



CANADA SAFETY COUNCIL



ANNUAL REPORT 2015





Photo credit: Sgt Ronald Duchesne, Rideau Hall

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His Excellency the Right Honourable David Johnston, C.C., C.M.M., C.O.M., C.D., Governor General of Canada, maintains his role as the Patron of the Canada Safety Council for the duration of his term in office.

We are happy to have His Excellency continue to lend his general endorsement to the goals of the Council.

REPORT FROM THE CHAIR OF THE BOARD OF DIRECTORS

Another year, come and gone! Every year at this time we take the opportunity to share with our members, supporters and stakeholders the challenges we faced and accomplishments we celebrated. All in all, 2015 was a very positive year.

Media relations activities took centre stage in 2015, as we continued our positive contribution of unique and informed perspectives to the Canadian media landscape. In addition to our steadily growing presence on social media outlets, frequent calls on our expertise from journalists, professional colleagues and the public have helped keep CSC safety messaging foremost in the minds of Canadians from coast to coast.

Notable efforts included the production of firearms-related safety messaging and booklets as well as continued emphasis on the multi-elements of traffic safety.

We were pleased to partner with the *Alzheimer Society of Canada* during our National Senior Safety Week, ensuring that seniors suffering from dementia were given a voice. Additionally, partnerships with *State Farm®* and the *Ontario Road Safety Challenge* offered CSC the flexibility to deliver our messages in new and engaging ways.

In the second half of the year, new technologies took the spotlight in the public's interest. The advent of "hover boards" and unmanned aerial vehicles (commonly known as "drones") clearly demonstrated the ongoing need for the Canada Safety Council to constantly evolve and adapt to the increasingly rapid changes in our surroundings.

Continued success with existing CSC programs, included complete updates of the Home Alone and Babysitter Training programs and ongoing revisions to the Professional Driver Improvement Course, the Defensive Driving Course and the 55 Alive program.

Off-road programs continued to show positive growth as well, with CSC working to finalize a helpful addition to our online store, allowing instructors of the ATV, UTV, Argo and Snowmobile courses to place online orders for products they are qualified to purchase. Additionally, an innovation to the ATV course was launched, allowing students to access the theory-based portion of the program online before taking the hands-on portion.

The Gearing Up Motorcycle Training Program also saw several improvements, including the release of a new student manual, additional instruction materials, updated range cards and continued site visits to ensure compliance with CSC national standards.

On behalf of the Board of Directors, my sincere appreciation and gratitude goes to CSC's dedicated staff, supporters, members, collaborating government agencies and other stakeholders. Thanks also go out to our many media partners who help facilitate the timely dissemination of CSC messaging to our various publics. It is thanks to your continued support and efforts that the Canada Safety Council is able to be Canada's national voice and resource for safety.

John Svensson

Chair

BALANCE SHEET

as at December 31, 2015

ASSETS

	2015	2014
CURRENT		
Cash	\$ 205,409	\$ 282,504
Short term investments	196,992	329,715
Accounts receivable	90,357	99,822
Inventory	123,353	134,533
Prepaid expenses	7,497	2,312
	623,608	848,886
CAPITAL ASSETS	10,643	10,590
DEFERRED CHARGES	46,905	30,837
LONG-TERM INVESTMENTS	1,038,151	832,542
	\$ 1,719,307	\$ 1,722,855

LIABILITIES

CURRENT		
Accounts payable and accrued liabilities	\$ 90,739	\$ 95,359
Owing to governments	-----	10,040
-other	38,913	119,896
Accrued retirement leave benefit	625,608	521,562
	755,260	746,857
LONG-TERM		
Accrued retirement leave benefit	31,404	70,229
	786,664	817,086
NET ASSETS		
Operating Fund – unrestricted	381,573	354,460
Restricted Contribution Fund	51,070	51,309
Restricted Surplus	500,000	500,000
	932,643	905,769
	\$ 1,719,307	\$ 1,722,855

Approved on behalf of the Board:

Director

Director

NATIONAL SAFETY CAMPAIGNS

National Farm Safety Week (March 14 — 20)

National Farm Safety Week, from March 14-20, focused on best practices for safe operation of All-Terrain Vehicles (ATVs) on farmland. The three-pronged campaign included a general media release, a discussion with two young mothers about how they do not allow their children on ATVs, as well as a profile of a farm family who lost a loved one to an ATV rollover. As usual, National Farm Safety Week was well-received especially by media partners in rural areas, who appreciate having their issues being brought to the national spotlight.



