

# CANADA SAFETY COUNCIL

ANNUAL REPORT  
2016

[www.canadasafetycouncil.org](http://www.canadasafetycouncil.org)





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

Every year at this time, I like to share with our members, supporters and stakeholders, the challenges we surmounted and the accomplishments we can celebrate as another year fades in the rearview mirror. Overall, 2016 was a challenging year, but ultimately a successful one.

Our central focus of 2016 was a continued effort to be trendsetters in the safety industry by focusing on our key training programs and media presence. Improvements to the Home Alone Program, Babysitter Training Course, ATV Training Course and Snowmobile Course continued, as all these programs saw redesigns, information updates, information additions or all of the above. These updates have been well received and help ensure that our members and customers remain confident that they're getting the best, most accurate and up-to-date information and resources.

Key sponsors this year included Certas Home and Auto Insurance, the Ontario Ministry of Transportation, the Office of the Privacy Commissioner of Canada and La Fondation Promocycle, who all contributed time and resources to ensure that our safety messaging continues to spread far and wide in engaging and interesting ways.

One of the prevalent issues that persistently returned to the forefront of public awareness was distracted driving, along with a recurring suggestion of criminalization as a potent countermeasure. Canada Safety Council's membership on the Traffic Committee of the Canadian Association of Chiefs of Police allowed us to note, among other factors, the inherent difficulties of enforcement. Consequently, we did not support this approach, opting instead to bolster our efforts and reinforce our belief that public education and attitudinal change are far more likely to yield long-term dividends. Research recently conducted by the Traffic Injury Research Foundation identified exciting opportunities to have a meaningful impact on driver safety, significantly reducing driver distraction in the future.

The summer months brought with them some unique safety issues, as the popular mobile game Pokémon Go caught the attention of fans nationwide. The game, which encourages players to explore their surroundings in an attempt to "catch 'em all," quickly saw safety issues reaching mainstream media in the form of inattentive pedestrians walking into traffic, onto private property and even drivers playing the game while driving. Once again, evolving technologies demonstrated the continued need for the Canada Safety Council to stay vigilant as Canada's primary voice and resource for safety.

Notwithstanding the struggles of the Canadian media landscape, the Canada Safety Council continued its efforts on the media exposure front, being seen approximately 215 million times over the span of the year through campaign materials, news releases and mentions across broadcast, radio and print media.

Our off-road programs also continued to take a positive trajectory. Although the Gearing Up motorcycle training program sadly saw the departure of Humber College as a sponsor, we were able to maintain our training numbers as well as welcome two new sponsors: Collège Boréal in northern Ontario and Mackenzie College in Nova Scotia. The Canada Safety Council continues to look for new and innovative ways to further extend its reach across our great country.

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. As we prepare to celebrate Canada's sesquicentennial, it is thanks to your ongoing support and efforts that the Canada Safety Council is recognized as Canada's national voice and resource for safety.



John Svensson  
Chair

## OFFICERS & DIRECTORS OF THE CANADA SAFETY COUNCIL

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# BALANCE SHEET

as at December 31, 2016


## **ASSETS**

	2016	2015
CURRENT		
Cash	\$ 388,665	\$ 205,409
Short term investments	312,287	196,992
Accounts receivable	63,822	90,357
Inventory	120,423	123,353
Prepaid expenses	753	7,497
	<hr/> 885,950	<hr/> 623,608
CAPITAL ASSETS	5,696	10,643
DEFERRED CHARGES	41,946	46,905
LONG-TERM INVESTMENTS	843,654	1,038,151
	<hr/> \$ 1,777,246	<hr/> \$ 1,719,307

## **LIABILITIES**

CURRENT		
Accounts payable and accrued liabilities	\$ 99,512	\$ 90,739
Owing to governments	1,978	-----
Deferred charges	105,246	38,913
Accrued retirement leave benefit	546,352	625,608
	<hr/> 753,088	<hr/> 755,260
LONG-TERM		
Accrued retirement leave benefit	47,789	31,404
	<hr/> 800,877	<hr/> 786,664
NET ASSETS		
Operating Fund – unrestricted	414,076	381,573
Restricted Contribution Fund	62,293	51,070
Restricted Surplus	500,000	500,000
	<hr/> 976,369	<hr/> 932,643
	<hr/> \$ 1,777,246	<hr/> \$ 1,719,307

Approved on behalf of the Board:

 Director

 Director



## NATIONAL SAFETY CAMPAIGNS

### National Farm Safety Week (March 14 – 20)

Farming is a very rewarding, important and invaluable industry in Canada. But for all of its benefits, it is also one of the most dangerous industries, and the reality of the profession is that children are often around the workplace. During this year's National Farm Safety Week, the Canada Safety Council reminded Canadian families to take precautions while on the farm, ensuring the safety of children by understanding the concerns and paying attention to detail.

