

ANNUAL REPORT 2019



CANADA SAFETY COUNCIL

Canada's voice and resource for safety

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

As I reflect upon another successful year at the Canada Safety Council, it's not hard to see the impact we have left on the Canadian safety landscape, whether through our continued leadership in distracted driving discussions, innovation in off-road training, workplace safety or motorcycle rider training. We continue to put forward thoughtful and well-founded positions that are research-based and data-driven, to provide timely and comprehensive training programs, materials and resources and to maintain an active presence through our web site and use of social media.

However, I think the best word to describe the past year is transition, both in our staffing and in our programs.

Throughout the Council's history, we have been fortunate to attract and retain a dedicated cadre of talented staff and astute board members who share a deep passion for safety. In the past year, we wished several senior and long-standing staff members a happy and well-earned retirement while simultaneously welcoming new leadership in these roles and ushering in a new vision.

In June, we welcomed Gareth Jones to the position of President and CEO of our organization. Gareth joins the CSC with more than 15 years of senior executive experience, most recently in his roles as the Chief Operating Officer and Acting President and CEO of the Canadian Centre for Occupational Health and Safety. Previously, he has also worked with Nike Canada, M&M Mars logistics and Neopost Canada.

In a corresponding move, we wished outgoing president Jack Smith a happy retirement after a 38-year career with the Canada Safety Council. Jack's leadership was vital to the continued success of the organization, and I'm pleased that he has agreed to remain on the Board of Directors.

In the past year, we have also witnessed the rapid emergence of new safety challenges to personal health and wellbeing in a myriad of areas. These include our workplaces, schools, homes, travel and recreation. Efforts for successfully meeting these challenges have entailed leveraging our expertise and resources to build upon and transition our legacy programs, developing new programs, utilizing new tools, approaches and technologies, collaborating with our existing partners and forging new partnerships. These efforts are ongoing and will include a full review and update of our strategic plan.

As always, it's teamwork and mutual effort that helps us achieve our goals; whether through finances, time, resources or a mix thereof.

On behalf of the Board of Directors, I would like to extend sincere thanks and appreciation to all of CSC's partners, stakeholders, dedicated staff, supporters, members and collaborating government agencies. Also, to our media partners who enable CSC to broadcast our messaging to Canadians when they need to hear it and to our major sponsors that include the Insurance Brokers Association of Canada, Mohawk Online Limited and Avid International.

It's only because of the devoted efforts of all that the Canada Safety Council continues to be recognized as Canada's national voice and resource for safety.

While 2019 was a year of transition, we look forward to 2020 as a year of opportunity, prosperity and growth.



John Svensson
Chair

OFFICERS & DIRECTORS OF THE CANADA SAFETY COUNCIL**Chairman of the Board of Directors**

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DriversAmericas Inc., Guelph, Ontario

President

GARETH JONES, President and CEO
Canada Safety Council, Ottawa, Ontario

Vice-Chair of the Board

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Road Safety Association Ont., Peterborough, Ontario

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JAN WESTCOTT
Spirits Canada Association of Canadian Distillers, Toronto, Ontario

MICHAEL DEJONG
Transport Canada, Ottawa, Ontario

KURT EBY
Pelmorex Corp., Oakville, Ontario

JACK SMITH
Ottawa, Ontario

BALANCE SHEET

as at December 31, 2019

ASSETS

	2019	2018
CURRENT		
Cash	\$ 446,726	\$ 446,726
Short term investments	567,646	786,614
Accounts receivable	59,797	31,440
Due from Government	1,520	2,821
Inventory	89,125	93,286
Prepaid expenses	4,966	511
	1,016,957	1,361,398
CAPITAL ASSETS	1,745	-----
LONG-TERM INVESTMENTS	695,042	554,019
	\$ 1,713,744	\$ 1,915,417

LIABILITIES

CURRENT		
Accounts payable and accrued liabilities	\$ 14,668	\$ 70,757
Deferred charges	53,034	86,210
Accrued retirement leave benefit	445,052	617,318
	512,754	774,285
LONG-TERM		
Accrued retirement leave benefit	14,069	7,708
	526,823	781,992
NET ASSETS		
Operating Fund – unrestricted	616,775	569,127
Restricted Contribution Fund	70,146	64,297
Restricted Surplus	500,000	500,000
	1,186,921	1,133,424
	\$ 1,713,744	\$ 1,915,417

Approved on behalf of the Board:

Director

Director

NATIONAL SAFETY CAMPAIGNS

National Farm Safety Week (March 14 – 20)

As society evolves, some professions come and go. For instance, there aren't very many elevator operators in the world anymore. Gone are the days of town criers. You won't see many librarians organizing their microfiche catalogues, nor are VHS repair technicians in high demand.

On the other hand, other professions are evergreen, continuously in demand and vital even in the face of technological advancement. And agriculture, it should go without saying, continues to be one of the most important industries in Canada.

To mark this year's National Farm Safety Week, March 14 – 20, the Canada Safety Council reminded Canadians that fatalities and injuries on the farm are wholly preventable through pre-emptive awareness and preparedness, with a special emphasis on vehicle use and the importance of following the owner's manual and performing preventative maintenance.



National Summer Safety Week (May 1 – 7)

Canadian weather has a way of tending to the extremes. Traditionally (and perhaps stereotypically), the country is associated with extreme cold, ice and wintry conditions. However, the summers can be just as intense and come with a unique set of circumstances that require safety planning.

