

Dear Prevention Partners,

I am pleased to announce the launch of the 2018-19 ***It's Your Job: Prevention Starts Here*** video contest.

I encourage you to promote the contest across your stakeholder networks, and among parents and friends to inspire students to get involved with this important initiative. Please see the attached promotional poster which will support you in these efforts.

It's Your Job challenges Ontario's secondary school students to produce an original video that can be used in social media to illustrate the importance of working safely on the job. The contest provides a unique opportunity for Prevention Partners to reach secondary school students, and a creative platform for youth to voice what they believe are the important workplace health and safety issues facing them and their peers.

This contest has been successful in engaging students all across the province. Every year, we continue to be impressed by the outstanding videos that students have created. Last year alone, we received 98 entries from across the province from 207 students – and we are eager to continue this momentum into the 2018-19 contest. If you haven't seen last year's winning videos, I encourage you to visit the ministry's [website](#) to watch them and then link to them.

This year's video contest will close on March 4, 2019, with plans to notify the winners in April 2019. The first place video will also go on to compete in the national *It's Your Job* video contest organized by the Canadian Centre for Occupational Health and Safety.

The first, second and third place teams and their schools get cash prizes, generously funded by the Workplace Safety and Insurance Board.

There is an optional theme for the 2018-19 contest: ***The Business Case for Health and Safety!***. Students can create a video to show:

- How workplace health and safety can improve the bottom-line for businesses and easier for businesses to grow and prosper.

As with previous years, students also can create videos on:

- A message to their peers that raises awareness about workplace safety, or
- Any other health and safety messages students wish to convey.

For your reference, contest information including rules, entry forms and past winners are posted on the Ministry's website at Ontario.ca/videocontest

Questions about the contest can be directed to videocontest@ontario.ca

Thank you in advance and I look forward to seeing this year's entries.

Sincerely,

Ron Kelusky
Chief Prevention Officer

