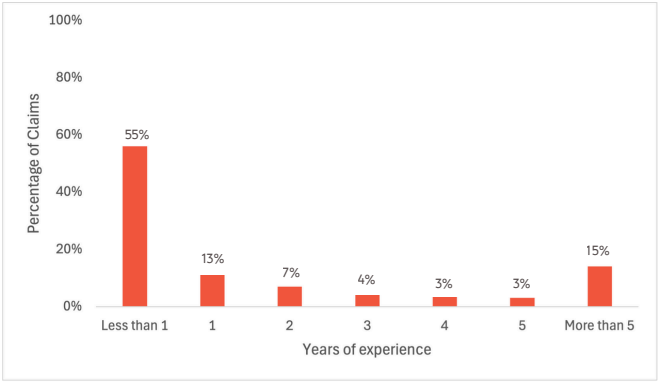
Alberta Construction Safety Association

Injury Prevention Campaign (IPC)

First-year workers carry most of the injury burden in Alberta construction

- First-year workers: 55% of accepted construction injury claims (2019–2023)
- Workers with more than one year: 44%





Why it matters

Construction is central to Alberta's economic strength:

- ≈ 7% of Alberta's GDP*
- ≈ 10% of provincial employment**
- By 2034, a recruitment gap of ~15,400 workers – driven by retirements and expansion needs, despite employment growth – may increase reliance on first-year workers***

*Economic Dashboard - GoA

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***Buildforce.ca

High first-year injury rates increase costs, delay projects and weaken labour attraction and retention.

IPC 2023-2024

- 2023: Investigated WCB data, researched factors contributing to first-year injury data and mapped first-year worker sphere of influence
- 2024: Presented the first-year worker injury data to industry leaders and provided resources to address common injuries

Goal: reduce first-year construction injury claims by 2028, in partnership with WCB Alberta, government and industry

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What IPC implemented in 2025

On-site engagement (May 5 - 9, 2025)

Six Crew Brew activations in Calgary, Red Deer and Edmonton (376 workers reached and more than 40 Wayback Board safety messages recorded)

- Brought ACSA and partners directly to worksites to spark conversations about worker safety

Gamified learning (May 5 - 30, 2025)

- 477 workers engaged
- 148 teams participated
- 958 quizzes completed
- 2,398 resource views or downloads
- Quiz results revealed persistent gaps in:
  - -Working at heights (25% error rate)
  - -Struck-by hazards (12% error rate)

Season-long reinforcement (June - August, 2025)

- 13-week campaign promoting more than 25 safety resources
- More than 9,500 additional resource views or downloads (short video clips most used)
- Email engagement well above typical industry levels

How we will measure long-term impact

ACSA proposes tracking progress through:

- Comparing first-year construction injury claims over two five-year periods (2019–2023 vs. 2024–2028)
- Aligning indicators with national data sources to strengthen trend analysis and evaluate long-term impact

First-year safety checklist for employers

1. Plan the first 30 days for every first-year worker
2. Pair new workers with safe role models for high-risk tasks
3. Use ACSA's leader guides, employee handouts, posters, short videos and tracking tools in toolbox talks and orientations

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