



**COMMONWEALTH of VIRGINIA**  
**DEPARTMENT OF LABOR AND INDUSTRY**

**Gary G. Pan**  
COMMISSIONER

6606 W. Broad Street, Suite 500  
Richmond, Virginia 23230  
PHONE (804) 371-2327  
FAX (804) 371-6524

November 7, 2024

Dear Virginia Employer,

An effective safety and health management system begins with its inclusion in the overall strategic vision of the business moving forward. Often, we see strong cultures come with the emphasis leadership places on both the value of workforce safety and the implementation of safe and healthful work environments. An injury-free culture refers to a leadership and organizational mindset and commitment where workforce safety is deeply embedded into every aspect of operations. In such a culture, the goal is to prevent the business interruptions, cost, and losses associated with injuries and illnesses, with the belief that every incident is avoidable. This culture prioritizes proactive measures, continuous improvement, and shared responsibility across every level of the organization, from leadership to frontline employees. Implementing an injury-free (IF) culture is crucial for an employer for several reasons:

- **Employee Well-Being:** A culture that prioritizes injury prevention safeguards the physical and mental health of employees. Healthy employees are more engaged, productive, and motivated, which translates into better overall performance.
- **Reduction in Costs:** Preventing injuries and illnesses leads to lower workers' compensation claims, medical costs, and expenses related to lost productivity or downtime.
- **Enhanced Reputation:** Companies known for their commitment to safety are more attractive to top talent and build stronger relationships with clients and partners who value safety and responsibility.
- **Regulatory Compliance:** Emphasizing injury prevention ensures that the organization not only meets but often exceeds compliance with regulatory safety standards, reducing the risk of penalties and legal issues.
- **Fostering a Positive Work Environment:** A strong safety culture builds trust between management and employees. When workers feel safe, they are more likely to be satisfied with their jobs and demonstrate loyalty to the company. This alone supports talent management and works to assure a strong workforce and talent pipeline.

To reach employers across the state with the concept of an injury-free culture, the Department of Labor and Industry (DOLI) is launching an outreach campaign focused on injury-free careers. With the tagline "**What IF?**", the agency is encouraging employers to ask themselves, "*What if employees could go their entire career injury-free?*" This campaign will include a new webpage,

[www.doli.virginia.gov/WhatIF](http://www.doli.virginia.gov/WhatIF) outreach materials, and social media posts on our new VOSH Cooperative Programs social media accounts on Facebook and Instagram as @WorkSafeVA and LinkedIn @Virginia Cooperative Programs to promote the injury-free (**IF**) culture. In promoting this campaign, we want to raise awareness about the safety and health resources available to Virginia employers, including our free VOSH Consultation Services, multiple VPP Programs, and our new Virginia Institute of Learning and Outreach.

By implementing a **What IF?** culture you contribute to creating a stronger, more sustainable workforce and safer workplaces across Virginia. Your participation in What IF? also elevates the overall standard of occupational health and safety, reducing accidents, and promoting an injury-free culture. With this outreach campaign DOLI looks to the future in driving to a safe workforce that equates to a Virginia which is injury-free.

Sincerely,

Charles Stiff, CSP  
Deputy Commissioner  
Virginia Department of Labor and Industry