



Injury Management Campaign

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Background info....

- Effective injury management
- 2006 Compliance campaign
- Legislative requirement

Formative research why?

Research methodology

1. Literature Review
2. Stakeholder consultation
3. Qualitative research with stakeholders

**What have we heard
from our stakeholders
so far?**

General Practitioners

The worker

Community issues

The workplace

Confusion / complexities

The employer

“The system”

Employers

The worker

The GP

The workplace

The AVRPs

Community issues

Insurance coverage

WorkCover WA

Insurer

Workers

The workplace

Insurer

GPs

Uneducated

Stigma

The effects of the injury

Insurers

Level of involvement

Degree of influence

GPs

Workers

Employers

AVRPs

WorkCover WA

'The system'

AVRPs

Understanding role

Insurers

Employers

WorkCover WA

Workers

'The system'

Service providers

Role: misunderstanding

Early intervention

Lack of coordination

The system

GPs

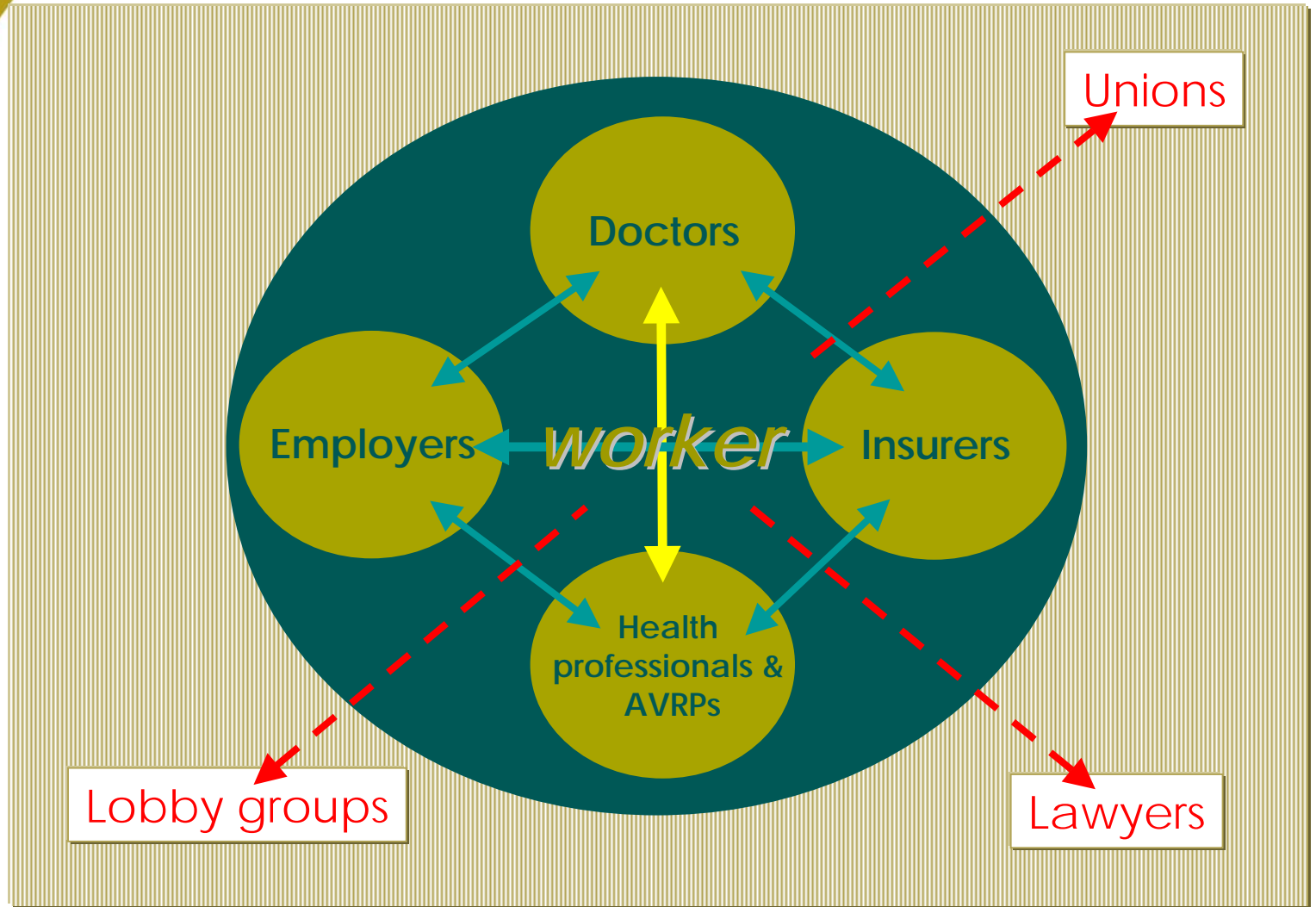
The workplace

Perceived contribution to the IM process

	Safety/Prevention	Facilitation/liaison/coordination	Administrative	Education	Injury Management	Decision Maker	Psychological Assessment	Clinical/treatment	Advocacy			
GPs										Medico-legal		
AVRPs										Difficult/s	Rehabilitation	Referral
Workers										Participation/cooperation		
Employers										Injury Assessment	Insurance Coverage	Staffing/workload management
Other Stakeholders												
Insurers										Balancing financial interests	Managing the employer	
Service Providers										Empowering the Worker		

System framework

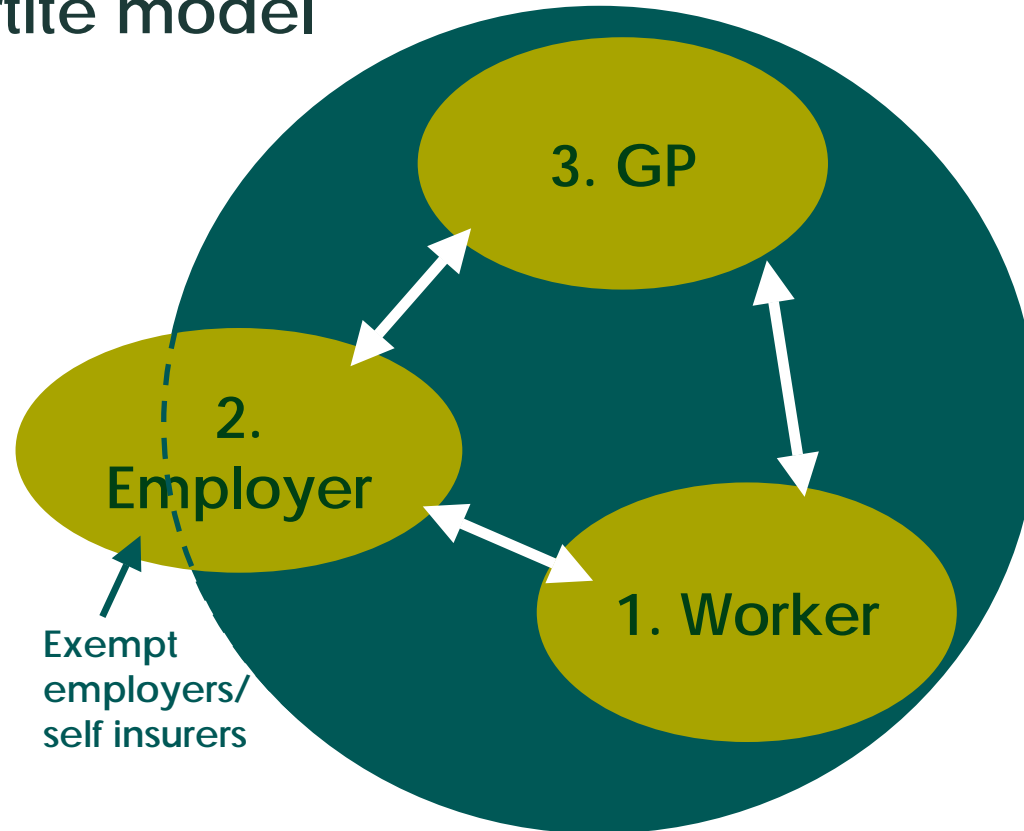
What does the model currently look like?



