

Injury Management Campaign 2008 – 2011 Background Information

Workers' Compensation Reform Act 2004

The legislative amendments contained in the *Workers' Compensation Reform Act 2004* established impairment assessment methodology and formalised key principles of injury management. The amendments came into force on 14 November 2005.

As a result of the amendments, the *Workers' Compensation and Injury Management Act 1981* now requires employers and insurers to meet a series of measures related to injury management. A compliance check on employers in 2006 found an unacceptably low level of compliance in the requirement to have injury management systems in place.

Formative Research

Extensive qualitative research among workers' compensation stakeholders was carried out in 2007.

Key findings from the research suggest:

- The current Injury Management system in Western Australia operates on a competitive rather than cooperative ethos
- Stakeholders do not have a shared vision in terms of the overall purpose of Injury Management and recognition of their different perspectives
- There is a willingness among stakeholders to collaborate and work cooperatively to improve the system but no cohesive framework for that collaboration and cooperation to take place exists
- Success of the Injury Management system is dependent on:
 - Education of workers, GP's and employers
 - Early notification of injuries
 - Early provision of interventions
 - Workplace-based rehabilitation
 - Stakeholder collaboration

Planned Response: Injury Management Campaign

To respond to the findings of the compliance activities and the formative research an Injury Management Campaign (IMC) has been developed.

The IMC has been designed on social marketing principles and is a strategic, long-term initiative for WorkCover WA. Behavioural and attitudinal changes are intended to be delivered by the Campaign leading to improved injury management practices and a reduction in the average time it takes a worker to return to work following a workplace injury.



Reducing the average time it takes an injured worker to return to work by just one day translates into 18,360 days per annum and \$4.8 million per annum reduction in compensation payments alone, exclusive of productivity and social costs.

The campaign will initially focus on building knowledge, awareness and capacity with medical practitioners and then employers in relation to injury management. Promotional activities would then be conducted to reach injured workers and the community in general.

The success of the campaign will be assessed through a series of qualitative and quantitative measures over the three year period.

Attachment 1 provides an overview of the intended campaign strategies.

Overview of proposed IMC strategies

Market	Campaign Strategies	Key Performance Indicators
<p>Medical Practitioners</p> <p>(GP's will initially be the major priority within this target group, however AVRPs, AMS's and Medical Specialists working in Workers' Compensation will also receive relevant information throughout the campaign)</p>	<ul style="list-style-type: none"> • Production of a GP Reference Guide • Online availability of GP resources • Education strategy in partnership with professional bodies (general practice divisions; royal colleges; etc) • Promotion of GP resources to GP educators • Continuous, accredited (RACGP) learning programs • Access new GP graduates on commencement of practice • Public Relations plan for GP's <p>Potential PR messages include:</p> <ul style="list-style-type: none"> - Promote availability of resources, information and education. - Worker's compensation laws are designed to be fair and equitable for all parties. - Your role in the process is key to optimising the outcome for your patient and may help avoid complications later - WorkCover WA can provide support and information to help make processing of Workers' Compensation claims as efficient and speedy as possible 	<ul style="list-style-type: none"> • Increase awareness and knowledge of best practice in injury management (i.e. why it is desirable to use the tripartite model) • Increase awareness and knowledge of what to do when presented with a workplace injury • Increase awareness and knowledge about injury management and return to work practices • Increase awareness and knowledge of where to get current information about the claims process • Increase in those using a cooperative or team approach to managing workplace injury (self report) • Increase the proportion of medical practitioners who are positive about undertaking workers compensation and injury management • Increase the proportion of medical practitioners who understand the rationale behind return to work
<p>Employers</p>	<ul style="list-style-type: none"> • Development and production of IM Practice Manual for employers. • Online employer induction resource package • Partnership opportunities (eg SBDC, WorkSafe, CCI, Insurers) • Production of resource for small business 'at time of injury' • Public Relations plan: PR opportunities to disseminate key messages and promote WorkCover WA online and print 	<ul style="list-style-type: none"> • Maintain awareness and knowledge of injury management and return to work policy • Maintain awareness and knowledge of best practice in injury management • Develop positive attitudes towards implementing injury management and return to work policies • Increase in positive attitudes towards active participation within the tripartite model • Foster positive workplace culture that is supportive of injured workers

	<p>resources</p> <ul style="list-style-type: none"> • Advertising: potential mass media (press and radio) messages include: <ul style="list-style-type: none"> - All workplaces are obliged to provide a safety net for workers - Regulations require documented Workers Compensation procedures in all workplaces - WorkCover WA can provide support and information to help make processing of W.C. claims as efficient and speedy as possible 	<ul style="list-style-type: none"> • Provision of education by employers to injured worker and to managers • Maintain engagement with the injured worker throughout the injury management process • Increased compliance levels (uptake of insurance, written injury management policies etc)
<p>Workers</p> <p>(Injured workers with lost time injuries will be the initial focus of the campaign. It is anticipated that the scope and budget will increase in phase 2 & 3 to target non injured workers which will require the use of mass media advertising (press and radio minimum).</p>	<ul style="list-style-type: none"> • Production and distribution of a booklet explaining claim process when a worker is first injured and completes a claim form • Production and distribution of booklet explaining “Where to now?” once claim reaches critical point requiring RTW plan i.e. becomes part of the claims process to receive the booklet • Public Relations plan: PR opportunities to disseminate key messages and promote relevant information and resources <p>Potential PR messages include:</p> <ul style="list-style-type: none"> - All workplaces are obliged to provide a safety net for workers - Legitimate workers compensation is an entitlement and helps you and your family recover from a workplace accident - WorkCover WA can provide support and information to help you understand your rights - WorkCover WA can provide support and information to help you with your claim 	<ul style="list-style-type: none"> • Increase awareness and knowledge of workers’ rights to workers compensation insurance • Increase awareness and knowledge of how the injury management and return to work process will unfold. • Increase awareness and knowledge of how best practice injury management can aid them in returning to work • Increase awareness and knowledge of how full participation in the IM process will not only aid their work function but also their personal, financial, social and home life. • Develop positive attitudes towards participating in the injury management process