

Musculoskeletal disorders are preventable. Simple changes make a difference.

Stakeholder Communications Toolkit

Supporting NSW businesses to prevent musculoskeletal disorders (MSDs), including sprains and strains.

September 2024



Instructions

This toolkit contains communication material to share on your worksites, digital channels, as well as with your networks.

The materials include webinars, social media copy and newsletter copy.

We encourage you to copy, paste, tailor and share content with:

1. Your leaders, networks and/or members.
2. Your newsletter readers and/or social media audiences.
3. Your marketing and communications team.

For more information [email: MSD@safework.nsw.gov.au](mailto:MSD@safework.nsw.gov.au)

Call 13 10 50

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About the campaign

Work shouldn't hurt. Musculoskeletal disorders are preventable.

Background

A musculoskeletal disorder (MSD) is an injury to, or disease of, the body's musculoskeletal system. They include sprains and strains of muscles, ligaments, tendons and joints.

MSDs can significantly impact a worker's health and quality of life, while also affecting the productivity and operational costs of the business. Work shouldn't hurt, but in NSW, MSDs are the most common injuries and diseases.

- 52% of all serious workers' compensation claims are for MSDs.¹
- \$64,759 is the average cost of one serious MSD claim.¹
- 20 weeks on average is lost time from work per person.¹

SafeWork NSW has launched a new webinar series to help workplaces prevent MSDs as part of our Musculoskeletal Disorders (MSD) Prevention Plan to 2026.

The webinars explain:

- What MSDs are, their common causes and impacts on businesses and workers
- The legal duties businesses must consider when managing the risk of MSDs
- How businesses can manage the risk.

Learn more on our website <https://www.safework.nsw.gov.au/resource-library/musculoskeletal-disorders>

1.Source: State Insurance Regulatory Authority (SIRA) Workers' Compensation Insurance Data all serious MSD claims averaged over five years (2018-19 – 2022-23). Serious MSD claims are those requiring 1 or more weeks off work.

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Campaign material

Work shouldn't hurt. Musculoskeletal Disorders are preventable.

SafeWork NSW MSD Webinar Series



SafeWork NSW

Understanding musculoskeletal disorders

(such as sprains and strains)



SafeWork NSW

Legal duties to consider when managing musculoskeletal disorder risks

(such as sprains and strains)



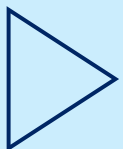
SafeWork NSW

Managing the risk of musculoskeletal disorders

(such as sprains and strains)



SafeWork NSW has launched a new webinar series to help NSW businesses prevent musculoskeletal disorders (MSDs), the most common work-related injuries and illnesses.



[MSD prevention webinar series playlist](#)



Click the webinar playlist link



Watch the webinar series



Share with appropriate stakeholders

Newsletter copy option 1 – *adapt and share via internal or external newsletters*

Subject: Work shouldn't hurt: SafeWork NSW launches new webinars to prevent sprains and strains

Body: SafeWork NSW has launched a new webinar series to help NSW businesses prevent musculoskeletal disorders (MSDs), the most common work-related injuries and illnesses.

Also known as sprains and strains, MSDs account for over half of all serious workers' compensation claims in NSW. Every day 63 workers suffer a serious MSD.

Take action to prevent sprains and strains in your workplace by watching the new SafeWork NSW webinars to learn:

- What MSDs are, including their common causes and impacts on your workers and business
- Legal duties to consider when managing the risk of MSDs
- How you can manage the risk.

MSDs are preventable. Small changes can make a difference.

[Watch now](#)



Work shouldn't hurt.
Take action to prevent strains and sprains.

Newsletter copy option 2 – *adapt and share via internal or external newsletters*

Subject: *Six steps to stop musculoskeletal disorders in your workplace*

Body: Musculoskeletal disorders (MSDs) are the most common work-related injuries and illnesses and account for over half of all serious workers' compensation claims in NSW.

Take these six simple steps to prevent MSDs in your workplace:

1. Get leaders to commit resources and stay informed about safety issues.
2. Consult with workers regularly to identify and control MSD risks.
3. Spot hazards early by checking work tasks and the work environment
4. Identify the risks and put the best possible controls in place to eliminate or reduce them.
5. Train everyone on how to safely do their work and recognise early signs of MSDs.
6. Regularly check and update safety measures to keep the workplace safe and involve workers in improving processes.

Take action to prevent strains by watching the new [**SafeWork NSW three-part webinar series**](#) now.

Messages: Adapt and shared via text, email or other social media channels

Option #1:

Work shouldn't hurt. Musculoskeletal Disorders (MSDs) are preventable but still account for over 50% of all workplace injuries in NSW.

Do you know how to manage the risk of MSDs in your workplace?

Watch SafeWork NSW's new, short webinars to learn how

<https://www.youtube.com/playlist?list=PLbi-niu1pEg3MippJaPOs8tVDO-iFeeUY>

Option #2:

Watch SafeWork NSW's new, short webinar series to learn about Musculoskeletal Disorders, legal obligations to consider and effective ways to manage the risks of MSDs.

MSDs are preventable. Simple changes can make a difference.

<https://www.youtube.com/playlist?list=PLbi-niu1pEg3MippJaPOs8tVDO-iFeeUY>

Option #3:

Prevent Musculoskeletal Disorders (MSDs) by addressing psychosocial risk factors.

Research demonstrates a direct link between psychosocial hazards and increased risk of MSDs in the workplace.

Learn how to prevent injuries by watching SafeWork NSW's new, short webinar series

<https://www.youtube.com/playlist?list=PLbi-niu1pEg3MippJaPOs8tVDO-iFeeUY>

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