

CELEBRATING



YEARS IN SAFETY

CANADA SAFETY COUNCIL
2018 ANNUAL REPORT

www.canadasafetycouncil.org





Photo credit: Sgt Johanie Maheu, Rideau Hall © OSGG-BSGG, 2017

Her Excellency the Right Honourable Julie Payette, Governor General of Canada, became the viceregal Patron of the Canada Safety Council for the duration of her term in office.

We are pleased to have Her Excellency lend her general endorsement to the goals and mission of the Council.

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REPORT FROM THE CHAIR OF THE BOARD OF DIRECTORS

The Annual General Meeting always provides an excellent opportunity to discuss the Canada Safety Council (CSC)'s highlights over the past year, including challenges, accomplishments and successes, with our stakeholders.

It is with a great deal of satisfaction that we can look back on 2017 as being another positive year of growth and advancement for the Canada Safety Council. Moreover, as we finalize preparations to celebrate CSC's Centenary of 100 years in safety, it is also an opportune time to reflect upon why the Canada Safety Council is recognized as Canada's national voice and resource for safety.

Throughout 2017, emphasis continued on public education and awareness, addressing both new safety concerns as well as safety issues that have been around for decades. Training courses are our organization's main outlet for practical safety education, so tweaks and program reviews are ongoing to keep abreast of the latest trends, embrace best practices and ensure that our programs remain effective and relevant. CSC-certified courses continue to be both popular and valued by employers, employees, students and instructors alike.

Sponsors of special note in 2017 include Old Republic Insurance of Canada, Certas Home and Auto Insurance and La Fondation Promocycle. These organizations all contributed exceptional time and resources, ensuring the sustained spread of safety information across Canada and enabling crucial messaging to reach wider audiences through creative and unique delivery channels.

Safety issues are global in nature and tragic incidents occurring anywhere can have local implications for our daily lives. Whether it involves the apartment tower fire in London, England, an amusement park fatality in Ohio, or carbon monoxide poisoning in Alberta, media partners continue to trust the CSC to offer thoughtful, insightful and expert opinion and information.

Road safety is a primary domain of our safety mandate. Perennial concerns include addressing poor driving habits, driver distraction, impairment and fatigue.

As Canada marches forward toward legalizing cannabis, the concerns surrounding driving under the influence become amplified, with a special eye toward identifying the best ways to achieve objectives in education, compliance and enforcement.

Vehicle technology also continues to evolve, bringing with it exciting innovations, challenges and solutions. On the rise and in the news almost daily is the advent of autonomous vehicles. Their imminent arrival is poised to have a significant impact on our entire Highway Transportation System. As with any new technology, there will be a period of learning and adaptation. Rest assured that this is very much on our minds as we move forward to address safety concerns proactively and not reactively.

With 2017 now in the rear-view mirror, it is with optimism and resolve that we look forward to a strong 2018. Through education, information and collaboration, the CSC is well poised to build on its efforts and continue leading the national effort to build a safer, stronger Canada.

On behalf of the Board of Directors, I would like to extend my sincere thanks and appreciation to CSC's hard-working staff, its supporters, members, collaborating government agencies and other stakeholders. Gratitude is also extended to our many media partners who help make the timely dissemination of CSC messaging to Canadians possible and expeditious.



John Svensson
Chair

OFFICERS & DIRECTORS OF THE CANADA SAFETY COUNCIL

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Spirits Canada Association of Canadian Distillers, Toronto, Ontario

BALANCE SHEET

as at December 31, 2017

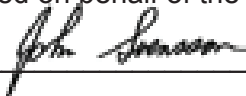
ASSETS

	2017	2016
CURRENT		
Cash	\$ 409,519	\$ 388,665
Short term investments	596,295	312,287
Accounts receivable	77,081	63,822
Due from Government	13,105	-----
Inventory	96,521	120,423
Prepaid expenses	10,147	753
	1,202,668	885,950
CAPITAL ASSETS	749	5,696
DEFERRED CHARGES	39,497	41,946
LONG-TERM INVESTMENTS	640,090	843,654
	\$ 1,883,004	\$ 1,777,246

LIABILITIES

CURRENT		
Accounts payable and accrued liabilities	\$ 84,853	\$ 99,512
Owing to governments	-----	1,978
Deferred charges	138,849	105,246
Accrued retirement leave benefit	588,445	546,352
	812,147	753,088
LONG-TERM		
Accrued retirement leave benefit	16,485	47,789
	828,632	800,877
NET ASSETS		
Operating Fund – unrestricted	484,719	414,076
Restricted Contribution Fund	69,653	62,293
Restricted Surplus	500,000	500,000
	1,054,372	976,369
	\$ 1,883,004	\$ 1,777,246

Approved on behalf of the Board:

 Director

 Director

NATIONAL SAFETY CAMPAIGNS

National Farm Safety Week (March 14 – 20)

This year, as part of National Farm Safety Week, March 14–20, the Canada Safety Council reminded farmers to be careful and attentive while out in the fields, especially when it comes to handling livestock.