This year's campaign sparked a considerable amount of interest and subsequently the largest media pickup for this campaign in many years. Both English and French media expressed a strong affinity to the subject and widely promoted the safety messages.



### National Summer Safety Week (May 1 – 7)

Water-related fatalities are especially tragic because they are entirely preventable. The vast majority of these deaths occur during recreational activities, including swimming, powerboating, fishing from a boat and walking near water or thin ice. During National Summer Week, the Canada Safety Council reminded Canadians from coast-to-coast to take special care around water, whether they are accomplished swimmers, frequent water users or parents to a young child who is getting familiar with their surroundings.



The most important safety tip given was to remind people to wear a personal flotation device (PFD). Canadian law requires that there be at least one PFD on a boat for every boater, which is a great start. However, it's not realistic to expect that you'll be able to locate and put on your PFD if adverse or unexpected conditions arise.

The message: "Get in the habit of wearing a PFD at all times while on a boat" was well received. It can quite literally make the difference between life and death. According to the Canada Drowning Report 2015, based on incidents where PFD information was available, four out of five water-related fatalities due to boating could have been avoided if the victim were wearing a lifejacket.

### National Road Safety Week (May 17 – 23)

Being a road user comes with a whole list on inherent risks — fast-moving vehicles, distracted drivers and inattentive pedestrians are only a few of the hazards you may encounter while in transit. But what about the dangers you pose to yourself?

During National Road Safety Week, CSC focused on the importance of proper ergonomics behind the wheel. Developing a musculoskeletal or repetitive strain injury can leave a driver at a higher risk for car crashes. According to SAFE Work Manitoba, more than 50 per cent of on-the-job injuries to people who drive for a living are musculoskeletal injuries (MSI). And while a significant amount of this statistic can be linked to heightened exposure — a professional driver will, out of necessity, have more opportunity to have their posture negatively impact their health — it's still an injury risk that can be mitigated by taking steps to reduce the strain on your body.



A major factor in injury is when a driver maintains a posture that causes them to reach forward or forces them to use awkward motions to control the vehicle. Additionally, in larger vehicles, the full-body vibration over a prolonged period of time can heighten the risk of injury to the lower back and spine.

While there are many other safety concerns on the road, this one gets little attention and tends to be lost in the clutter. This year we decided to give it a higher profile.



### **National School Safety Week (October 17 – 23)**

Every year once school starts, working parents are put in a tricky spot. It can be difficult to strike a balance between work hours and school hours, and this difficulty often manifests itself in the form of a couple of hours where the parent can't be with their child before and/or after school.

During this year's National School Safety Week, the Canada Safety Council reminded parents of safety aspects to consider before making the decision to leave their children home alone. CSC recommended that no child below the age of 10 be left home alone, and additional consideration should be given to the child's temperament, maturity and health as well as any legislation that may be in effect in their province. Also, we provided information on our Home Alone Program, as well as the locations where the course is offered.

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

November is National Community Safety and Crime Prevention month and this year the Canada Safety Council partnered with the Office of the Privacy Commissioner of Canada to remind seniors to stay alert and on guard when it comes to identity theft and online scams.

Seniors represent one of Canada's most vulnerable groups of society, and unfortunately, this makes them a frequent target for fraud, theft and malicious activity. This reality makes it all the more crucial to take steps to safeguard their information and keep a close eye on what they are sharing online.

Statistics from a 2014 survey done by the Office of the Privacy Commissioner show that seniors over the age of 55 are less likely than the rest of the population to use privacy settings online – only 63 per cent of individuals over 55, compared to 72 per cent of the general population.

When it comes to technology, CSC reminded seniors that their devices can be vulnerable to spyware and viruses, and to install programs that will advise them if their devices have been compromised.



### **National Senior Safety Week (November 6 – 12)**

During this year's National Senior Safety Week, CSC took the opportunity to remind Canadians about the importance of safe drug-taking habits.

Approximately two thirds of seniors in Canada over the age of 65 have five or more drug prescriptions. Approximately a quarter have 10 prescriptions or more. For our seniors, this means more than having to remember which medications to take on what day and at what time. The use of multiple drugs by one patient brings a whole list of potential adverse drug reactions.

CSC provided some simple tips to help keep the risks of serious adverse reactions at a minimum and maintain a good quality of life moving forward.



### **National Home Fire Safety Week (November 24 – 30)**

During this year's National Home Fire Safety Week, the Canada Safety Council reminded Canadians to take preventative measures to keep their smoke alarms operational, unencumbered and capable of alerting members of their household in an emergency situation.

As a tool used only in case of emergency, it's easy to accidentally forget to perform regular maintenance on smoke alarms. At the same time, unless you're doing regular tests, the first time you find out it's not working might also be your last. We are reminding Canadians that smoke and fire is unforgiving, which makes it vitally important to ensure your smoke alarm is in working condition.

