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National
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LETTER OF THE DAY

Sat
Dec 15/07

Safety doesn't go on holiday

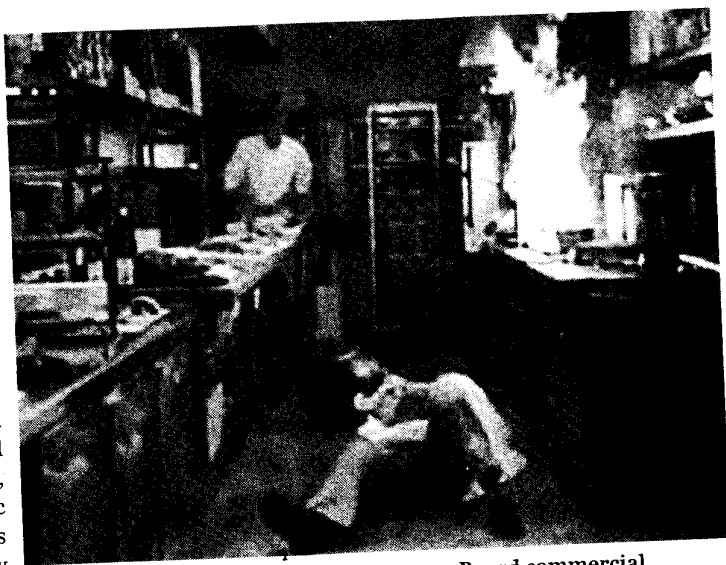
Re: Safety Shock-ads Pulled For Holidays, Dec. 13.

I want to set the record straight about the current, hard-hitting Workplace Safety and Insurance Board (WSIB) advertising campaign. Both the headline and text of this article imply that the WSIB has "pulled" the television ads because they are too graphic for the holiday season. This simply is not the case.

Our marketing plan from the beginning was to put the ads on hiatus during the weeks around Christmas for several reasons, none of which are due to graphic content. Advertising around this time competes with a significantly increased number of holiday commercials and we didn't want our important message lost in the fray. Moreover, putting the ads on hiatus for a few weeks means that our campaign and our message will be extended and reach well into February.

The decision was based on audience penetration and marketing strategies, not the graphic content of our public service announcements.

Personally, I would prefer it if the ads were being run over the



A Workplace Safety and Insurance Board commercial.

next few weeks. I believe they are entirely appropriate and effectively and poignantly show the real consequences of workplace injuries. What is not appropriate is in 2006, 101 people lost their lives due to traumatic incidents at work. This year, 98 people have died at work and three more claims are pending bringing our total, once again, to 101 preventable fatalities in Ontario's workplaces. To me, that is what's inappropriate. That's what we're trying to change — to wake people up

and really think about the safety of their workplaces.

In fact, perhaps we should not have scheduled a hiatus over the holidays. Now is the time to spend with friends and family and to celebrate life. Unfortunately, over 90 people from this year alone won't be able to do that. Perhaps the holidays are a perfect time to think about your safety at work and what you might have to lose.

*Steven W. Mahoney, WSIB Chair.
Toronto.*

Re: Mulroney Can Still Turn On The Charm, Dec. 14.

What's charming about a former prime minister meeting strange businessmen in various hotel rooms

not murder." And all the rest is commentary.
NB Hershfield, Calgary.

Dion's double-talk

on further commitments to fight climate change, Mr. Dion's "walk" paints a less than flattering picture of a man who could bring 182 countries together to agree to fight climate change, but who himself did nothing

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