
News Release



Workplace Health, Safety and Compensation Commission of New Brunswick

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Fredericton, NB –The WHSCC is pleased to announce the launch of its vibrant new youth campaign – No Mercy.

“The concept behind the No Mercy is that the elements, the machinery and the materials you work with will show no mercy if you skip steps and cut corners when it comes to working safely. And youth should show no mercy in their approach to job safety – they have to demand the appropriate training, supervision and protective equipment needed to do their job safely,” said president and CEO, Douglas Stanley.

The campaign includes many elements including posters and educational resources, but what excites the WHSCC the most is the new interactive website (www.youthsafe.ca) and its microsite (nomercy.ca), designed specifically for youth.

The No Mercy campaign was launched in conjunction with the announcement of the return to New Brunswick of the **SMARTRISK HEROES *Be Smart. Be Safe.* Tour**. The internationally-acclaimed **HEROES** tour, which features a dynamic, one-hour presentation, helps high-school students learn to make safe choices. The presentation combines a lively multi-media show with the testimony of 18-year-old injury survivor Sean Fowler, who recounts how he lost an arm and a leg in a preventable injury. More than 11,000 high-school students in seven communities will see it across the province over the next few weeks.

The WHSCC previously sponsored the tour in October 2003, to overwhelming success.

“We’re extremely proud that the WHSCC is sponsoring this tour, in partnership with the Insurance Bureau of Canada and the New Brunswick Safety Council,” said Post-Secondary Education, Training and Labour Minister Dr. Ed Doherty. “Workers between the ages of 15-24 are at highest risk for workplace injuries. They are our future workforce, so it’s critical that we instill a strong health and safety ethic early on – one we hope they will maintain throughout their working lives,” the minister said. “The WHSCC’s No Mercy campaign and the SMARTRISK HEROES presentation will speak to our youth in a language they can relate to, with messages they will absorb.”

ABOUT THE WHSCC

The WHSCC administers no-fault workplace accident and disability insurance for employers and their workers, funded solely through assessments on employers. The WHSCC is committed to the prevention of workplace injuries and accidents through education and the enforcement of the *Occupational Health and Safety Act*.