



MEDIA RELEASE

Regina and Area Business Leaders Concerned about Off-the-Job Injury Costs

Regina, Monday, February 2, 2009: Various top Regina and area business and safety leaders were in attendance at the 2009 Safe Saskatchewan Business Leaders' Forum on Injury Prevention. Hosted by Safe Saskatchewan, in partnership with the Saskatchewan Safety Council, Saskatchewan Workers' Compensation Board and Mosaic Potash, each organization expressed their commitment to the Safe Saskatchewan vision at the Queensbury Convention Centre, EVRAZ Place.

"The workplace safety culture in Saskatchewan has been growing and gaining more of a significant presence," explains Gord Moker, CEO of Safe Saskatchewan. "But Saskatchewan citizens don't realize that off-the-job injury rates are actually twice as high as workplace injury rates in this province." In fact, off-the-job disability rates and death rates are four and five times higher than their respective workplace rates.

"This silent unintentional injury epidemic costs Saskatchewan citizens \$1 billion annually," continued Moker. "Furthermore, in the Business Case for Injury Prevention, one company's evidence has shown that unless off-the-job injuries are addressed, they can amount to \$7.5 million annually."

International speaker Paul Pascoe also addressed the group and explained the Australian industry off-the-job injury prevention experience. As Owner/Director of Professional Safety Solutions, based out of New South Wales, Pascoe captured the way Australia's industries view injury prevention in and away from the workplace.

"The evidence is all here," concludes Moker. "In fact, we can prove that investments in injury prevention will not only provide an exponential return, but will directly benefit organizations, their employees, the families of their employees and the community in a measurable way. The time to get involved is now."

About Safe Saskatchewan

Safe Saskatchewan is a provincial consortium of public, private, cooperative and non-profit sector founding partner organizations. The not-for-profit organization aims to raise awareness of the impact of unintentional injuries in Saskatchewan, coordinate provincial injury prevention initiatives, and support all organizations and programs undertaking injury prevention in the province.

Interviews and photo opportunities with Safe Saskatchewan are available on site at the event.

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