

HSA Initiatives Workplan Template

2020 Updated Version

As part of the ongoing effort to support the Health and Safety Associations (HSAs) in planning, reporting on, and assessing activities and outcomes, WorkSafeBC has reviewed and updated the HSA initiatives Workplan Template.

In 2020, WorkSafeBC conducted a survey to gather feedback from the HSAs on the Initiatives Workplan Template. We appreciate your feedback and have reviewed and analyzed the challenges and recommendations raised. The goals of this revised HSA Initiatives Workplan Template are to:

- Address major challenges that the HSAs have identified in the current HSA Initiatives Workplan Template
- Align the HSA Initiatives Workplan Template format with other WorkSafeBC templates (e.g. COR Workplan Template) to ensure consistency
- Improve reporting on initiative outcomes

Effective from May, 2020, the revised HSA Initiatives Workplan Template will be used by the HSAs. The HSA Initiatives Workplan Template will help you:

- **Align** your initiatives and activities with your strategic objectives/goals.
- **Plan** your initiatives or endeavour by outlining the activities to be accomplished, inputs needed, budget required, timeframes to follow, and outcome anticipated.
- **Manage** implementation of your initiatives by enabling you to track implementation against expectations
- **Report** on your progress in implementing the initiatives by sharing information in the “Workplan Measurement” section, and evaluate your outcomes by identifying the
 - Data collection methods to be used
 - Time frame(s) for collecting outcome evaluation data
 - Outcomes achieved at the end of the fiscal year
 - KPI alignment

WorkSafeBC expects the HSA Initiatives Workplan will reflect the scope and cost of your initiatives and assist by assigning a dollar value against the HSA’s overall budget. Workplans are not intended to include all activities or initiatives undertaken by your organization in the upcoming year. Rather, focus on your **“key initiatives” or activities** you will undertake to address and impact the primary trends within your industry. You will explain what you are going to emphasize in the coming year; in most cases, you will have two or three key initiatives and rarely will you have more than five.

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Section A: HSA Overview

HSA Name	<i>SafetyDriven – Trucking Safety Council of BC</i>
Year of Workplan	2024

HSA Vision
<i>To achieve the elimination of workplace injuries and fatalities in the British Columbia trucking and related industries.</i>
HSA Mission
<i>An industry-led association dedicated to reducing injuries and fatalities through leadership, programs, services, communication, and certification.</i>

Section B: Summary of Strategic Objectives and Initiatives

Based on the information from your strategic plan, please kindly indicate (at a high level) the strategic objectives/priorities of your organization for the upcoming year, and the **key initiatives** that your HSA has planned out under each objective/priority. In most cases, you will have two or three key initiatives and rarely will you have more than five.

#	Strategic Objective/Priority	Key Initiative <small>(note: there could be multiple initiatives under the same strategic objective)</small>	Time Frame	KPI
1	Engage the road transportation industry and respond to their needs and priorities	1.1 Deliver safety awareness information and materials to companies, drivers/workers, and the driving public.	2024 Jan – 2024 Dec	1. Increased unaided and aided awareness of SafetyDriven. <u>Awareness of SafetyDriven</u> 2019 unaided = 5%, aided = 49% 2020 unaided = 4%, aided = 55% 2021 unaided = 6%, aided = 55%

				<p>2. Increase in intention to use SafetyDriven services.</p> <p><u>Intention to use our primary services</u> 2019 Intention to participate in COR = 40%, HSA = 36%, visit website = 60%)</p> <p>2020 Intention to participate in COR = 52%, HSA = 47%, visit website = 69%)</p> <p>2021 Intention to participate in COR = 42%, HSA = 39%, visit website = 69%)</p>
		1.2 Provide tailored modular mentored training that allows companies to evolve their safety programs to a compliant (at a minimum) and sustainable system that is compatible with their needs and resources.	2024 Jan – 2024 Dec	<p>1. Mentorship hours delivered. Target of 4200 hours</p> <p>2. Website transactions. Target of 20,000 resource downloads/video views, safety tool interactions.</p> <p>3. Safety Program Building Progress Metric (New in 2021 – no baseline)</p>
		1.3 Provide regional training	2024 Jan – 2024 Dec	<p>1. Number of students registered. Target of 120 students.</p>