### **National Safe Driving Week (December 1 – 7)**

During the milder months, drivers can occasionally pick up bad habits in their driving, including driving too close to others, fast driving and a penchant for more aggressive manoeuvres. But, during the winter months, the adverse conditions can exacerbate an already problematic habit and potentially turn it into a deadly one.

To mark this year's National Safe Driving Week, the Canada Safety Council partnered with the Government of Ontario to spread winter driving awareness.

The season offers many challenges, which resulted in this year's campaign being multi-faceted and touching on a variety of topics, including speed, winter tire use, safe driving around snow plows and how best to handle adverse weather conditions.





## SPONSORSHIPS

### **Office of the Privacy Commissioner of Canada**

In conjunction with this year's National Community Safety and Crime Prevention Month, the Canada Safety Council worked with the Office of the Privacy Commissioner of Canada to call the nation's attention to keeping information safe online. Throughout the month of November, a major emphasis in public messaging was placed on common sense ways to keep sensitive information from falling into wrong hands when inputted electronically. The efforts were geared primarily toward seniors, but with enough general information to be useful to all cross-sections of society impacted by online data security.

### **Certas Home and Auto Insurance Company**

Certas Home and Auto Insurance Company, formerly State Farm Insurance, has continued the positive relationship between our two organizations, picking up right where State Farm left off. The Canada Safety Council and Certas Insurance partnered to heighten awareness of distracted driving and road safety initiatives in 2016.

### **La Fondation Promocycle**

The Promocycle Foundation provided support for the Canada Safety Council in the domains of research, legislation and education in motorcycle safety nationwide. The support comes as a result of the Canada Safety Council's demonstrated interest in motorcycle safety training dating back to 1974.

### **Ontario Ministry of Transportation**

In early December, the Government of Ontario's Ministry of Transportation and the Canada Safety Council teamed up to provide winter driving tips nationwide. Through the Ministry's Road Safety Community Partnership Program, resources to further develop campaign materials were provided and resulted in great pickup on our National Safe Driving Week campaign, titled "Icy and Dicey: Avoid Unnecessary Risks."



## TRAINING COURSES

### Home Alone Program

The Home Alone Program underwent a refresh this year, with material being updated to reflect the current landscape. An additional module regarding Internet Safety was added, and all course materials also saw a redesign to appear more modern.

This change proved to be effective, as sales have increased substantially over this year. The course is now offered in more than 200 locations across Canada and has trained more than 10,000 individual students.

### Babysitter Training Program

As with the Home Alone Program, the Babysitter Training Program also saw a complete graphical overhaul and an update to the information contained within.

### Occupational Health and Safety

Legislative changes have caused the Joint Health and Safety Committee Online and Fall Protection Online courses to no longer be offered in Ontario. Despite this, sales have continued to be positive – the number of students who have taken an Occupational Health and Safety Online Course as grown since last year.

### Gearing Up Motorcycle Training Program

The Gearing Up website underwent a refresh to render it accessible to mobile users, allowing for users on their phones and tablets to have a more effective and painless way to register for courses. This also allows instructors to be able to better read the website in the field.

A major sponsor for the Gearing Up Program was lost in Ontario, as Humber College ceased offering the course. However, two new cooperating agencies were added to the list of organizations offering Gearing Up courses: Collège Boréal (Sudbury, Timmins, Kapuskasing and New Liskard, Ont.) and Mackenzie College (Sydney, N.S.)

The total amount of students trained in 2016 was encouraging despite the loss of Humber College, and steps continue to be taken to help promote the expansion and reach of the program.

### Off-road Vehicle Training Courses

An online store was launched early in 2016, allowing instructors to purchase materials online instead of having to place orders through the phone. This has made the process quicker and more efficient for instructors and for Canada Safety Council staff.

Updates were made throughout the year for the ATV and Snowmobile programs, adding and refining information to ensure that our materials reflect current best practices while delivering congruent information.





## PUBLICATIONS AND SOCIAL MEDIA

### Safety Canada

This year's quarterly newsletter continued to receive 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.