National Summer Safety Week (May 1 — 7)

The summer months are typically the time of year where Canadians most look forward to recreational activities on the open water, with boating being one of the most popular options.

For the 2015 National Summer Safety week, CSC reminded Canadians of the importance of wearing lifejackets while boating. Too many deaths are seen on an annual basis — over the past 20 years, our country has seen more than 3,300 Canadians die in a boating incident. Of those, only 12 per cent were wearing a lifejacket. Our goal with this campaign was to raise awareness of Transport Canada regulations requiring lifejackets on board any boat, but also to continue the discussion in the hopes of changing boater behaviours.



National Road Safety Week (May 12 — 18)

The theme for this year's National Road Safety Week was "How to Drive Like a Hero," and featured safety tips advising road users how best to keep the roads safe, with a specific eye toward avoiding collisions with vulnerable road users including motorcyclists, pedestrians and cyclists.

National School Safety Week (October 17 — 23)

September to November tend to be the worst months of the year for young pedestrians getting hit by motor vehicles. During this year's National School Safety Week, the Council encouraged young pedestrians and cyclists to dress brightly and be seen.

To help children be seen, the Canada Safety Council offered teachers and children's group leaders some retro-reflective crafting kits. Additionally, a road safety quiz was posted on our Elmer the Safety Elephant website, www.elmer.ca, for kids to challenge the adults in their lives.

The names of teachers and group leaders that ordered a crafting kit were entered into a contest to win a product gift basket donated by 3M Canada. The winner of the basket was École la Fourmilière in Québec City.

National Community Safety and Crime Prevention Month (November 1 — 30)

This year's campaign focused on being an ally in the effort to prevent domestic violence. The theme was chosen in light of an event in late September in eastern Ontario, where a man was arrested for allegedly shooting and killing three women. The suspect had apparently been in relationships with two of the victims at various points, and had been charged with assault in the past. CSC provided information on how to help, what to do as a victim, and also provided a list of toll-free numbers across the country for people to call for help.

National Senior Safety Week (November 6 — 12)

Today, 747,000 Canadians are living with Alzheimer's disease and other dementias. That accounts for 14.9 per cent of Canadians 65 and older. Whether it's a family caregiver, a paid caregiver or volunteer, caring for someone with dementia can be overwhelming at times — and with an aging population in Canada, this isn't a problem that will be on the decline any time soon. A list of tips and advice was provided to help keep this vulnerable cross-section of society safe.

In the frame of National Senior Safety Week, the Canada Safety Council partnered with the Alzheimer Society of Canada to heighten awareness of the importance of making your home dementia-friendly and safe.



National Home Fire Safety Week (November 24 — 30)

Home fires have historically seen an increase around the holiday season, which is why CSC reminded Canadians during this year's National Home Fire Safety Week that fire safety should be at the forefront of their minds. CSC provided safety tips relating to tree safety, electrical outlets, cooking and some best practices to keep the holiday season full of joy and good cheer.

National Safe Driving Week (December 1 — 7)

Winter comes with the usual chores of shoveling the driveway, scraping ice off the windshield and bundling up before leaving the house. But before the time came to deal with the challenges the colder weather presented, the Canada Safety Council reminded Canadians to ensure their vehicle was ready for the season.

CSC encouraged Canadians to be proactive in winterizing their vehicle, including installing winter tires, performing regular maintenance on their vehicle and ensuring that they have access to the necessary tools.

In conjunction with the campaign, CSC also distributed ice scrapers to interested parties.



