



ANNUAL REPORT
2015/16

fish SAFE
FISHERMEN **HELPING** FISHERMEN

A Message From the Program Manager

AS THE HEALTH AND SAFETY ASSOCIATION FOR COMMERCIAL FISHERMEN IN BC, FISH SAFE TOUCHES THE LIVES OF LITERALLY HUNDREDS OF WORKERS EACH YEAR IN EVERY CORNER OF OUR PROVINCE. OUR MISSION TO HELP GIVE FISHERMEN THE KNOWLEDGE AND TOOLS TO COME HOME SAFELY IS AT ONCE BOTH INVIGORATING AND HUMBLING.

Since our inception in 2004, Fish Safe has evolved steadily to meet the challenges of a complex and rapidly changing industry. From world-class stability training to comprehensive vessel specific safety management systems, Fish Safe has established a track record of listening to fishermen, understanding their safety needs and responding with innovative and effective solutions.

Although a non-profit, Fish Safe operates in many respects like a business, with clear objectives and priorities and with a strong commitment to the measurement of performance. Fish Safe's Business Plan, adopted two years ago, defined a clear mandate as well as the mission critical activities required for success.



Our Annual Report will review the year that was and the efforts expended to meet both our near term and longer term objectives while reflecting upon the challenges and opportunities faced within our industry. With a special focus on the funding, communications and performance measurement pillars of our Business Plan, this year's annual report will provide a snapshot of our plan in action.

Sadly, last year provided a sobering reminder that working safely while fishing is an ongoing challenge despite progress made to date. In this regard, the Transportation Safety Board reported that six lives were tragically lost in incidents related to commercial fishing activity in BC in 2015.

Fish Safe's mandate and educational activities are therefore timelier than ever.

It's with pride that we serve the BC commercial fishing sector and it's with an earnest commitment to our lifesaving and injury reduction mandate that we will continue to learn, innovate and deliver results with the sense of purpose and accountability our industry deserves.

Ryan Ford - Fish Safe Program Manager



Financial Summary

<i>April 1, 2015 - March 31, 2016</i>	
SOURCE OF FUNDS:	
WorkSafeBC Fishing Assessment Levy	\$ 400,000
DFO PICFI	260,000
Safest Catch National	10,000
Transport Canada boating safety program	150,000
Course and Materials	46,000
TOTAL	866,000

USE OF FUNDS:	
Prevention Programs	123,000
Meetings/Events/Workshops	2,000
PICFI Program	266,000
Transport Canada boating safety program	194,000
Claims/Assessments	2,000
Administration	165,000
TOTAL	752,000

STAFF

Ryan Ford - Program Manager
 John Krgovich - Program Coordinator
 Connor Radil - Project Manager
 Stephanie Nguyen - Program Assistant

SAFEST CATCH ADVISORS

Paul Bevandick Ralph Roberts
 Harold Wulff Cheri Hansen
 Trung Ngyuen Bob Strom
 Cheryl Lawson

EDUCATION CONSULTANT

Barbara Howe

The 'Safest Catch Initiative'

– a Transport Canada Funded Project

A key activity defined within Fish Safe's business plan is to secure supplementary funding beyond industry's annual core funding wherever possible. Our commitment to that task was demonstrated last year with the submission of a comprehensive proposal to Transport Canada in June. Under its **Safe Boating Contribution Program – Commercial Fishing Safety** Transport Canada offered to make available up to nine hundred thousand dollars over 3 years to the advancement of safety initiatives within Canada's commercial fishing industry.

Armed with both the belief and evidence that Fish Safe's unique Safest Catch program - a comprehensive, hands on, vessel-based workshop – is having an impact upon safety beliefs and behavior in our industry, Fish Safe's proposal requested the full 3 year funding to support greater delivery of the program both in BC and on the east coast.

"To be more effective, teaching... methods need to be practical, include fishermen's own experiences, and simulate real-life fishing situations."

Transportation Safety Board of Canada – Marine Investigation Report, Safety Issues Investigation into Fishing Safety in Canada.

WHY THE EAST COAST ONE MIGHT ASK?

