

Impenetrable Invulnerable Indestructible

A·EYE
cannot be destroyed

SUMMER 3008
until then, wear eye protection
cnib.ca/eyesafety



**CNIB Eye Safety Program
Workshop Information
New Brunswick**

About CNIB

CNIB passionately provides community-based support, knowledge and a national voice to ensure Canadians who are blind or partially sighted have the confidence, skills and opportunities to fully participate in life.

Background

Thousands of workplace eye injuries are reported every year in Canada. The most serious of these result in blindness.

Severe eye injuries have an enormous impact on a person's life and on those close to them. Individuals sustaining eye injuries may require years of rehabilitation and vocational retraining in order to perform daily tasks and to be able to work. Statistics show only 32 per cent of Canadians with vision loss is employed.

Employers also incur a direct cost for these injuries, such as loss and replacement of the injured worker, low morale among coworkers, increased insurance premiums and, in some cases, fines.

It is estimated that 90 per cent of eye injuries are preventable with the use of properly fitted safety eyewear and by following workplace safety procedures. This highlights the importance of wearing eye protection.

To address the problem of workplace eye injuries, CNIB has developed an exciting new Eye Safety Program.

This program is focused on the prevention of eye injuries in the workplace as its first line of defense. Successful promotion of safe and healthy workplaces requires the support and cooperation of all stakeholder groups. A collaborative approach will lead to safer and healthier workplaces and will ultimately reduce eye injuries and lower claim costs.

To help create a work safety culture, CNIB believes efforts of these workshops should also target youth, especially those in high schools who are considering the skills trades as a career option and those currently enrolled in skilled trades programs.

Eye Safety Program Overview

The CNIB Eye Safety Program educates workers about eye safety in the workplace and motivates them to follow safe work practices. In particular, it focuses on the consequences associated with eye injuries.

CNIB has developed a 90-minute workshop using a combination of real-life stories, shocking visuals and interactive exercises. The goal is to resonate with the audience on a level that makes them consider the personal cost of eye injury and motivates them to be diligent about wearing appropriate eye protection and following workplace safety protocols.

Key Components:

1. Facilitator

The Eye Safety Program workshop is delivered by a trained facilitator who provides the audience with a first-hand account about the realities associated with vision loss.

2. PowerPoint

As a backdrop to the workshop, CNIB has developed a highly visual PowerPoint for the audience, with dramatic eye injury photographs as the focus. The photos show eye injuries resulting from a range of workplace and recreational situations.

3. Interactive Exercises

The facilitator engages the audience in a variety of exercises that give participants a sense of how it would feel to suddenly be faced with the challenges of doing routine tasks with varying degrees of vision loss.¹

4. Vignette

A brief multimedia clip – featuring an individual who has experienced an eye injury – focuses on the impact the injury has had on his job and personal life. This vignette is integrated into the PowerPoint, which combined with the hands-on experience, evokes an emotional response from the audience.

5. Pamphlets and Posters

A duo of products, with the unifying theme of eye safety, drives the key message of the workshop home and serves as a reminder for staff afterwards.

¹ Seven in 10 Canadians fear losing their vision more than they fear losing the use of their legs or their hearing. Source: Attitudes and Behaviours Regarding Vision Loss. Environics Research Group June 2003.

Considerations

CNIB received start-up funding to develop the Eye Safety Program from a penalty issued to an employer who failed to adhere to the Occupational Health and Safety Act and Regulations on a worksite.

Currently, CNIB receives less than 30 per cent of its funding from governments across Canada. As such, the funds raised through this program will be used to support programs and services for people with vision loss in your province.

CNIB is committed to promoting and delivering its Industrial Eye Safety Program to industries at risk. These include but are not limited to: construction, manufacturing, mining, forestry, oil and gas, and commercial fishing.

Outcomes

In order to measure the success and impact of our program, CNIB has developed a comprehensive post-workshop evaluation process.

At the end of each workshop, participants will complete an evaluation². Through this, we will be able to determine if the workshop is meeting the program's objectives to resonate with the audience and increase eye safety compliance.

The participant feedback is compiled and then provided to the employer. At this time, CNIB will perform an employer follow-up interview to gain their perspective on the effectiveness of the workshop and its impact on staff.

In addition, we will call the employer three and six months after the workshop to evaluate the long-term impact that CNIB's Eye Safety Program has had on participants.

CNIB will compile the results from the post-workshop evaluations and provide a summary to your organization at the end of each sponsorship year.

Workshop Pricing Structure

	First
Classroom size	750.00
Small business (10 ppl or less)	500.00
Conference Fee	1,000.00

*travel expenses from Moncton extra

² Appendix A: CNIB Eye Safety Workshop: Participant Evaluation

Conclusion

CNIB recognizes the importance of creating a culture of safety in the workplace. Our Eye Safety Program works in support of your organization's current prevention mandates. Through education injuries can be reduced.

For more information:

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