a myth which means distraction is a huge issue for both productivity and safety. So what is the solution?

There are no magic bullets, but lots of options. Awareness is critical. Some workplaces switch off the internet. Whatever your proactive attention management plan, physical changes are required to take back control.

### Options include:

- remove the temptation
- take back control of your immediate environment, such as:
  - \* putting your cell phone in the trunk of the car when driving
  - \* turning off the notification pop-ups
  - \* turning the internet off for 30 to 40 minutes at a time (just right click the little box at the bottom).
  - \* “do not disturb” in 45 minutes blocks of productive time



**Audience poll revealed the following as the greatest source of distraction at work:**

- ◆ **54.5% peers and co-workers**
- ◆ **34.4 % cell phone**
- ◆ **7.7% internet**
- ◆ **3.2% social media**

\* reward yourself after every 45 mins. Of productive time. ▲

## 5-second rule



*Rob Moonen*

**R**ob Moonen, BC Forest Safety Council CEO, wrapped up the conference, thanking Mike Milholm as MC, and leaving everyone with one final thought:

“I want you to think about how you are responding to people. My challenge to you is this: Look at the five second rule – what every pilot has to think before they are going to impact on performance. Think for five seconds before you speak or act. And, put the phones in the trunk! Thank you.” ▲





***Thanks to the many, diverse organizations with booths at the conference!***

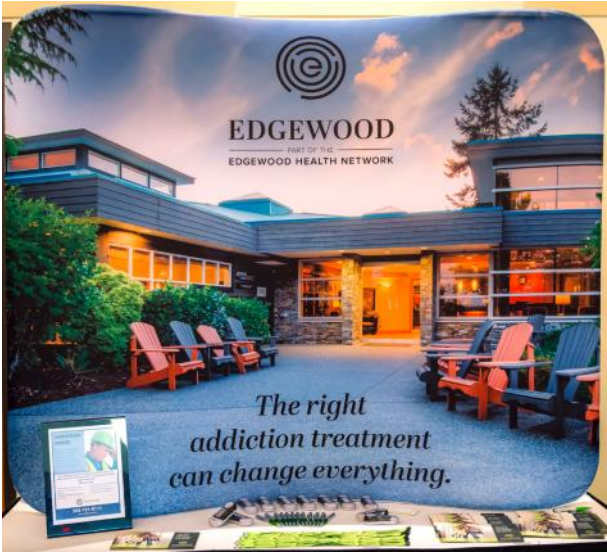
***There was a steady stream of foot traffic, lots of networking, catching up, and good food made possible by the generous sponsors.***

















## Many thanks to the volunteer 2017 VISC steering committee



### Back row:

Gerard Messier, BC Forest Safety Council  
Tristan Anderson, Coastland Wood Industries  
Theressa Klein, Western Forest Products  
Bjarne Nielsen, Sibola Mountain Falling  
Glen Waatainen, TimberWest

### Front row:

Sam Stanko, Island Timberlands  
Randy Aitken, Ministry of Forests, Lands, Natural  
Resource Operations and Rural Development  
Tammie Wheeler, TimberWest  
Patty Bergeron, BC Forest Safety Council  
Ron Corbeil, SAFER and  
Mike Milholm, WorkSafeBC.

### Missing:

Chris Cinkant, USW  
Ken Moore, Coastland Wood Industries. ▲







## Conference attendees brought food donations & donated \$3,180 to great causes!

—Many bags of food and a cash donation went to a local food bank, **Nanaimo Loaves and Fishes** (each attendee was asked to bring a non perishable food item or a cash donation)

—**\$2,780** was raised in the silent auction for the **Red Shirt Foundation** and **KidSport Nanaimo**

—**\$400** was raised in the 50/50 draw for the **Red Cross' BC Wildfire fund**

—**Winner** of the Notebook donated by London Drugs was **Tracey Taylor**. ▲





# Vancouver Island Safety Conference



Thank you to our sponsors for their generosity:

