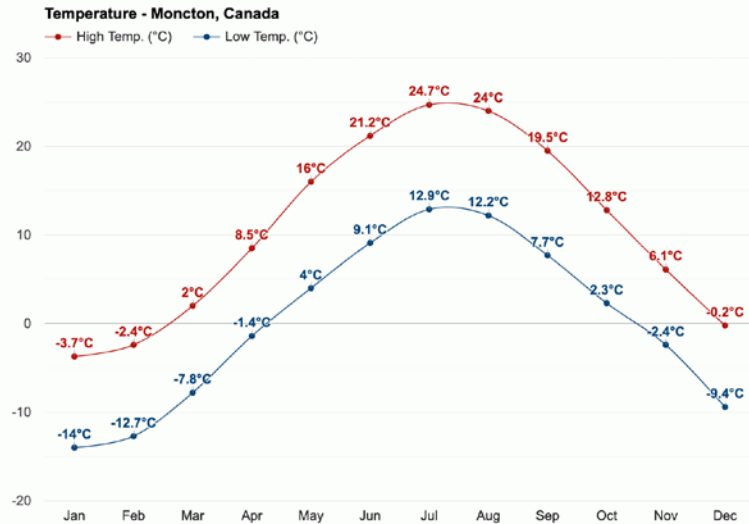




How the art of  
**storytelling**  
can effect a positive  
**health & safety culture**

November 2020 / Nancy Boutcher





# Moncton

- ✓ Moved in 2002
- ✓ Lived in an old home
- ✓ No insulation
- ✓ – 20 degrees Celsius
- ✓ I was cold



Um...  
what does this have to do with  
**workplace health and safety?**

DATA may help you *find* the best path.





# STORYTELLING

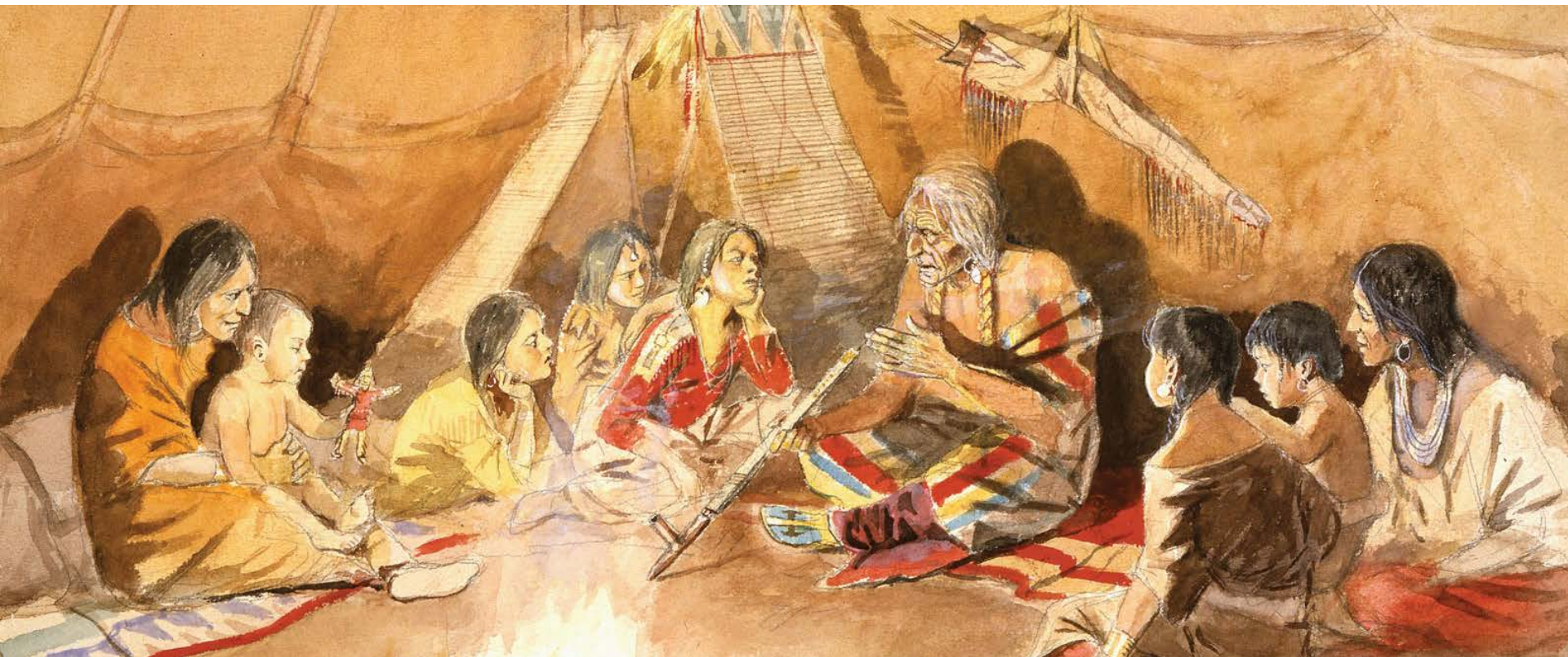
is how you get other people  
to ***walk that path with you.***





# Information Sharing

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## COVID-19 Reported Cases by Province

As of Nov 11th, 2020



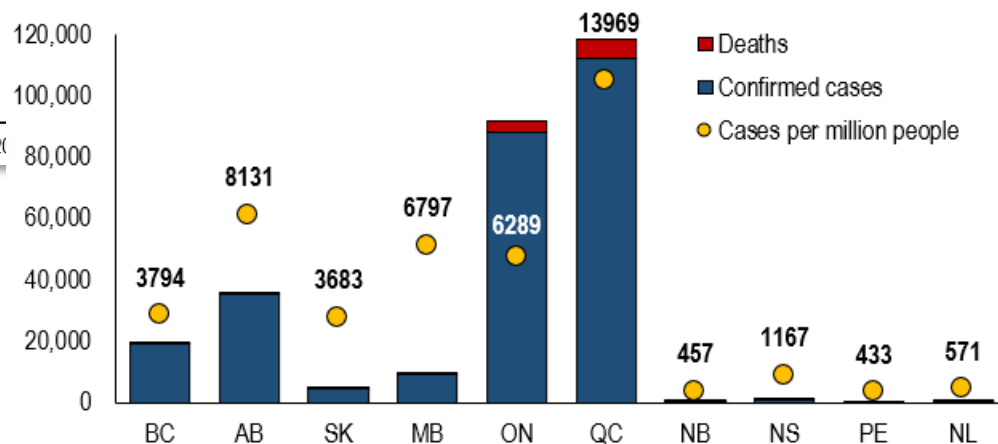
	Share of Atlantic Exports* (%)	Total Cases	Deaths	Cases per Million	New Cases Previous Week	New Cases Past Week	Trending
BC	4	19,239	284	3,794	2,260	3,104	↑
AB	7	35,545	383	8,131	3,367	5,613	↑
SK	1	4,326	29	3,683	500	918	↑
MB	4	9,308	123	6,797	2,050	2,557	↑
ON	27	91,613	3,275	6,289	7,022	8,926	↑
QC	25	118,529	6,515	13,969	7,104	8,611	↑
NB	9	355	6	457	10	8	↓
NS	11	1,134	65	1,167	16	16	↓
PEI	5	68	0	433	0	4	↑
NL	7	298	4	571	1	6	↑
CAN	100	280,462	10,684	7,461	22,332	29,764	↑

Source: Government of Canada, John Hopkins University

\* Interprovincial exports, 2019

## Reported Cases of COVID-19 Across Canada

COVID-19 cases (persons)



Sources: Government of Canada

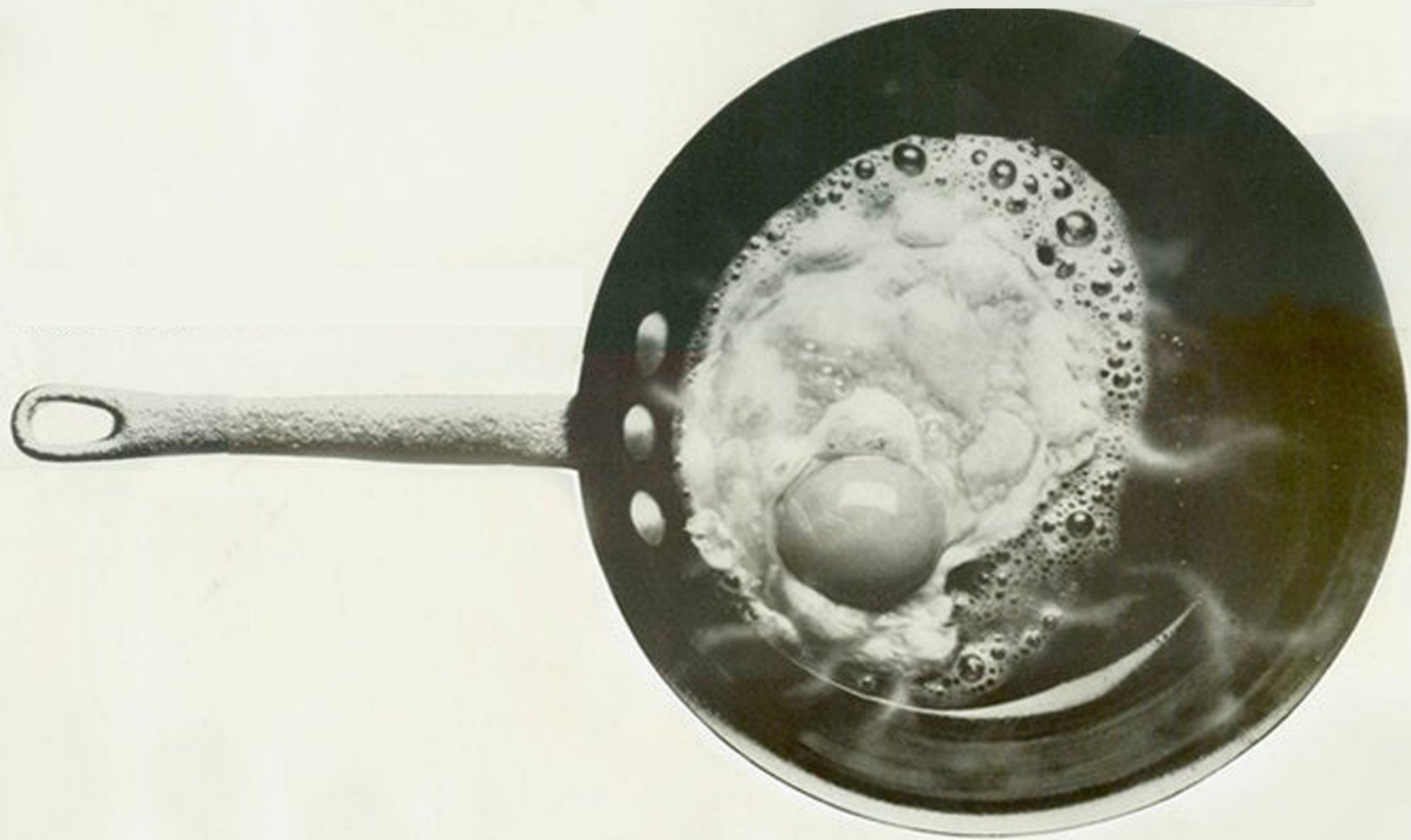
Last observation: Nov 11th, 2020



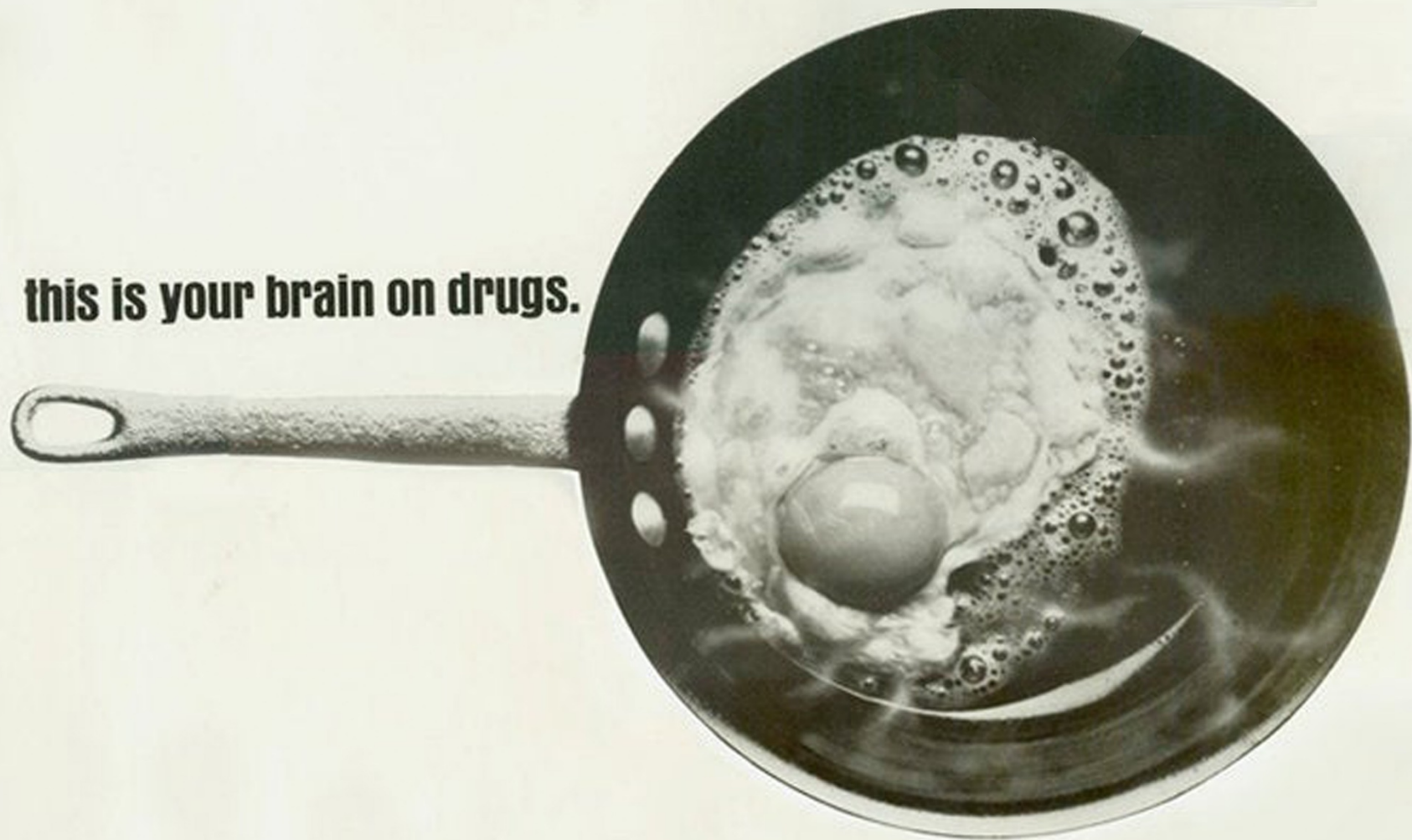
