

PLMSC-EU Members:

On behalf of Matt Wilson, Director, Workplace Health and Safety Services at the WSIB

Good Afternoon,

I'm excited to let you know about a WSIB Twitter campaign that we're launching today to promote young worker health and safety!

We want to engage young workers about health and safety when they're most likely on the job: during the summer. Using the hashtag #PracticeSafeWork, we'll be tweeting about health and safety roles and responsibilities, employer and employee rights around unsafe work, and practices to reduce the risk of a workplace injury or illness.

How will our campaign work? We're going to ask young workers to show us – via Twitter – how they practice safe work on the job by posting a photo using the hashtag #PracticeSafeWork.

Best of all, as an incentive and to reward young workers for their participation, we'll be awarding daily and weekly cash prizes! We are asking for your help to promote the campaign on Twitter by sharing this pre-populated tweet with your followers:

TWEET IT!

We also encourage you to retweet us throughout the campaign to help us keep the momentum going.

If you have any questions about the campaign, feel free to reach out at safa_zaki@wsib.on.ca.

Thanks in advance for your support and hope to see you #PracticeSafeWork with us this summer.

Matt Wilson, Director

Workplace Health and Safety Services

1-800-387-0750

www.wsib.on.ca