According to Canadian Agricultural Injury Reporting, there were 65 animal-related fatalities between 2003 and 2012, accounting for eight per cent of all fatalities. This is the largest non-machine-related factor in farm deaths. Of these fatalities, more than half involved horses, stallions and colts, with another 45 per cent involving cows, bulls, steers and calves.

The Canada Safety Council offered helpful advice and precautionary measures to be taken in dealings with animals, with a special emphasis placed on horses and cattle.

National Summer Safety Week (May 1 – 7)

Did you know almost nine per cent of Canada is covered by freshwater? According to Environment Canada, this accounts for more than 890,000 square kilometers. Such a significant water presence in the country makes it absolutely critical that Canadians everywhere take measures to prevent drowning and avoid putting themselves and others in danger.

National Summer Safety Week was May 1 – 7, and the Canada Safety Council reminded Canadians about the inherent risk of being around water, the steps that can be taken to mitigate disaster before it occurs and the importance of taking swimming lessons.

In continuing our important messaging in the context of the Canadian Drowning Prevention Coalition, demographics that were highlighted included those most at risk of unintentional water fatality: men (81 per cent of total water fatalities in 2013,) people between 20 and 24 years old (9.6 per cent,) and people over the age of 65 (19.3 per cent.)



National Road Safety Week (May 16 – 22)

They're everywhere around the country. Our roads see countless numbers of these people every day. All around Canada, they're a frequent topic of discussion for motorists and non-motorists alike. And, as a responsible driver, they make your commutes more challenging and needlessly dangerous than they need to be.

Distracted drivers put everyone at risk. During National Road Safety Week, May 16 – 22, the Canada Safety Council and State Farm Canada partnered up to warn Canadians to be on the lookout for distracted drivers.

The campaign took special care to emphasize the positive behaviours of good drivers in an effort to target Canadians who may not usually feel targeted by messaging surrounding distracted driving, and the messaging was well received across Canada, with media partners from seven of the ten provinces and two of the three territories covering the campaign.



National School Safety Week (October 17 – 23)

The educational landscape is in a mode of constant change, adapting and re-framing itself as new issues arise to the public conscious. Whether it's curriculum-related, involves a dress code or new regulation regarding technology, schools are constantly required to keep up with trends and address them in a timely manner.

With so many things in constant flux, it's nice to remember that some things stay static yet retain the same importance they've always held – chief among them being the importance of good, nutritious meals. To mark this year's National School Safety Week, October 17-23, the Canada Safety Council reminded Canadians of all ages and every walk of life that a child's development, engagement and energy levels are directly impacted by the foods they consume.

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

November is National Community Safety and Crime Prevention Month, and to mark this year's campaign the Canada Safety Council asked Canadians: what are you doing to keep your community safe?

A community is an important bond – it's a group of individuals with shared attitudes, interests and goals. One of the most important communities you'll be a part of, from a safety perspective, is your neighbourhood community. After all, your neighbours are the ones who are best placed to see if something out of the ordinary is happening at your home.

To further stress the importance of a harmonious and mutually helpful community life, the Canada Safety Council offered advice including how to reach out to neighbours, what type of suspicious behaviours to watch for and what actions to take in the event of witnessing a crime.

National Senior Safety Week (November 6 – 12)

Thoughts of reduced stress and activity levels go hand in hand with the idea of retirement, whether the job you're leaving has been interesting, motivating, dull or mind numbing. A lifetime of hard work and perseverance has finally paid off, allowing for a lifestyle that suits you – freedom from the grind of daily life, freedom to live in a way that speaks to you.

November 6 – 12 is National Senior Safety Week, and the Canada Safety Council took the opportunity to remind seniors of the importance of staying active. Too often, retirement leads to a sedentary lifestyle spurred by a lack of necessity to stay active.

According to Statistics Canada, only 13 per cent of men and 11 per cent of women between 60 and 79 years old met the Canadian Physical Activity guidelines. These include 150 minutes (2.5 hours) of moderate-to-vigorous intensity aerobic physical activity weekly.

National Home Fire Safety Week (November 24 – 30)

November 24–30 is National Home Fire Safety Week and the Canada Safety Council shared with all Canadians the importance of being extremely careful in the kitchen. Cooking is the lead cause of home fires in Canada, and the holiday season tends to bring with it a significant amount more of baking, cooking, braising and general oven use.

