



**Passport to Safety**  
Setting the Standard

**The Basics  
for Potential  
Recruiters**

**November 2003**

Version 1

Welcome to the important role of recruitment in support of this breakthrough national program. Recruiters promote and grow Passport to Safety by signing up employers and youth and promoting the Passport parents and youth and employer groups. Your outreach will spread the word that Passport to Safety is key to ensuring Canadians know the basics of health and safety and are prepared to enter the workplace. This knowledge will help make them safer and smarter workers and more prepared to receive workplace-specific training.

The very act of promoting Passport to Safety demonstrates your leadership and commitment to your membership and/or the group that you are serving as well as to the health and safety of young workers.

Thank you for your public support and for taking action to change attitudes and beliefs about health and safety. Your work is truly appreciated and will make a difference.



*Paul Kells*  
Executive Director  
Passport to Safety

## Sad but true facts about Canadian young workers

**More young people die of injuries than all other causes combined.**

**Six times** more injuries happen to young people in their first month than any other time on the job.

**Over two thirds** of young workers have never received a safety training manual for their job.

**Over half** of young workers have received no safety training for new jobs.

**Every 8 minutes** a young Canadian is injured seriously enough to receive workers' compensation.

**60,000 young people** suffer lost time injuries every year across Canada.

**Almost 100 young people** have died at work over the past two years.



I am proud to be part of Passport to Safety because I know in my heart that it will make a difference. Passport to Safety will save lives and prevent injuries.

I have a special reason for believing this so strongly. In 1999, on the day that changed my life, I was working for the summer to make money to finish my psychology degree. That day, a day like any other, I walked into the paper mill and I never walked out. In fact I never walked with my own two legs again.

Unfortunately, my story isn't unique. These injuries and fatalities are happening at all different types of workplaces. Passport to Safety can change this, with your help.

Thank you for becoming an employer member. Thank you for recruiting other employer members, and spreading the word to young workers. The time to stop injuries at work is now, and you can help make this goal a reality.

*Candace Carnahan*  
Director, Employer Membership  
Passport to Safety Spokesperson

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## Your Organization and Passport to Safety

### 10 reasons why you should become a recruiting organization:

1. It re-affirms that your organization, working with youth and parents, is a leader!
2. Your organization will have a strong association with a program that will change attitudes and beliefs about injury prevention.
3. **Sales kit:** The materials you need to get started will be made available.
4. **Option to brand wallet cards:** The Passport to Safety wallet cards you sell can be branded with your corporate logo.
5. **Sales tracked for you:** Recruiting organizations will receive special “recruiters-only” access to [www.PassporttoSafety.com](http://www.PassporttoSafety.com) that will allow you to track sales made to employers and youth.
6. **Access to resources:** Your recruiter status includes access to a special section of the [www.PassporttoSafety.com](http://www.PassporttoSafety.com) web site where you can access additional recruitment resource documents and order products.
7. **Money from sales:** A percentage of all memberships sold goes back to you for your own injury prevention programs or to be gifted to an injury prevention program (including Passport to Safety itself) you support. Just contact our Recruitment Facilitator at [recruiters@PassporttoSafety.com](mailto:recruiters@PassporttoSafety.com) to find out more!
8. **Customized web option:** You have an option for a nominal fee to customize the Passport to Safety web site to feature your logo so that all the members you sign up will see your logo on the site, recognizing your strong affiliation with Passport to Safety.
9. The more workplaces that are on board, the more youth that hold Passport to Safety cards and the more parents that are knowledgeable, the safer our country will be, both today and as our young workers take on more responsibility in the workplace.
10. **It will save lives.**

*“This work experience has forever changed the way I view life. I was unaware of the large number of young people who have suffered or died needlessly.*

*The Passport to Safety Program’s vision is to see a world where all young people come home healthy and safe at the end of each day. If we are able to save the life of one young person, or prevent one injury, then we have been successful.*

*I will take away from this job far more than I have given – knowledge and the ability to make change.”*

***Donna Holmberg***

Passport to Safety Coordinator  
Sault Ste. Marie Safe Communities Partnership

## Ideal Passport to Safety recruiters

Any group or individual with a passion for protecting young workers from needless injuries and death and with linkages to youth, parents and/or employers can do this. Here are a few possibilities:

- Youth employment centers and career counselors
- Safe Communities coalitions
- WCB/WSIB staff working directly with employers
- Health and safety advocates
- Industry associations
- Service organizations
- Educators, their associations and boards
- Community youth groups
- Those working with youth outside the school system
- CEOs of health and safety associations
- Champions and mentors – people in the community who have an interest, passion
- Health and safety professional associations
- Boards of Trade, Chambers of Commerce
- Youth advisory councils
- Training organizations
- Organized labour
- Incentive programs (specific to each province)
- Head office of corporations
- **You!** – *anyone who is willing to “walk the walk” to make a difference!*

## Minimum requirements for Passport to Safety promoters and recruiters

- ✓ Your organization must be a registered employer member of Passport to Safety in good standing, if applicable.
- ✓ Each recruiting organization needs to register as a recruiter and then makes the appropriate resources and training available to individuals who are recruiting within the organization. If tracking of sign-ups by your individual recruiters is required, we can incorporate this in the program for you!
- ✓ Individuals who are recruiting employer or youth members should be knowledgeable about Passport to Safety and its benefits. Some of the best ways for individuals to become familiar with these benefits are to take the test themselves and look at the specific benefits for employers and youth within resource materials (employer video and the one page brochure). Passport to Safety also encourages recruiters to seek out someone in their family who needs a Passport to Safety and get them to take the test too!

## Want to become a recruiter? Here’s all you need to do:

1. Contact Passport to Safety at [recruiters@PassporttoSafety.com](mailto:recruiters@PassporttoSafety.com) or call 905-627-8466 to register and find out about the percentage of sales that will be returned to your organization.
2. Provide your employer PIN number (membership number) when you register to recruit.

## Passport to Safety

### What it is

Passport to Safety is an innovative, progressive and inexpensive national young worker health and safety test and transcript service, offering youth age 24 and under the opportunity to test their health and safety knowledge and demonstrate their accomplishments to prospective employers.

Participants:

- take an on-line national health and safety test
- are awarded a personalized “Passport” transcript to attach to resumes
- are recognized as possessing a basic awareness of health and safety
- can expand their Passport to Safety transcript by adding additional safety-related courses and achievements
- will be favorably received by potential employers
- are members for life as long as they refresh their health and safety knowledge on the Passport to Safety web site at least once every two years
- get a Passport to Safety wallet card with their PIN number and temporary password on it

*Most important:* The basic level of safety knowledge Passport to Safety holders will possess will give them the advantage they need to be safer and healthier workers.

The program builds on safety knowledge youth gain in public safety courses, teacher-led school programs, self-study, work experience, etc. The Passport to Safety test is founded on nationally agreed upon health and safety program standards and learning outcomes, including: worker rights and responsibilities, employer responsibilities, the basics of five types of common workplace hazards and how to recognize them, how to protect yourself, and the issue of health and safety for young workers.

### What it isn't

Passport to Safety *is not* a substitute for the job-specific health and safety training that employers under provincial, territorial or national jurisdiction are required to give their workers. All employers must still provide the training necessary for each worker to be able to perform his or her job safely. Young workers in particular require exceptional levels of training and supervision.



**The key to success in promoting and recruiting is knowing the product and being up-to-date on the latest developments. Learn more about who's involved and the Passport to Safety Program itself in the *What's in it for me?* section of the web site: [www.PassporttoSafety.com](http://www.PassporttoSafety.com). Check in regularly because new information will be added frequently.**

## Program elements

### Passport to Safety wallet card

- May be issued directly to youth by an employer, organization, school, etc.
- May be purchased at [www.PassporttoSafety.com](http://www.PassporttoSafety.com) by anyone – youth, parents, grandparents, employers – and given to youth. To get one, go to “Need a PIN#?” on the home page of the web site and follow the registration instructions.
- Contains their PIN # and a temporary password, which they can change when they are on the site.
- Serves as a reminder to revisit the site when they have completed the test, print additional copies of their transcript, register additional courses they have taken and take advantage of member services.
- **Is not a recognition of achievement. Only the transcript itself demonstrates that Passport to Safety health and safety knowledge standards have been met.**

### Passport to Safety test

- There is a free sample of the test on the web site for anyone to take as a challenge. It does not provide any certification of achievement. Those who take only the mini-challenge are not registered in the Passport to Safety database.
- The official Passport to Safety test is the key element of the program. Participants must go through six topic areas, answering a minimum of six questions in each section. If a question is answered incorrectly, they are presented with related health and safety information to study and then new questions to answer on that topic. To move to the next topic area, they must achieve 100% on each section.
- A 100% success rate on the test indicates that Passport to Safety holders are knowledgeable about elements of health and safety that can help them stay safe.