SPONSORSHIPS

Canadian Firearms Program

Once again, the Canada Safety Council continued its work with the Canadian Firearms Program (CFP) to call the nation's attention to firearms safety messaging. In March, CSC published a 10-page firearms safety booklet that covered safe storage information, firearms training and other firearms safety tips. Also included was the Canadian Firearms Program's toll-free number for Canadians to call with firearm-related concerns. In total, more than 21,000 pamphlets were distributed across Canada.



Ontario Road Safety Challenge

The Canada Safety Council held a retro-reflective crafting event in Ottawa in early July, focused on inviting the general public to make their bicycles and themselves more visible to oncoming traffic at night. The Ontario Road Safety Challenge was our sponsor in this endeavor, which saw more than 150 people take advantage of this program.

Unused retro-reflective items were given away to schools in conjunction with National School Safety Week.



State Farm Insurance

Continuing the positive relationship between the two organizations, CSC and State Farm Insurance partnered to heighten awareness of National Safe Driving Week in early December.

In coordination with the campaign's theme of 'Be proactive, winterize your vehicle,' ice scrapers were made available to be shipped to interested motorists.



TRAINING COURSES

Occupational Health and Safety

Our online Occupational Health and Safety programs saw much success in 2015, with individual sales for the year representing a growth of approximately 16 per cent since the end of 2014.

The courses being offered also saw expansion throughout the year, as the Canada Safety Council now offers 30 English courses and nine French courses in conjunction with Online Learning Enterprises.

Gearing Up Motorcycle Training Program

In order to keep the course updated, modern and engaging for students, 2015 saw the Canada Safety Council release new Student Manuals, promotional posters and brochures as well as updated PowerPoint classroom presentation materials. Instructors were also provided with a new Instructor Manual, timely updates, weather resistant pocket-size diagram range cards and Ministry of Transportation-approved teaching notes to facilitate course delivery.

Throughout the year, several courses were audited across Canada to ensure that the quality of the motorcycle training continues to be delivered at the same high standard that has been set since the course's inception in 1974.

Off-road Vehicle Training Courses

Updates were completed for the ATV and UTV Instructors Guide, the ATV Rider Student Handbook and for range cards in both the ATV and UTV Training Programs. All these new materials are currently in circulation.

The ATV program was also the target of additional innovation, as the Canada Safety Council partnered with Outdoor Educators to deliver an all-new online program, allowing students to take the theory portion of the course online. This helps the program by appealing to the constantly evolving computer-based training needs of our clients.

The Snowmobile Training Program Student Manuals also received updates in 2015, allowing those who take the course to have up-to-date and relevant information.



PUBLICATIONS AND SOCIAL MEDIA

Safety Canada

This year's quarterly newsletter once again received positive reactions from readers, with its electronic-only format continuing to be a boon to end-users who prefer to read online as opposed to hard-copy.

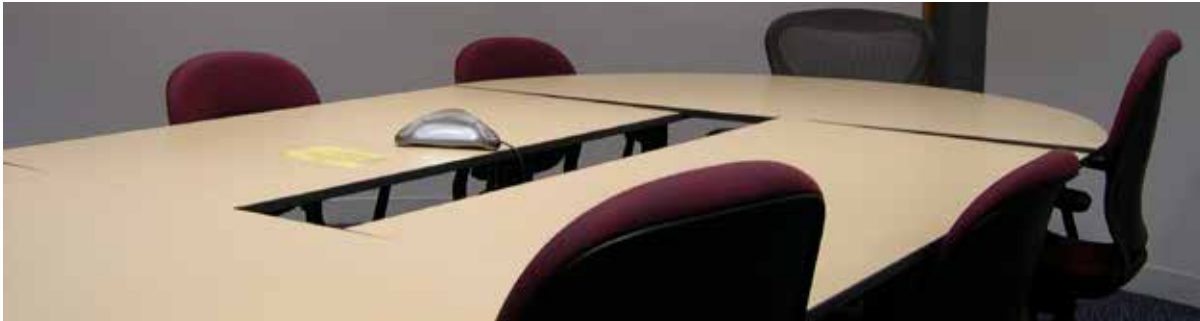


Social Media Growth

2015 was an extremely positive year on social media, as timely safety messaging, active user engagement and graphics-rich content contributed to steady growth across both Facebook and Twitter. Social media engagement is a crucial part of our safety messaging because the further our reach extends, the more traction our safety campaigns receive and the more exposure we are able to achieve.