# Why do stories work?

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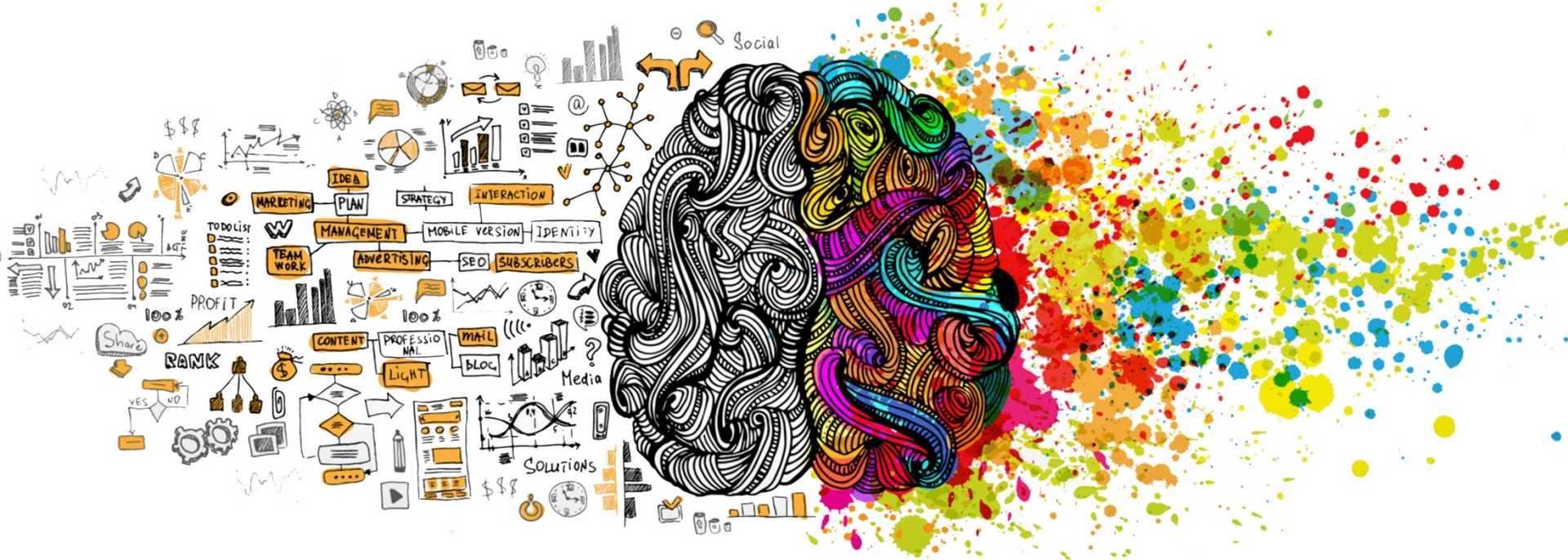