It's important when discussing this topic to make the first point abundantly clear: never leave food unattended on the stove. The Canada Safety Council made a point of emphasizing this point, adding that It doesn't matter if it's just for a minute, or for a quick phone call, or for a knock on the door, or even being caught up with children. Cooking requires your full attention because a fire can be sparked very quickly and spread even quicker. CSC lauded the necessity of being proactive and watching your food so in the event of an unexpected fire, you're able to act quickly and decisively before the situation escalates.



National Safe Driving Week (December 1 – 7)

Ever since Prime Minister Justin Trudeau announced plans to de-criminalize marijuana, there's been a buzz around the country – pardon the pun – about safety concerns surrounding the announcement. Enforcement is a key prong of safety, and roadside testing is one of the most critical challenges facing police services nationwide.

This year's National Safe Driving Week, December 1 – 7, the Canada Safety Council reminded Canadians that enforcement only comes into play when the law is being broken... and it's their responsibility to ensure that they never drive under the influence of drugs.

Studies show that Canadians are concerned with the possibility of further impaired drivers. Research done by State Farm Insurance in 2016 shows that more than 60 per cent of respondents foresee an increase in impaired driving when marijuana is legalized.

SPONSORSHIPS

Certas Home and Auto Insurance Company

Certas Home and Auto Insurance Company continues to be a staunch supporter of CSC-led initiatives in public and traffic safety, and 2017 saw a continuation of this support through funding for National Road Safety Week. Representing State Farm Canada, they were instrumental in the #CanYouSeeThem campaign, a discussion addressing distracted driving through positive reinforcement of good behaviours, rather than negativity surrounding bad habits.

La Fondation Promocycle

The Promocycle Foundation provided continued support for the Canada Safety Council in the domains of research, legislation and education in motorcycle safety nationwide, picking right up from where they left off in 2016. The support comes as a result of the Canada Safety Council's demonstrated interest in motorcycle safety training dating back to 1974.

Medical Data Carrier

Medical Data Carrier IM Inc., a provider of on-helmet medical and contact information systems, teamed up with the Canada Safety Council to ensure a wide distribution of these potentially life-saving tools. These plastic sleeves adhere to the side of helmets, containing important personal and medical information useful to paramedics in the event of a collision. This made for a natural fit with CSC's Gearing Up Motorcycle Training Program.



TRAINING COURSES

Occupational Health and Safety

Our online Occupational Health and Safety (OH&S) courses continue to be one of our top methods of reaching safety-conscious employers and employees, with industry workers across Canada enjoying accessible and convenient training on a wide array of courses including Fall Protection, Workplace Hazardous Materials Information System (WHMIS,) and Transportation of Dangerous Goods.

In 2017, our OH&S courses saw an increase in reach of 25 per cent compared to 2016.

Gearing Up Motorcycle Training Program

The Gearing Up motorcycle training program underwent several revisions throughout the year, with a continued emphasis being put on ensuring that the best, most current information is being provided to our instructors.

Babysitter and Home Alone Programs

Our Babysitter and Home Alone programs continue to grow, as the importance of training the nation's youth to be self-sufficient is not lost on Canadians. Both programs saw a sign-up increase of 10 per cent compared to 2016.

Off-road Vehicle Training Courses

Off-road Training Course efforts continue to be delivered to students across the country. 2017 saw more than 5,000 students trained to safely operate All-Terrain Vehicles, Utility Terrain Vehicles, Snowmobiles and ARGOs.

The ARGO program reached a milestone in 2017, as the program now has Chief Instructors from coast to coast, spanning all 10 provinces.



PUBLICATIONS AND SOCIAL MEDIA

Safety Canada

Safety Canada continues to be one of the main outlets through which we communicate with our membership. Feedback remains largely positive and constructive as we focus on delivering timely safety tips and useful seasonal information.

