

Linked together for our future



Our vision:

Making New Brunswick the safest place to work.



Our mission:

Collaborate with all stakeholders to design, build and manage an effective continuum of safety and care.

people-prevention-integrity.ca

PEOPLE

We will create a people-first culture resulting in an exceptional employee and client experience.

AN EXCEPTIONAL EXPERIENCE

Keeping New Brunswick workers healthy and safe is more than a job – it's a passion! We are workers too, as are our daughters and sons, brothers and sisters, parents and children, and friends and colleagues. Together, we build a strong network of support.

Objectives

 Foster a high-performance culture that is inclusive, engaged and empowered.

 Evolve an accessible and personalized client service experience.

 Focus on service delivery that is high-quality, efficient, delivers intended outcomes and is resourced appropriately.

Measures

 Employee engagement
2024 target: 70%

 Client satisfaction
2024 target: 80%

PREVENTION

Together, we will prevent workplace injuries, illnesses, death and disability.

A PROVINCE WITHOUT WORKPLACE INJURY AND DISABILITY

Traditionally, when we think about prevention, we think of injuries and illnesses. WorkSafeNB, however, is changing this mindset. We also define it as helping injured workers recover at work when possible, keeping them involved and productive to help prevent disability.

Objectives

 Strengthen accountability and effectiveness by offering the right services, at the right time and place, delivered by the right people.

 Influence a culture of safety, stay at work and early return to work in New Brunswick workplaces.

 Leverage the capabilities, expertise and accessibility of our service provider networks and strategic alliances.

Measures

 Health and safety index
2024 target: positive rate of change

 Percentage of workers off claim
2024 targets:
• 90 days – 80%
• 180 days – 87.5%

INTEGRITY

We will protect the integrity of the system.

OUR GUIDING PRINCIPLE

As a trusted steward, we are dedicated to building a strong, stable and sustainable system. While financial sustainability is a key component, system integrity also includes good governance, privacy protection, modern technology, cybersecurity and sound legislative foundations.

Objectives

 Effect good governance, including sound legislative and policy frameworks, transparent stakeholder engagement and communication.

 Advance and leverage our capabilities in enterprise risk management and quality assurance.

 Create a culture of accountability.

Measure

 Funding position
Annual target: 115%-125%