

A photograph of a man and a young girl. The man, on the left, is wearing glasses and a plaid shirt, looking down at the girl. The girl, on the right, is wearing a blue long-sleeved shirt and a blue flower in her hair, looking up at the man. They are both holding a small, brown, fluffy animal together. The background is a plain, light-colored wall.

# Here's why I work safe

## IHSA aims to raise awareness with spring advertising campaigns

Why do you work safe? That's the question IHSA asks in a recent advertising campaign aimed at changing the mindset of Ontarians when it comes to working safely. Answers to this question are shown in a series of ads that appear on Toronto Transit Commission (TTC) vehicles and on rink boards at arenas throughout Ontario. The ads will be seen on TTC vehicles for three months and will remain on rink boards in local arenas for a year.

The goal of this campaign is simply to remind people of what's at stake when health and safety rules are not followed or not taken seriously. We hope that when people see the ads during their morning commute, at a weekend hockey game, or at a community event, they will remember the importance of workplace safety. Everyone deserves to return home healthy and safe at the end of their workday.

At the same time, IHSA launched a province-wide radio campaign, which is aimed at small businesses. The majority of firms in the industries that IHSA serves are small businesses and independent contractors. IHSA would like to engage their interest by having them visit [IHSA.ca/smallbusiness](https://ihsa.ca/smallbusiness). Here, they will find free IHSA tools and resources designed to meet their specific health and safety needs while saving them time and money.

The radio ads aired for five weeks from March 28 to April 30. In addition to encouraging listeners to visit the small business section of our website, the ads offered a free copy of IHSA's *Safety Talks* manual (V005) to owners of small businesses. The next phase of this small business campaign will see ads placed online and in various trade and industry publications starting in the fall.

Visit [IHSA.ca/news\\_events](https://ihsa.ca/news_events) for a list of TTC routes, arenas, and radio stations where the ads for the two campaigns appeared.



Here's why I  
**work safe**

**Keep your  
promise to  
work safe today.**

IHSA proudly serves the construction, transportation, and electrical utilities industries. We train our members to work safely because they deserve to return home safe at the end of the day.



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