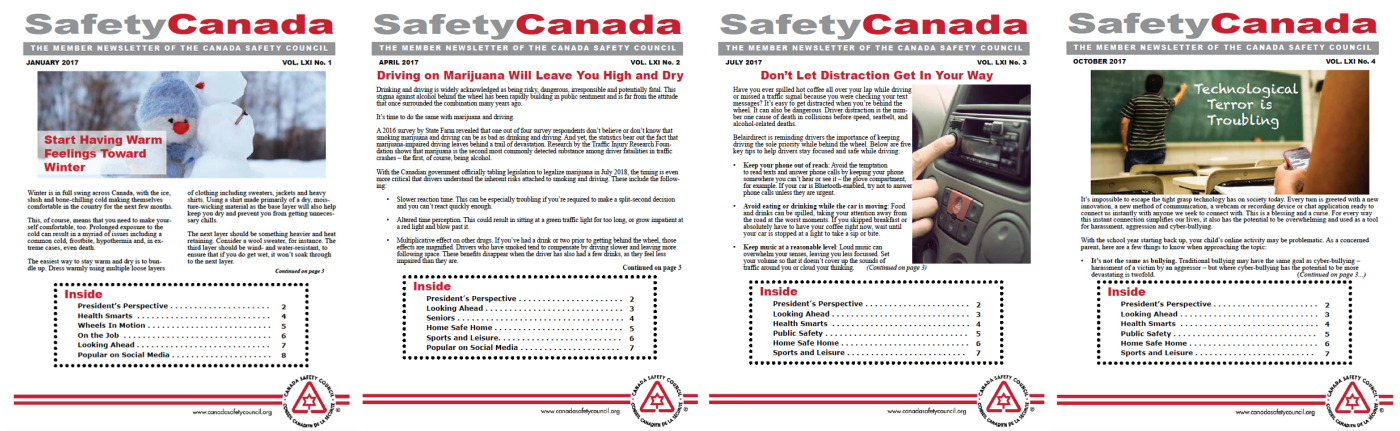
Social Media Growth

As Safety Canada is one of our main outreach methods for our membership, our social media channels remain one of our best ways to reach out to the public at large, and we continue to do so with incremental growth in our audience, both on Twitter and Facebook.

Relative to 2016, our followers on Twitter rose by seven per cent over 2017, while Facebook followers climbed by 15 per cent. User engagement is also on the rise, with our messaging being the frequent target of likes, shares and retweets.

Media Outreach

The shifting media landscape continues to bring changes in how news is brought to the homes of Canadians. The Canada Safety Council has stayed abreast of these changes, making it easier for our media partners to re-purpose their articles for print, radio and online content. The result has been noticeable, as CSC's messaging reached the eyes and ears of Canadians an estimated 316 million times.



2017 COMMITTEES

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

Arrive Alive, Drive Sober

Canadian Association of Road Safety Professionals

Canadian Coalition on Distracted Driving

Canadian Coalition for Drowning Prevention

Canadian Council of Motor Transport Administrators Research and Policy (Task force: Distracted Driving Working Group)

Canadian General Standards Board

Canadian Standards Association

National Operation Lifesaver

Transport Canada's Transportation of Dangerous Goods

Canadian Association of Chiefs of Police: Traffic

SPECIAL CONTRIBUTIONS AND PARTNERSHIPS

Helen Moore
Certas Home and Auto Insurance Company
La Fondation Promocycle
Medical Data Carrier
Stantec
Old Republic Insurance Group Canada
Online Learning Enterprises Inc.
Fresh Air Educators Inc.
Risk Factor Initiative
The Royal City Men's Club

SUPPORTERS 2017

Corporate Members

Active Group
Advantage Fleet Services Inc.
Alberta Transportation
Aura Construction Services
Aurora Ford
Belledune Port Authority
Boart Longyear
Bookroadtest.ca
Canadian Freightways Limited
Canadian Niagara Power
Centre Electric Limited
Centre patronal de Santé et sécurité travail du Québec
Commercial Logistics Inc.
CSA International
Department of National Defence 4 Wing Cold Lake
District of Stewart
DrivingTest.ca
DTSS
École de Conduite Tecnic
Elder Wellness Verification
Elegant E-Learning Inc.
Emera New Brunswick
Enbridge Inc.
Energy+ Inc.
Gore Mutual Insurance Company
Government of Newfoundland and Labrador Registrar Motor Registration Division
Hatch
Kitimat Valley Institute
Leavitt Machinery
Levitt Safety Limited
MacEwen Agricentre Inc.
Manitoba Labour and Immigration, Labour Programs, Workplace Health and Safety
Mercedes Benz Canada Inc.
Michael Flynn & Associates Ltd.
Mountain Transport Institute Limited

NAV Canada
NCV Industrial Inc.
Northbridge General Insurance Corporation
OASIS Insurance
Old Republic Insurance Group Canada
Ontario Duct Cleaning
Ontario Provincial Police - Orillia, Provincial Traffic Operations
Ontario Trucking Association
Oshawa Power Utilities Corporation
Pelmorex (The Weather Network)
Perley Robertson Hill and McDougall
Pioneer Offroad Rentals
PIP Development Services
Polar Ridge Resources Inc.
Portage College - Lac La Biche Campus
Red River Mutual
Ride Rite Safety Training and Certification
Safe-to-Ride ATV Training Limited
Sault Ste. Marie Police Service
Sawyer Safety Training and Consulting Limited
Scotiabank
Spirits Canada Association of Canadian Distillers
The Great West Life Assurance Company
Times 3 Telecom Contracting Limited
Traffic Injury Research Foundation
Vets Group
War Amputations of Canada
Wellfort Community Health Services
Westario Power Inc.
Wikwemikong Tribal Police Service

Thank you for your continued support!

Canada Safety Council

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