Section C: Workplan Template – Initiative 1.1

Based on the initiatives you have identified in the [Section B](#), indicate the key activities you will undertake **under each initiative** (focus on activities that will incur high budget/cost). **Please complete one workplan for each initiative.**

Initiative	Deliver safety awareness information and materials to companies, drivers/workers, and the driving public.
Initiative Goal/ Expectation	<p><i>Increase awareness of occupational health and safety and SafetyDriven as it is key in improving safety outcomes for our industries.</i></p> <p><i>To achieve increased awareness and market penetration by continuing paid/earned/owned marketing efforts and increase outreach to specific target markets (companies, drivers/workers, and driving public).</i></p>

Please fill out below **columns highlighted in blue** when you complete the workplan. The **orange column** needs to be completed at the end of the fiscal year when all activities are completed.

Part 1: Workplan Details						
List the key activities you will undertake in this initiative.						
Activity Description	Activity Category <small>(Note: this should align with info from your budget template)</small>	Inputs	Budget	Time Frame/ Completion Date	Anticipated Output	Actual Output
Advertising	Marketing/Out reach Other type:	Business team, media consultant, graphic designers	TBD	2024 Jan – 2024 Dec	Annual communication and marketing plan and implementation for digital advertising and communication initiatives	
Events/Sponsorships/Promotional items	Conference/Convention/Meeting Other type:	Business team	TBD	2024 Jan – 2024 Dec	Mix of 4 virtual and in person events 10 sponsorships	

					<p>Variety of promotional/swag items</p> <p>SafetyDriven – TSCBC hosted health and safety seminar</p> <ul style="list-style-type: none"> - 1 one day seminar - 1 half day seminar 	
<p>Fund safety initiatives with strategic partners (primary target of driving public)</p>	<p>Marketing/Out reach Other type:</p>	Business team	TBD	2024 Jan – 2024 Dec	<p>1 initiative supported</p>	
<p>Business development events</p>	<p>Marketing/Out reach Other type:</p>	Business team		2024 Jan – 2024 Dec	<p>12 regional business development events</p> <ul style="list-style-type: none"> - Pop up safety shops - Webinars - Workshops - virtual/in person - etc. 	
	<p>Choose an item. Other type:</p>					


You must report outcomes using the same workplan template (outlined below) and submit to WorkSafeBC with the annual report, according to the timeline specified in the funding contract. Please fill out below **columns highlighted in blue** when you complete the workplan. The **orange column** needs to be completed at the end of the fiscal year when all activities are completed.

Part 2: Workplan Measurement

Based on all the activities you have completed, please evaluate what outcomes have been achieved, how data was collected (e.g. surveys, interviews, etc.), and whether the outcomes align with your KPIs for the initiative. If the outcome indicator is long term, please provide evidence on what milestones have been achieved at the end of this fiscal year.

Outcome Indicator	Outcome Type	Time Frame	Please specify date	Data Collection	Evaluate Outcomes Achieved
Outcome: Industry is aware of SafetyDriven Outcome indicator: increase in unaided and aided awareness of SafetyDriven	Other, please specify Other outcome type: Awareness	Long term >3 years	2023 Jan – 2026 Dec	Annual awareness and usage market research survey	<ul style="list-style-type: none"> For medium/long term outcomes, evaluate milestones achieved at the end of <u>this</u> fiscal year
Outcome: Increased market penetration in our contracted classification units Outcome indicator: 300 net new person years	Other, please specify Other outcome type: Awareness	Short Term <1 year	2023 Jan – 2023 Dec	Tracking net new registrations in our safety program training and COR program	
Outcome: Increased intention of industry to use SafetyDriven programs and services Outcome indicator: Increase in intention to participate in COR and HSA services, and visiting website	Other, please specify Other outcome type: Awareness	Long term >3 years	2023 Jan – 2026 Dec	Annual awareness and usage market research survey	

Section C:

Below are blank templates pre-copied for you. Please click on the "expanding sign" on the left of the heading  to expand the template and fill out one for each initiative indicated in [Section B](#). Please update initiative numbers accordingly.