**this is your brain on drugs.**



# Your brain on storytelling





Ben and his dad

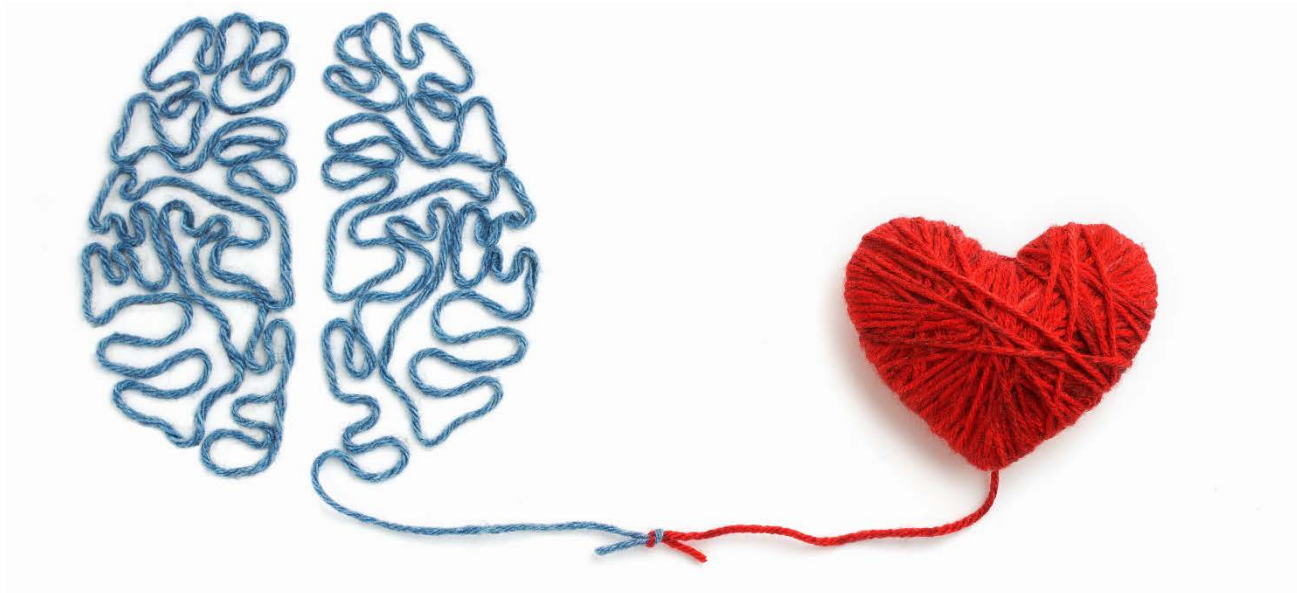
# Doing it **well**



S.E.E.

---

Significant **emotional** event



S.E.E.

---

Significant emotional event



S.E.E.

---

Significant emotional event



S.E.E.

