

The Bloody Lucky campaign aiming to teach youth to protect themselves from dangers in the workplace falls flat. The campaign's horrifically gory snapshots and videos constitute a pornography of violence that presumes such idiocy in youth that the only way to educate them is through graphic shock treatment. Furthermore, the characters depicted reinforce the stereotypes of youth as lazy, stupid, easily distracted, and self-involved. The message is that since youth workers are apparently solely responsible for their own safety at work, their flaws of immaturity will ultimately lead to their own dismemberment. Where is the message that employees have the right to refuse unsafe work? Where is the acknowledgement that there are sociopolitical reasons - poverty, inaccessibility to post-secondary school, social malaise - that youth are relegated to crappy service jobs and unsafe work environments? And finally, where in these scenes are the adult supervisors with whom at least a marginal amount of responsibilities lies? What is perhaps most disturbing is that in the videos, adult customers stand by calmly and with mild interest while youth - children! - scream their heads off and bleed profusely. What is this supposed to teach our youth? I vote for a return to the delightfully cheesy 80s instruction videos that don't aim to frighten youth into "good" behaviour.

Sarah-Jean Krahn