



*Association for Workplace Tragedy Family Support*

**January 24, 2017**

**NEWS RELEASE**

**New report offers best practices for employers following a tragedy**

A work-related fatality or serious injury exact a huge emotional and economic cost. And while no one wants such a tragedy to happen, the way a company responds can make a difference to the family of an injured or deceased worker.

No one knows that better than the family members of Threads of Life. The association is releasing a new report, ***Workplace tragedy: Employer communication and crisis response***. Based on a survey of Threads of Life members who have experienced work-related injury or death in their families, the report provides some clear steps an employer can follow to connect with and support the family after a tragedy.

"This relationship [with the employer] was very important to our family," one respondent noted. "We felt that they sincerely cared about us and would do whatever they could to help us through the difficult times."

When the worst happens, an employer's response can either help, or hinder a family's emotional healing. The report is an excellent resource for communication and emergency planning.

***Workplace tragedy: Employer communication and crisis response*** can be downloaded from the Threads of Life web site at: <http://threadsoflife.ca/employers/workplace-tragedy-employer-communication-and-crisis-response/>.

For more information about the report, or to interview a participant, please contact:  
Susan Haldane, Manager, Marketing and Communication, Threads of Life  
[shaldane@threadsoflife.ca](mailto:shaldane@threadsoflife.ca) or 888-567-9490 ext. 105