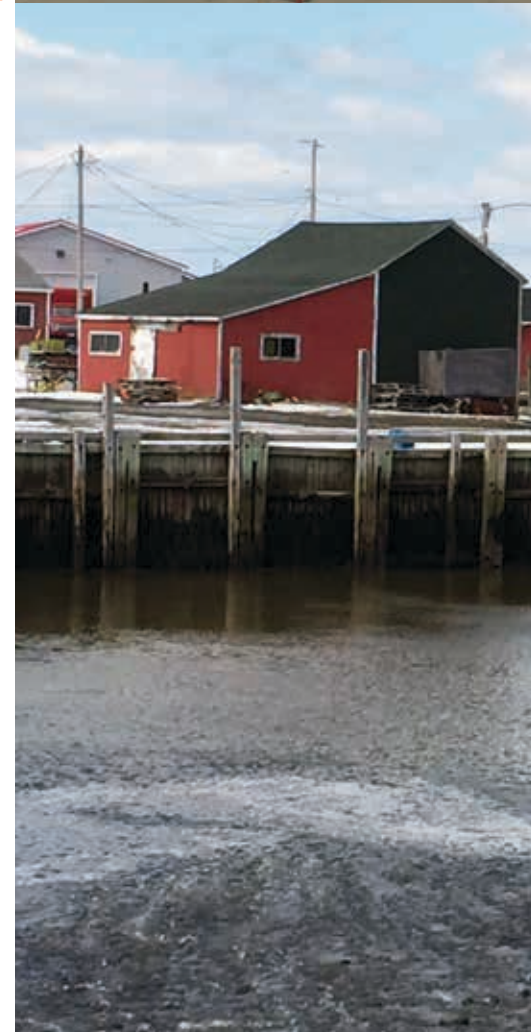
Simply put, Transport Canada indicated that proposals that could demonstrate a broad value proposition would achieve greater merit in their eyes versus those that, all other things being equal, were narrower in focus.

Based upon prior experience, we felt confident that we could manage a well-focused initiative on the east coast that would see some of Transport Canada's funding devoted to further pilots of the Safest Catch with the goal of achieving self-sustenance – a Safest Catch operated by east coast fishermen and east coast fishing organizations (not Fish Safe).

In early 2016, Fish Safe learned we had been awarded the contribution agreement by Transport Canada for the full term of the agreement ending March 2018. Planning began in earnest and in March Fish Safe's Program Manager and Coordinator travelled to the east coast to conduct a comprehensive stakeholder engagement process.

Over the course of 2 weeks, meetings were held in Summerside PEI, Shediac NB, Grande Riviere QC, Caraquet NB, Yarmouth NS, Shelburne NS and Sydney NS – it was a whirlwind road trip! Meetings were attended by a broad contingent of fishermen and individuals representing fishing associations, unions, educational providers, safety associations and industry representatives.

As the new fiscal year begins, Fish Safe now becomes responsible for reviewing applications from east coast agencies desirous of funding for the Safest Catch in their region with the ultimate goal of launching small-scale pilots beginning this summer/fall.



THE POTENTIAL BENEFITS OF EXPANDING FISHERMAN FRIENDLY SAFETY TRAINING TO THE EAST COAST VIA THE SAFEST CATCH ARE MANY:

First, there is the obvious benefit of being able to reach a greater number of fishermen on both coasts with practical and relevant safety training that can reduce the fatalities and injuries that plague the Canadian commercial fishing industry.

Second, a major internal learning opportunity exists. Safety Advisors delivering the Safest Catch are taught the benefits of sharing experiences, questions asked and lessons learned with each other after every Safest Catch vessel visit. When Safety Advisors on both coasts begin to share their experiences with each other regularly, the opportunity to learn from each other and to refine delivery methods will increase dramatically.

Finally, there is a financial benefit that should be gained by expanding the BC-based Safest Catch to a national audience. Currently, when Fish Safe develops teaching materials, promotional tools, etc. the costs are borne solely by the commercial fishing industry in BC. With a national audience in place, the opportunity exists to share the costs of safety training between both BC and east coast commercial fishermen – and there are few fishermen who would object to saving a buck or two, no matter where he's from!