Section C: Workplan Template – Initiative 1.2

Based on the initiatives you have identified in the [Section B](#), indicate the key activities you will undertake **under each initiative** (focus on activities that will incur high budget/cost). **Please complete one workplan for each initiative.**

Initiative	Provide tailored modular mentored training that allows companies to evolve their safety programs to a compliant (at a minimum) and sustainable system that is compatible with their needs and resources.
Initiative Goal/ Expectation	To increase companies with appropriate occupational health and safety programs/systems and understanding of safety materials by working with companies 1 on 1 in developing with safety programs and providing OHS safety content on our website.

Please fill out below **columns highlighted in blue** when you complete the workplan. The **orange column** needs to be completed at the end of the fiscal year when all activities are completed.

Part 1: Workplan Details						
List the key activities you will undertake in this initiative.						
Activity Description	Activity Category <small>(Note: this should align with info from your budget template)</small>	Inputs	Budget	Time Frame/ Completion Date	Anticipated Output	Actual Output
Deliver safety program training	Consultation Services Other type:	Safety team	TBD	2024 Jan – 2024 Dec	4200 mentorship hours delivered	
Website improvements and developing/ updating safety content	Consultation Services Other type:	Marketing and ops team, Safety team, graphic	TBD	2024 Jan – 2024 Dec	30 new safety resources As identified, develop	

		designers, other consultants			additional/expanded content and training for existing fundamental modules of the safety program service. This includes updates to reflect new COR program	
	Choose an item. Other type:					
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You must report outcomes using the same workplan template (outlined below) and submit to WorkSafeBC with the annual report, according to the timeline specified in the funding contract. Please fill out below **columns highlighted in blue** when you complete the workplan. The **orange column** needs to be completed at the end of the fiscal year when all activities are completed.

Part 2: Workplan Measurement					
Based on all the activities you have completed, please evaluate what outcomes have been achieved, how data was collected (e.g. surveys, interviews, etc.), and whether the outcomes align with your KPIs for the initiative. If the outcome indicator is long term, please provide evidence on what milestones have been achieved at the end of this fiscal year.					
Outcome Indicator	Outcome Type	Time Frame	Please specify date	Data Collection	Evaluate Outcomes Achieved
Outcome: Increased number of companies with appropriate OHS programs/systems	Behaviour-Based Outcomes Other outcome type:	Short Term <1 year	2024 Jan – 2024 Dec	Survey/Observations Company’s % completion of	<ul style="list-style-type: none"> For medium/long term outcomes, evaluate milestones achieved at the end of <u>this</u> fiscal year

<p>Outcome indicator:</p> <p>Observed increase in safety behaviour</p> <p>Progress through our safety program building service</p> <p>3500 mentorship hours delivered</p>				<p>building a safety program</p> <p>Tracking of hours helping companies</p>	
<p>Outcome: Increased number of companies with appropriate OHS programs/systems</p> <p>Outcome indicator: # of companies we helped achieve COR certification</p>	<p>Knowledge-Based Outcomes</p> <p>Other outcome type:</p>	<p>Long term >3 years</p>	<p>2023 Jan – 2025 Dec</p>	<p>CRM data</p>	
<p>Outcome: Increased understanding and usage of safety tools.</p> <p>Outcome indicator: Usage of our safety resources that are available on our website.</p>	<p>Behaviour-Based Outcomes</p> <p>Other outcome type:</p>	<p>Short Term <1 year</p>	<p>2024 Jan – 2024 Dec</p>	<p>Google analytics</p>	

Section C: Workplan Template – Initiative 2.1

Section C: Workplan Template – Initiative 2.2

Section C: Workplan Template – Initiative 3.1

Section C: Workplan Template – Initiative 3.2

WorkSafeBC Management Comments

Board Chair Approval

Matthew May

Name

DocuSigned by:
Matthew May
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Signature

9/8/2023

Date