Print and Broadcast Media

As has been traditionally seen, the Canada Safety Council continued effectively working with media partners across print, radio, television and Internet publications. These mutually beneficial partnerships allowed CSC to provide reliable, timely and informed positions on a variety of subjects. In 2015, safety messages and advice from the Canada Safety Council were seen more than 200 million times.



2015 COMMITTEES

CSC representatives participate and serve on a number of committees relating to important safety issues. These include:

- American Association of Safety Councils
- Arrive Alive, Drive Sober (Ontario Community Council on Impaired Driving – OCCID)
- Canadian Coalition for Drowning Prevention
- Canadian Council of Motor Transport Administrators Research and Policy Committee (Task force: Distracted Driving Working Group)
- Canadian Council for Health and Active Living at Work
- Canadian General Standards Board Committee
- Canadian Standards Association
- National Operation Lifesaver Advisory Committee
- Transport Canada's Transportation of Dangerous Goods Committee
- Traffic Committee of the Canadian Association of Chiefs of Police

SPECIAL CONTRIBUTIONS AND PARTNERSHIPS

Alzheimer Society of Canada
Helen Moore
Loyalist Continuing Education
Mojo Magazine
Online Learning Enterprises Inc.
Outdoor Education
Stantec
State Farm Insurance

SUPPORTERS 2015

Corporate Members

Ace International Training Centre
Alberta Transportation
ATV World Inc.
Bell Helicopter Textron Canada Limitée
Belledune Port Authority
Canadian Freightways Limited
Canadian Niagara Power
Canadian Pro Drivers
Centre patronal de Santé et sécurité travail du Québec
College of Occupational Safety Health (COSH) Canada
Commercial Logistics Inc.
CR Safety Limited
CSA Group
Department of National Defence 4 Wing Cold Lake
Desjardins Groupe d'assurances générales
Driving Without Dying
DrivingTest.ca
DrivingTests101.com
E. I. DuPont Canada Company
Eastman Safety Training Centre
École de Conduite Tecnic
Enbridge Inc.
Firemask Inc.
Firepoint Technologies Inc.
Gore Mutual Insurance Company
Government of Newfoundland and Labrador
Government of Prince Edward Island Highway Safety Division
Kitimat Valley Institute
Knightsbridge Enterprises
Leavitt Machinery
Levitt Safety Limited

Lowe-Martin Company Inc.
Manitoba Labour and Immigration, Labour Programs, Workplace Health and Safety
Manitoba Public Insurance
Mercedes Benz Canada Inc.
Mountain Transport Institute Limited
NAV Canada
NCV Industrial Inc.
Northbridge General Insurance Corporation
OJT.CA Inc.
Old Republic Insurance Group Canada
Ontario Duct Cleaning
Ontario Provincial Police (Orillia, Provincial Traffic Operations)
Ontario School Boards' Insurance Exchange
Ontario Trucking Association
Perley Robertson Hill and McDougall
Phoenix Fire Prevention Inc.
Pioneer Offroad Rentals
PIP Development Services
Point of Innovation Training Center
Polar Ridge Resources Inc.
Portage College - Lac La Biche Campus
Prévention Sandrick Inc.
PWM Loss Prevention Services Inc.
Railway Association of Canada
Redline Outdoors Inc.
Ride Rite Safety Training and Certification
Rogers Wireless Inc.
Safe Community Wood Buffalo
Safety iQ Products and Services
Safety Training Ottawa
Saskatchewan Government Insurance
Sault Ste. Marie Police Service
Sawyer Safety Training & Consulting Limited
Scotiabank
Serco Inc.
Spirits Canada Association of Canadian Distillers
Sudbury Integrated Nickel Operations - A Glencore Company
Tesla Exploration
The Cooperators Group
The Great West Life Assurance Company
Traffic Injury Research Foundation
Trio First Aid
Tru-Steel Inc.
War Amputations of Canada
Xtreme ATV Adventure Inc.

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