2015/2016 saw a good start to the Safest Catch Initiative. Stay tuned to our progress this coming year via both our website blog as well as our Facebook page as we document and celebrate our milestones on a national stage!

Perception vs. Reality – Creating Communications that Count

Fish Safe conducts its outreach activities knowing that no single message nor any single initiative will resonate with all fishermen. It's for this reason that Fish Safe has been working hard to communicate as effectively as possible, on as many fronts as possible and with greater regularity than ever before.

“In advertising not to be different is virtually suicidal”

- William Bernbach

In 2014, Fish Safe created a new logo for the Safest Catch program and adopted the tagline ‘Fishermen Helping Fishermen’ which was designed to visually underscore our practical, fisherman friendly approach to safety education.



THE UNIVERSAL LANGUAGE OF SAFETY

Risk, and the impact of emergency incidents knows no language or ethnic barriers.

Indeed, the 2006 Census of Canada indicated the following about the socio-economic profile of the BC fishing workforce:

- 22% are immigrants – largely South Asian in origin, particularly from Vietnam and China
- 19% are a visible minority (not including First Nations)
- 24% have neither English or French as their mother tongue

It's for this reason Fish Safe made a concerted effort last year to make more information available to fishermen in languages other than English in the following areas:

- Fish Safe WEBSITE – the newly launched website - on both computer and mobile platforms - provides a button that automatically converts the majority of content into Vietnamese and Chinese
- Transportation Safety Board (TSB) INCIDENT REPORTS – Translated the FV Five Star incident report (summary article) into Vietnamese and Chinese
- Fish Safe Safest Catch (The Future of Fishing is Safe) BROCHURE – translated into Chinese and Vietnamese
- Fish Safe COURSES – Interpretation into Vietnamese was provided during several courses last year including the ROC (Radio) and Safe on the Wheel/SVOP courses



In this most current year, we worked to reinforce this message by creating even greater awareness around our identity and mandate because we know fishermen still remain confused as to who we are at times. They commonly ask: Are we a branch of WorkSafeBC or Transport Canada? Will our Safety Advisors inspect vessels and possibly fine fishermen for regulatory infractions? What really is the Safest Catch program and what do our Safety Advisors know about fishing anyways?

Clearly communicating that we are a non-enforcement health and safety association, with a primary mandate to help fishermen come home safely, is easier said than done.

It's for this reason that Fish Safe conducted 2 special focus group meetings with commercial fishermen and other industry representatives familiar with Fish Safe about how we could more effectively overcome misconceptions about Fish Safe. (Yes, we even considered a name change!)

During these focus group meetings, several key messages were determined to be important to the majority of participants, as follows:

“Just tell fishermen that you are not Worksafe or Transport Canada! Let them know you have absolutely no enforcement agenda. Tell them that the Safest Catch Safety Advisors are experienced commercial fishermen just like them! Most fishermen are sensitive to costs so tell them that the Safest Catch is free and they can get ‘free’ safety gear for taking time to participate.”

To amplify these key messages, a special ad campaign was planned around the Safest Catch and launched in early 2016. With the help of a local marketing and communications agency, Immersion Creative, a series of print ads were created specifically for the full, back page of Western Mariner during the months of February through June 2016.

It was a campaign that not only captured the attention of readers (Western Mariner reaches some 20,000 readers per month) but was also recognized by the prestigious Summit International Awards. Out of 5,000 submissions from 21 countries, Immersion Creative was awarded silver in the large and heavily contested category of Consumer Newspaper/Magazine Campaign.



Fish Safe was busy on other communication fronts as well. In late 2015 we relaunched our website while concurrently launching a redesigned Facebook page. By means of regular posts both to the website and Facebook page, Fish Safe's growing audience of followers are kept abreast of completed activities, upcoming events, courses, safety alerts, product recalls, fishing incidents, etc.