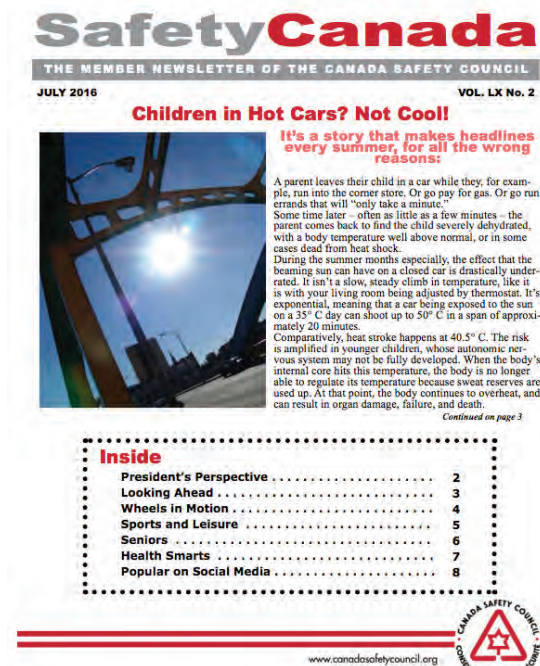
### Social Media Growth

Through timely messaging, effective calls to action, links to articles and multimedia presentations of interest and user engagement, 2016 was a very successful year for the Canada Safety Council on social media. The year saw an addition of 771 new followers on Twitter, bringing the total to 4,888.

Engagement on Facebook was also largely positive, with 164 new likes over the year bringing the total to 935.

### Print and Broadcast Media

The Canada Safety Council's well-established relationship with media partners in the print, broadcast, radio and online spheres continued in a big way in 2016, with our messaging on topics ranging from driving in the winter to distracted driving receiving pickup nationally. Over the year, the Canada Safety Council was able to reach approximately 215 million individuals with our messaging.



**Children in Hot Cars? Not Cool!**

It's a story that makes headlines every summer, for all the wrong reasons:

A parent leaves their child in a car while they, for example, run into the corner store. Or go pay for gas. Or go run errands that will "only take a minute."

Some time later - often as little as a few minutes - the parent comes back to find the child severely dehydrated, with a body temperature well above normal, or in some cases dead from heat shock.


During the summer months especially, the effect that the beaming sun can have on a closed car is drastically under-rated. It isn't a slow, steady climb in temperature, like it is with your living room being adjusted by thermostat. It's exponential, meaning that a car being exposed to the sun on a 35° C day can shoot up to 50° C in a span of approximately 20 minutes.

Comparatively, heat stroke happens at 40.5° C. The risk is amplified in younger children, whose autonomic nervous system may not be fully developed. When the body's internal core hits this temperature, the body is no longer able to regulate its temperature because sweat reserves are used up. At that point, the body continues to overheat, and can result in organ damage, failure, and death.

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## 2016 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 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

Helen Moore  
La Fondation Promocycle  
Certas Home and Auto Insurance Company  
Ontario Ministry of Transportation  
Stantec  
Online Learning Enterprises Inc.  
Fresh Air Educators Inc.  
Office of the Privacy Commissioner of Canada  
Mojo Magazine

## SUPPORTERS 2016

### Corporate Members

Alberta Transportation  
Aura Construction Services  
Aurora Ford  
Belledune Port Authority  
Canadian Freightways Limited  
Canadian Niagara Power  
Canadian Pro Drivers  
Cancore Building Services Limited  
Centre Electric Limited  
Centre patronal de Santé et sécurité travail du Québec  
Commercial Logistics Inc.  
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CSA International  
Department of National Defence 4 Wing Cold Lake  
Driving Without Dying  
DrivingTests101.com  
École de Conduite Tecnic  
Elegant E-Learning Inc.  
Enbridge Inc.  
Firepoint Technologies Inc.  
GoldCorp Inc.  
Gore Mutual Insurance Company  
Government of Newfoundland and Labrador Registrar Motor Registration Division  
Government of Prince Edward Island Highway Safety Division  
Leavitt Machinery  
Levitt Safety Limited  
MacEwen Agricentre Inc.  
Manitoba Labour and Immigration, Labour Programs, Workplace Health and Safety  
Manitoba Public Insurance  
Mercedes Benz Canada Inc.  
Metro News (Scarborough)  
Michael Flynn & Associates Ltd.  
Mountain Transport Institute Limited  
National Energy Board  
NAV Canada  
NCV Industrial Inc.  
Northbridge General Insurance Corporation  
Old Republic Insurance Group Canada



Ontario Duct Cleaning  
Ontario Provincial Police - Orillia, Provincial Traffic Operations  
Ontario School Boards' Insurance Exchange  
Ontario Trucking Association  
Operation Lifesaver Canada  
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  
Rogers Communications Canada Inc.  
Safe Community Wood Buffalo  
Saskatchewan Government Insurance  
Sault Ste. Marie Police Service  
Sawyer Safety Training and Consulting Limited  
Scotiabank  
Spirits Canada Association of Canadian Distillers  
Sudbury Integrated Nickel Operations - A Glencore Company  
Tesla Exploration  
The Great West Life Assurance Company  
Town of Grande Cache  
Traffic Injury Research Foundation  
Tru-Steel  
War Amputations of Canada  
Wikwemikong Tribal Police Service

Thank you for your continued support!

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