System framework

What should the model ideally look like?

Tripartite model



Research Findings: Summary

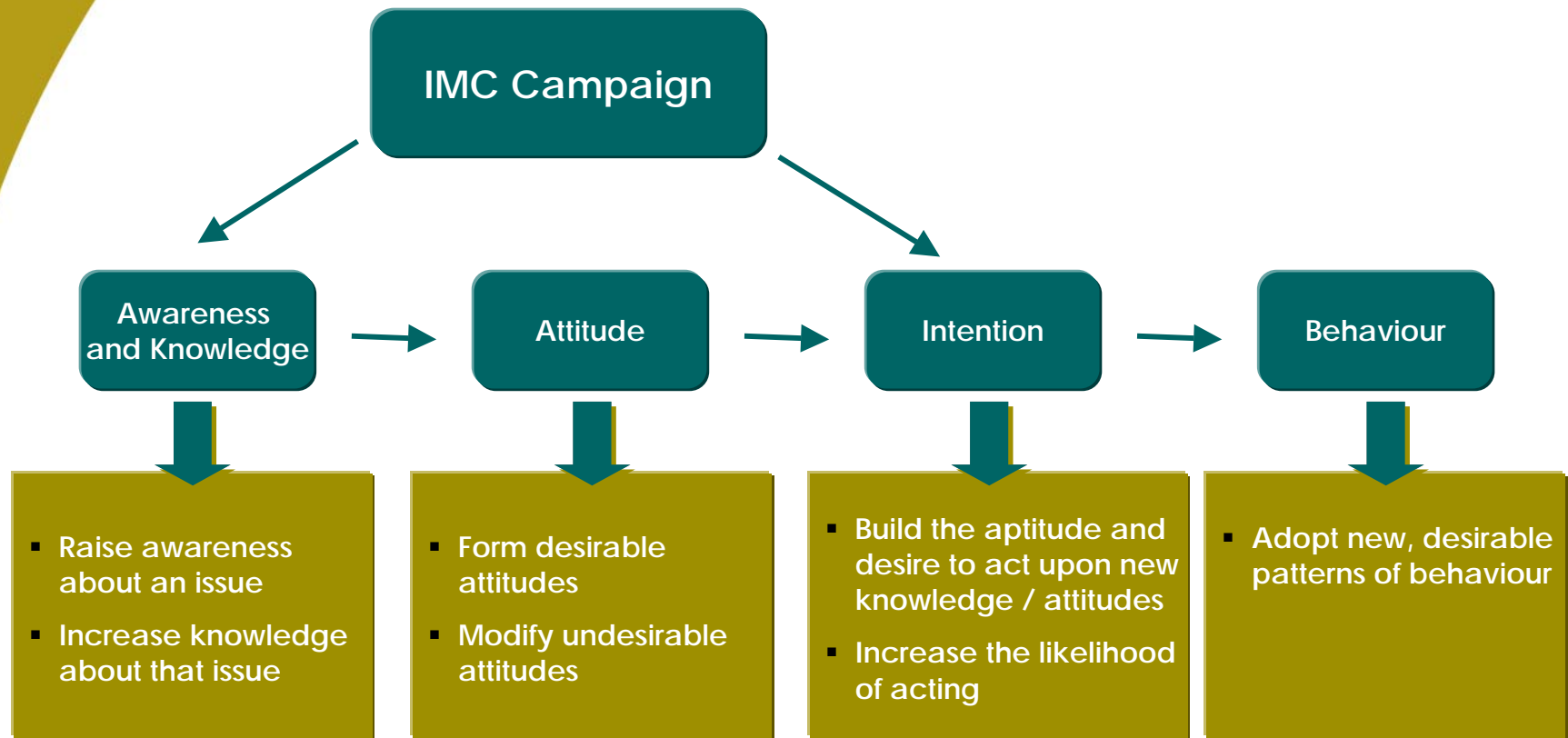
- current system is fractured: competitive ethos
- Lack of shared vision re the overall purpose of IM
- Stakeholders are willing to collaborate and work cooperatively
- Success of IM systems is directly linked to:
 - education of Workers, their GP and Employer
 - early notification of injuries
 - early provision of interventions
 - workplace-based rehabilitation
 - stakeholder collaboration