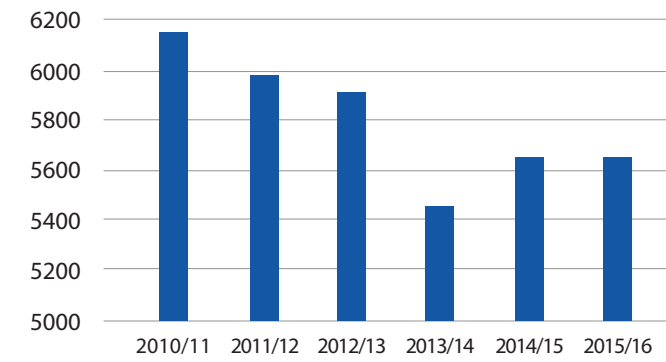
Data, Data Everywhere! Measuring What's Important and Acting On It

Big Data. Incomplete Data. Misleading Data. Useful Data. Spurious Data. Data anomalies. Data consistency. Subjective Data. Qualitative Data. Data, data, data...! The commercial fishing industry in Canada is literally awash with data from agencies like Transport Canada, the Transportation Safety Board, DFO/Coast Guard and WorkSafeBC.

For Fish Safe, the primary question is what data is most useful in helping us meet our mission of helping fishermen come home safely – free of incident, injury or fatality? What data provides the best and most reliable clues to the underlying causes of injury and therefore, the best indicators for where Fish Safe should focus its prevention efforts?

For instance, what should the following table about the estimated number of fisher registration cards (FRCs) issued by DFO tell us?

NO. OF FRCs ISSUED - PACIFIC REGION*



* Per Department of Fisheries and Oceans for the noted periods (April 1 – March 31). Data may or may not include 'replacement' FRCs

For some, the steady decrease in FRCs indicates decreased participation (fewer workers) in commercial fishing on our coast and based upon this, a natural assumption is that the number of accidents and injuries should also be decreasing. Although that assumption would only be part of a larger issue it's of interest still to note WorkSafeBC's claims statistics related to commercial fishing over a similar period of time:

WORKSAFE BC CLAIMS STATISTICS (only claims associated with wage loss are presented)

	2015	2014	2013	2012	2011	2010
Dive	9	10	7	7	5	6
Trap & Longline	31	26	38	30	22	31
Trawl	39	34	30	38	30	24
Gillnet/Troll	20	19	17	22	15	11
Seine	12	9	13	9	17	23
Packing (includes farm fish)	7	9	2	6	11	4
TOTALS	118	107	107	112	100	99
Fatals	3	2*	1	1	2	1

* A total of 4 work-related deaths occurred in 2014. 2 deaths have been attributed to asbestos exposure and are not reflected in the table above.

Giving meaning to data almost always requires a relative measure. For instance, if we were to ask, 'Is safety in any given fishery improving or deteriorating?' we would first need to ask the question, 'relative to what?'

In the case of workplace injury, the relative measure is commonly time spent working. (The logic being that the more time spent engaged in an activity the more a worker is exposed to existing or potential risks.) Based upon a knowledge of both the number of workers and time spent working, a rate of injury per person years worked can be calculated.

Fishing, unlike almost all other industries in BC, possesses no such rate information. No attempt is made to calculate a labour rate in any of the six gear types that compose the wild fish harvesting category WorkSafeBC provides workers' compensation for.

And, perhaps understandably so. Among other reasons, fishermen do not 'punch a clock' when fishing as workers might when for instance, entering or exiting a factory or construction worksite. The timekeeping mechanisms that are commonplace in most work environments are absent in fishing.

With this challenge in mind, Fish Safe along with WorkSafeBC will be working to minimize this problem. A perfect solution may not be achievable, but gaining a close proxy to a labour rate by establishing reliable and consistent labour participation benchmarks is the ultimate goal. Doing so will help us answer questions like the following with greater confidence:

- Fishermen working in which gear types are at greatest risk of injury or death?
- Which gear types generate the greatest claims costs per worker once a labour rate is applied?
- Which types of injuries occur with the greatest rate of frequency within gear types?
- What types of activities lead to the greatest risk of injury or fatality?
- What does injury rate trend analysis tell us about where Fish Safe should be focusing its resources and prevention programs?

Fish Safe is not creating a stats department but we must be active participants in a process that helps to establish labour rate benchmarks that provide more meaningful data and lead to better informed decision making.