Significant emotional event



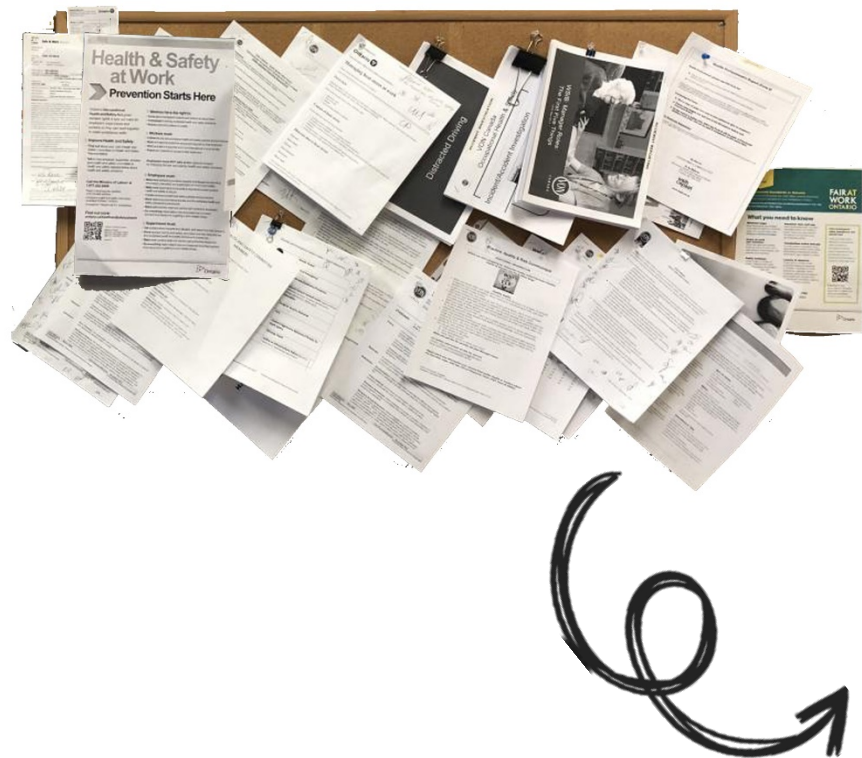


Um...  
what does this have to do with  
**workplace health and safety?**

# How do we move from information to people?

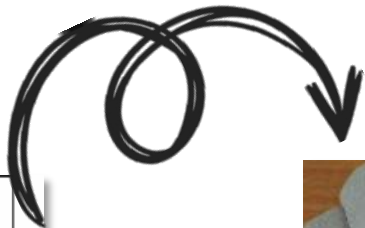


# Make it **personal**





# Make it **personal**



<b>DANGER</b> EYE PROTECTION REQUIRED HERE		CHECK <input type="checkbox"/>	<b>DANGER</b> HAND PROTECTION REQUIRED		CHECK <input type="checkbox"/>
<b>DANGER</b> RESPIRATOR REQUIRED		<input type="checkbox"/>	<b>DANGER</b> FOOT PROTECTION REQUIRED		<input type="checkbox"/>
<b>CAUTION</b> USE APRON		<input type="checkbox"/>	<b>CAUTION</b> USE PROTECTIVE CLOTHING		<input type="checkbox"/>
<b>CAUTION</b> USE FACE SHIELD		<input type="checkbox"/>	<b>CAUTION</b> USE CHEMICAL GOGGLES		<input type="checkbox"/>
<b>DANGER</b> "NO SMOKING OR OPEN FLAME"		<input type="checkbox"/>	<b>CAUTION</b> GROUND BEFORE POURING		<input type="checkbox"/>
		CHECK			
<b>DANGER</b>		TOXIC	<input type="checkbox"/>		
		ACID	<input type="checkbox"/>		
		ALKALINE	<input type="checkbox"/>		
		FLAMMABLE	<input type="checkbox"/>		
		COMBUSTIBLE	<input type="checkbox"/>		
		USE VENTILATION	<input type="checkbox"/>		







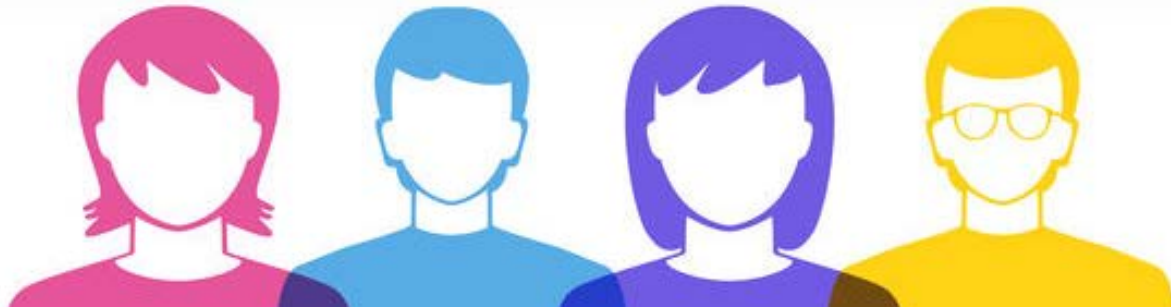
# Safety Tip

Workers have:

- ✓ The right to know about workplace hazards and risks
- ✓ The right to refuse unsafe work
- ✓ Ladders are regulated in NB



What's **YOUR** safety story?





Questions?  
Comments?  
Thoughts?  
Ideas?