So.....what now?

The Opportunity is.....

Implement a long term
Injury Management Campaign
that ultimately achieves a workplace
culture that supports the timely return
to work of injured workers.

Social marketing model



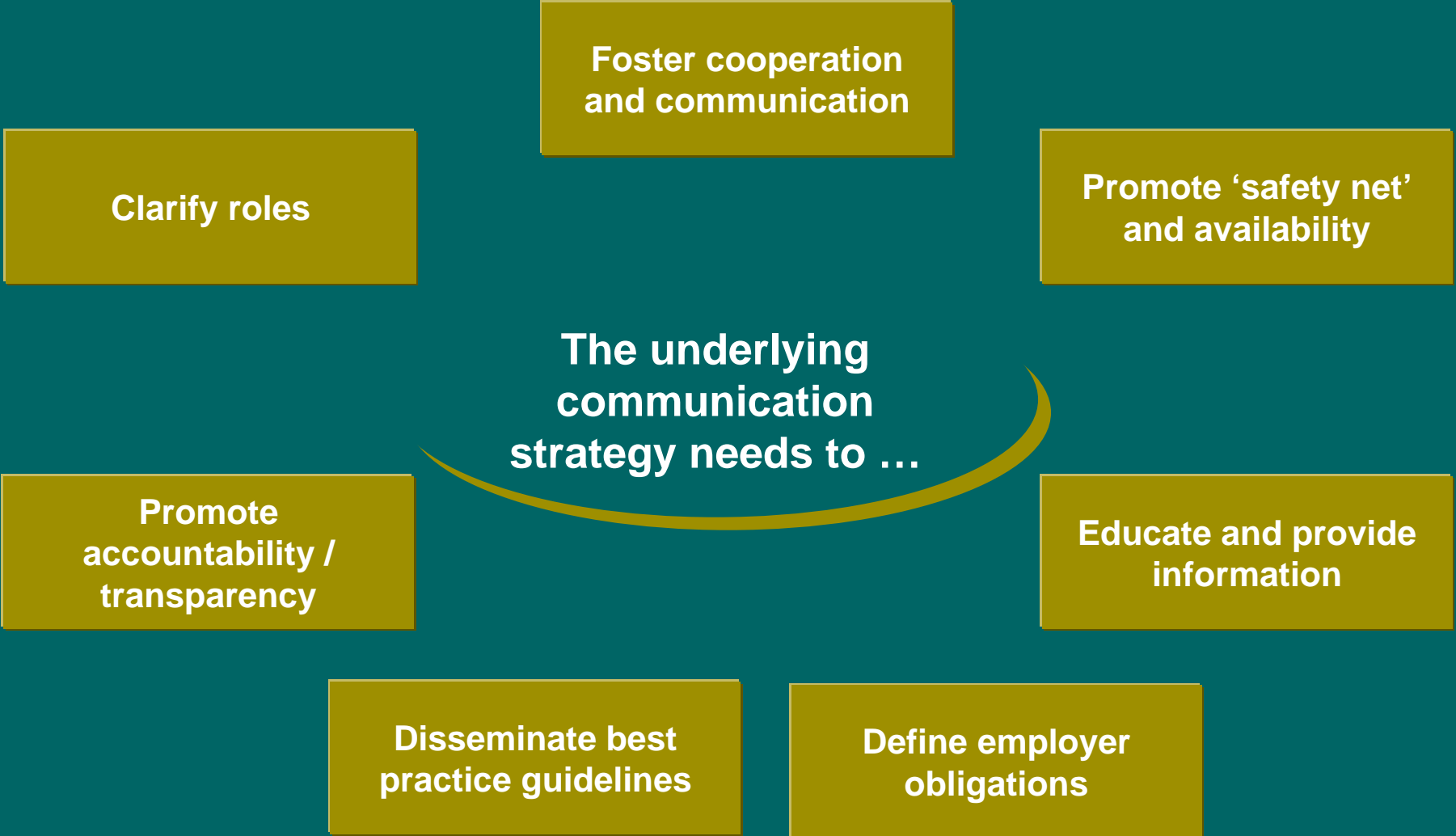
What is the campaign goal?