During the previous year, as in all other years, Fish Safe's activity is a reflection of our efforts to address the risks commercial fishermen face based upon their expressed needs as well as the existing data. The following tables summarize last year's activity as well as some historical data useful for comparative purposes:

COURSE SUMMARY	FISCAL 2016		FISCAL 2015		All Time	
	COURSES	PARTICIPANTS	COURSES	PARTICIPANTS	COURSES	PARTICIPANTS
Stability	8	52	12	95	136	1,150
Stability Workshop*	6	42	-	-	6	42
Safe on the Wheel/SVOP	12	106	12	94	46	385
ROC-M (Radio)	15	109	20	164	45	347

* Introduced as a new 1 day workshop in 2015

SAFEST CATCH PROGRAM SUMMARY	FISCAL 2016	FISCAL 2015	All Time*
	Vessel Visits	91	116
Participants	337	368	2050
Emergency Procedures Manuals	48	40	106
Decals	47	20	187

* The Safest Catch program was launched in the 2009/2010 fiscal year

SAFEST CATCH ACTIVITY BY VESSEL GEAR TYPE (SINCE INCEPTION)	VESSEL GEAR TYPE	SAFEST CATCH VESSEL VISITS (as a percentage of overall program activity)
	Dive	3%
Longline/Trap	28%	
Trawl	7%	
Gillnet/Troll	37%	
Seine	10%	
Packing	2%	
More than one gear type onboard	13%	

ASSESSMENT RATES	YEAR	2016	2015	2014	2013	2012
	Assessment Rates		6.50	6.86	6.54	5.95

* Represents rates assessed upon the first buyers of fish in BC on behalf of commercial fish harvesters per \$100 of assessable payroll

2016 Events - Herring Drills Days

After a brief hiatus the previous year, Fish Safe was active once again on the wharf in early 2016 working with larger groups of fishermen as they prepared for major fishing activity. The goal of these events is to assist the fleet to get into the 'safety zone' and to help them prepare to fish safely.

BC's herring fleet is composed of larger seine vessels with 4 or 5 crew to a multitude of smaller gillnetters that may have crews of 1 to 3. Fishing often commences in southwest BC along the east coast of Vancouver Island. The timing of individual openings is somewhat unpredictable as DFO's decision making is dependent upon a multitude of variables including location of fish, number of fish, weather, etc.

Planning began in earnest in January and February at Fish Safe. Harold Wulff and Paul Bevandick, two of Fish Safe's veteran Safety Advisors, (not involved in the herring fishery), were selected for the on grounds delivery of the event activities which included Man Overboard (MOB) drills as well as a 'Show Me Your PFD' activity. Vessels engaged in the fishery were made available by industry in support of the events and were used to stage both the drills as well as to facilitate the awarding of prizes to fishermen wearing their PFDs while working on the grounds.

Over the course of 8 days, Herring Drills Days was conducted in 3 locations including French Creek, Deep Bay and Comox. In Comox, 80% of the seine fleet and about 60% of the gillnet fleet was present – a significant representation of the fleet in a highly concentrated area.

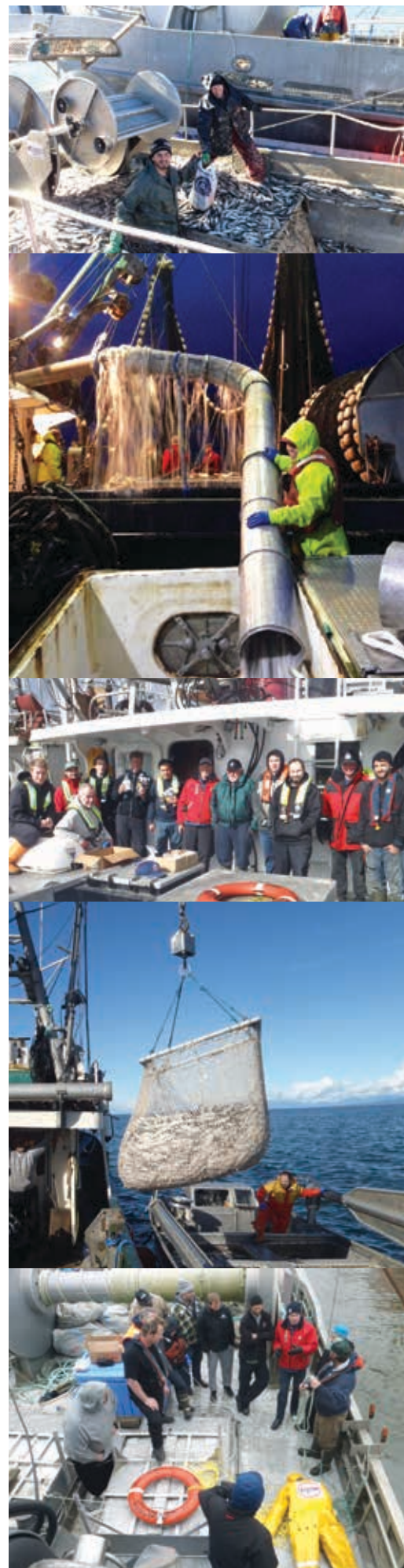
Close to 30 fishermen participated directly in the MOB drills and many others observed the activity on board the staging vessels – even this indirect observation and visibility has the effect of placing bystander fishermen into a safety mindset.

