

# Injury Free Culture

A workforce that strives to work injury-free because it supports strong teams, strong business performance and lets us all return home to those we love.



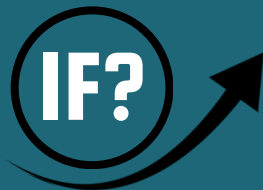
## Join the movement

Being injury-free starts with you. Be the change you want to see in the workplace.



### To learn more:

Visit: [www.doli.virginia.gov/what-if/](http://www.doli.virginia.gov/what-if/)



## “What IF?”

What *IF* you worked your entire career injury-free (IF)?



Virginia Department  
of Labor & Industry



## What is “What IF?”

### A Cultural Attitude

“What IF?” encourages businesses to view safety as a value rather than a priority; priorities change but assuring your workforce is injury-free remains a constant responsibility.

### Creating a new mindset

It’s a way of thinking that avoids injuries, reduces costs, and keeps safety top of mind.



## What IF is not

- 01 The same as zero injuries programs.
- 02 A numeric goal, but rather a journey of continuous improvement.
- 03 A guarantee.

Many people think that an injury-free culture can’t happen yet many workers retire successfully navigating their career injury free. IF is about working together to assure your workforce has the opportunity to work injury-free.

## How to start?

- Present the concept of experiencing an Injury Free Career culture.
- Promote the change in safety culture.
- Designate and agree on what role management and employees will fulfill in the process.