Reduce the social and economic impact of workplace injuries in Western Australia through effective injury management and return to work strategies.

Key Benefits of the IMC....

- ✓ The workers compensation experience is improved for all stakeholders
- ✓ The Western Australian workplace culture supports workers to return to work after injury
- ✓ The financial impact of workplace injuries is reduced

**The underlying
communication
strategy needs to ...**



Clarify roles

**Foster cooperation
and communication**

**Promote 'safety net'
and availability**

**Promote
accountability /
transparency**

**Educate and provide
information**

**Disseminate best
practice guidelines**

**Define employer
obligations**

Proposed IMC strategies

Delivery Mechanisms

- Reference Groups
- Publications
- Web Page
- Education Programs
- Quality Assurance mechanisms
- Campaign Tools and Techniques
- Functions and Conference(s)
- Marketing and PR activities
- All targeted to specific audiences

Required Outcomes

- Sustained behavioural change
- Increased legislative compliance
- Campaign findings used as an input to legislative reform
- WorkCover trusted by key parties

WorkCover WA website

The screenshot shows the WorkCover WA website homepage. At the top, there is a navigation bar with links for 'Advanced Search', 'Home', 'Accessibility', 'Contact Us', 'Sitemap', and 'Feedback'. The WorkCover WA logo is on the left, and a search bar is on the right. Below the navigation bar, there are several menu items: 'Workers', 'Employers', 'Health Providers', 'Service Providers', 'Dispute Resolution', 'Returning to Work', 'Publications & Forms', and 'About WorkCover WA'. The main content area is divided into several sections. On the left, there is a 'Quick links' section with 'Events Calendar' and 'Subscribe'. Below that is a 'Latest News' section with three news items: 'Latest DSD E-Link - March 2008', 'New Commissioner Appointed', and 'Introduction to WorkCover WA'. The main content area features a large 'Welcome to WorkCover WA' message, followed by a grid of four categories: 'Workers', 'Employers', 'Health Providers', and 'Service Providers'. Each category has a photo of people and a list of services. A 'Returning to Work' button is highlighted in a black box on the right side of the page.

Advanced Search

Home | Accessibility | Contact Us | Sitemap | Feedback

Workers | Employers | Health Providers | Service Providers | Dispute Resolution | Returning to Work | Publications & Forms | About WorkCover WA

Returning to Work

Latest News

Quick links

- Events Calendar
- Subscribe

Latest News

- Latest DSD E-Link - March 2008
- 11 Mar 2008 - Read more...
- New Commissioner Appointed
- 12 Mar 2008 - Read more...
- Introduction to WorkCover WA
- 11 Mar 2008 - Is your workplace safe delegates...

Workers

Overview
How do I make a claim
What am I covered for
How do I return to work
[Show all >](#)

Employers

Overview
Workers' compensation insurance
Injury management systems
Claims management
[Show all >](#)

Health Providers

Overview
General Practitioners
Injury management
Approved medical specialists
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Service Providers

Overview
Insurers
Approved vocational rehabilitation providers
Registered agents
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