### Passport to Safety transcript

- Resume. Transcript. Certificate. Record. Many words have been used to describe this unique Passport to Safety offering. The transcript is the official record that Passport to Safety holders will be able to print and attach to their resumes. It is the **only document** that declares that the youth member has achieved the level of health and safety awareness Passport to Safety assures.
- It is always referred to as a “Passport to Safety transcript” so that it’s not confused with any other offering by other organizations.

## Key facts you need to know about Passport to Safety

- ✓ **Passport to Safety is not a training program:** Passport to Safety is a test and transcript service. There are no training materials available through the program, however the Learning Outcomes that the test is based on are posted on the web site in the “What’s in it for me?” section of [www.passporttosafety.com](http://www.passporttosafety.com). Most health and safety education programs and school curricula already provide the basics, as do many employer orientation programs. All they need to do is check their programs against the Passport to Safety Learning Outcomes and add what they may be missing to their programs.

- ✓ **All your promotional and other materials are available on the web site! Right now!** *Please* get to know the web site – go through it, even take the test yourself, and look for where all the resources for different target audiences are located. There are resource materials, from documents to brochures to PowerPoint presentations to videos, throughout the web site that will refresh your Passport to Safety knowledge and help you promote it to prospective recruits. Passport to Safety is not producing volumes of paper, but instead is encouraging all to read and print appropriate materials directly from [www.PassporttoSafety.com](http://www.PassporttoSafety.com).
- ✓ **Many are promoting – let’s support each other:** In some communities, there may be more than one committed group reaching out to employers, youth and parents to get involved in Passport to Safety. If one of these groups mentions that they have already been contacted, simply encourage them to follow through and register if they haven’t and reinforce the value of the program.
- ✓ **Sponsorship opportunities for employers:** Most Canadian employers will become Basic members – the grass roots of the Passport to Safety program. Each year, however, there are special opportunities to become Gold or Platinum sponsors. These sponsors of Passport to Safety are entitled to very special advantages in advertising and promotion. See the sponsorship brochure for details. Remember to mention this opportunity to large companies. If you find a company that is interested, please contact the Passport to Safety Director of Employer Recruitment, Candace Carnahan, at: [Candace@passporttosafety.com](mailto:Candace@passporttosafety.com). She’ll guide you through any special questions you may have and help you close the deal.
- ✓ **No abbreviations!** Please, do not use PTS, PPTS, P2S or any other abbreviations for this program in any correspondence, document or presentation. It is always referred to as Passport to Safety. Those unfamiliar with the program may think that you are referring to a Canadian citizen’s passport when you just refer to it by that term – please help us keep it clear!
- ✓ **The web site:** [www.PassporttoSafety.com](http://www.PassporttoSafety.com) has all the latest information for you, employers and youth. Once employers and youth are members, they will be provided their own PIN numbers and passwords that will allow special access to their own members-only sections of the web site. Recruiters too will have unique access privileges to allow tracking of accounts sold and access to additional resources.
- ✓ **Cost for youth:** When provided with a card sponsored by an organization, there is no cost to youth. The card is paid for by an employer, advocate, or other sponsoring organization. Where they aren’t supplied and paid for, anyone can purchase one or more cards at [www.PassporttoSafety.com](http://www.PassporttoSafety.com). The cost is \$9 for a lifetime membership, (with free renewals every two years upon completion of the renewal requirements), \$1.50 to process and ship the wallet card, plus applicable provincial taxes. In all cases, the total is around \$12. Payment options are posted on the web site.

## Contact Us

Information about recruitment and promotion:

[recruiters@PassporttoSafety.com](mailto:recruiters@PassporttoSafety.com)

General information about Passport to Safety:

[info@PassporttoSafety.com](mailto:info@PassporttoSafety.com)

Technical assistance: web issues

[technicalsupport@PassporttoSafety.com](mailto:technicalsupport@PassporttoSafety.com)