Special thanks to the crew of the Pacifica, Pacific Discovery and Lasqueti Storm for the use of their vessels for the Man Overboard demonstrations!

This fact evidenced itself over 2 days during the herring opening when Fish Safe was on the water observing fishermen working and awarding prizes for those wearing PFDs. Observing from a safe distance as fishermen worked, we were able to award 9 prizes (emergency kits worth \$250 in safety gear) to the crews on vessels where the entire crew were wearing their PFDs while working. Many other fishermen were observed wearing their PFDs however in these cases they were let down by a single crewmate who was not. In the future we will plan to have prizes available for individual fishermen who are wearing their PFDs so as to reward even more fishermen for demonstrating safe work habits!

In addition to the MOB drills and the 'Show Me Your PFD' activity, our Safety Advisors were busy visiting fishermen moored at the wharf discussing safety issues as they waited for openings and/or favorable weather. A total of 41 out of the 50 to 60 gillnet vessels received visits. A further 25 seine vessels received similar visits.

These informal visits are instrumental to discussing immediate safety issues and in building relationships with fishermen that directly lead to the scheduling of the Safest Catch program on board their own vessels. Close to a dozen Safest Catch vessel visits have now been scheduled as a result of this one event – strong evidence of an increasing number of fishermen taking ownership of safety while working!



MEET FISH SAFE'S NEWEST DUMMY!

Weighing in at almost 200 lbs (fully filled with water) the Dacon Rescue Dummy was added to Fish Safe's arsenal of safety tools in 2016 and quickly became the star of our Man Overboard (MOB) drill.

Designed to realistically demonstrate the handling problems a crew will be faced with in real life rescue operations, the rescue dummy is ideal for MOB and retrieval drills – without exposing fishermen to unacceptable or unnecessary risks.

Designed to withstand even severe abuse – (it has inherent flotation and can't sink even if punctured) – our new rescue dummy will see regular action at the docks and wharves in BC for years to come!



Helping First Nations' Communities to Fish Safe via PICFI

The last few years have seen a tremendous shift in the access to wild fisheries for First Nations' communities across Canada. On the west coast, the federal PICFI (Pacific Integrated Commercial Fisheries Initiative) program has been instrumental in working to build commercial fisheries operations within participating communities.

For the past four years, Fish Safe has played a major role in working with these communities to help ensure community members have the knowledge and safety training that's integral to a successful fishing operation.

Highlights from last year's PICFI program include the following:

- 303 participated in 36 courses and workshops delivered within their communities
- Fish Safe continued its safety training within the high school system to First Nations' youth as part of the innovative Nuu-chah-nulth Tribal Council Education and Training Program
- Fish Safe hosted a special four-day Mentors Workshop that is instrumental in providing participants with the skills and training required to effectively teach others within the community
- Fish Safe developed a new one-day Stability workshop designed specifically with small vessels in mind – Inland communities in Pentiction were the first to participate in July of last year
- Successfully coordinated and visited the isolated community of Hartley Bay (near Prince Rupert) - population 200 – the majority of whom are active wild fishers



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