To mark National Summer Safety Week, May 1 – 7, the Canada Safety Council reminded Canadians about the perils of heat-related conditions, and specifically to emphasize the fast onset and deadly nature of heat stroke, an illness that arises when the body's core reaches a temperature higher than 40 °C.

National Road Safety Week (May 14 – 20)

According to Statistics Canada, 72,039 impaired driving incidents were reported in 2015, representing a rate of 201 incidents per 100,000 population. This is the lowest rate since impaired driving statistics began being collected in 1986; however, impaired driving continues to be the leading criminal cause of death and injury in Canada.

The above statistic includes approximately 3,000 drug-impaired incidents, seven of which were fatal incidents and 19 which included bodily harm. It's worth noting that these statistics do not reflect any effect the nationwide legalization of cannabis may have had on the Canadian road landscape.

During the National Road Safety Week campaign we emphasized that impairment and driving do not mix. When you get behind the wheel in a state of intoxication, whether from alcohol or drugs, you put your own life as well as the lives of other road users in danger.

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

Bullying continues to be a serious problem in Canada.

On the heels of this year's return to school, children across the country have started getting back into their routines, spending their days with friends and classmates. But unfortunately, a lot of our nation's youth also find themselves spending time with bullies and aggressors.

This year for National School Safety Week, the Canada Safety Council's message was simple: there can be no tolerance for bullying. Whether you're a student, an educator, a parent or a caregiver, we all have a duty to keep children safe.

CSC messaging focused on how to identify signs that a child may be getting bullied as well as a deeper discussion about the parent's role in the bullying discussion.

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

Natural disasters occur a lot more around Canada than the average person might think. Severe storms, tornados, wildfires, floods, earthquakes and avalanches have all been known to occur within Canadian borders. With climate change contributing to a constantly evolving meteorological situation in the country, too, it seems likely that these natural disasters will only continue to increase in volume and severity.

For National Community Safety & Crime Prevention Month, the Canada Safety Council called attention to emergency preparedness, asking Canadians: do you know what to do in case of emergency?

Focus for this campaign was on emergency planning, including escape plans, supplies, evacuation tips and the importance of keeping an updated contact list for emergencies.



National Senior Safety Week (November 6 – 12)

It's an unfortunate fact of life that there tends to be a correlation between an aging population and hospitalization rates. With Canada being comprised of an ever-growing number of senior citizens, it's important to know what's causing these hospital visits so we can help address these causes as a society.

November 6 – 12 was National Senior Safety Week and this year, the Canada Safety Council shed light on the most common causes of injury-related hospitalizations among seniors. As a demographic, Canadians over the age of 65 are disproportionately represented in hospitalization statistics, which prompts the question: what can we do to help?

Messaging centred around fall prevention and general tips, both for seniors to reduce their odds of suffering from a fall and for caretakers to make a home more senior-friendly.

National Home Fire Safety Week (November 24 – 30)

Safety is an attitude that requires preemptive learning. In an emergency situation, reaction is often needed within a moment or two. Because of this, it's not reasonable to expect to have a few moments to brush up on safety tips as an incident is occurring.

Fire extinguishers can be lifesaving tools when used properly and that's why this year's National Home Fire Safety Week campaign focused on sharing tips on effective fire mitigation. This includes using the correct type of fire extinguisher and using the right technique to stop a fire from raging out of control. Focus was placed primarily on education about the different types of extinguishers, proper technique and maintenance.

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

It's a scene that is far too familiar on roads across Canada: a cell phone sounds an alert, the driver reaches for the phone, and in the short time it takes to read the screen, a collision has occurred.

Distracted driving is a trend on the rise, a dangerous and life-threatening behaviour that must be stopped. To mark this year's National Safe Driving Week, the Canada Safety Council and the Insurance Brokers Association of Canada (IBAC) shared a crucial message: distraction behind the wheel is entirely preventable. Just don't do it.

The challenge in addressing this issue is cognitive dissonance and, where distracted driving is concerned, willingly engaging in behaviours that are known to contribute to the likelihood of collisions. Because of this, the campaign centred around personal accountability and the need to make the conscious choice to put away the phone while behind the wheel.

Messaging also expanded upon different types of distraction, including grooming, eating and adjusting settings on the vehicle's temperature control and radio.

SPONSORSHIPS

Insurance Brokers Association of Canada

The Insurance Brokers Association of Canada (IBAC) supported Canada Safety Council outreach in a big way in 2019, offering their funds, time and thoughtful input to our National Safe Driving Week campaign. This allowed us to collaborate in a meaningful way, reaching a large audience with our anti-distracted driving messaging and making an impact in both traditional and online areas.



Special thanks are also extended to Agency59, the advertising agency of record for IBAC, who lent their time and expertise toward creating visuals and an easily recognizable icon for use in anti distracted driving campaigns



EatSleepRide

The group at EatSleepRide has been a strong supporter of the Gearing Up motorcycle training program, offering students who graduate from the program free access to their potentially life-saving Crashlight app. It uses the accelerometer, gyroscope and GPS technology in the smartphone, combined with a software algorithm to detect a crash. If a crash is detected, the app notifies three emergency contacts as set in advance by the rider.

Mohawk Online Limited and Avid International

These two organizations continue to offer ongoing support to the Canada Safety Council in support of additional safety messaging surrounding responsible gaming. Addiction to gambling is linked to a range of serious personal and social harms such as depression and suicide, bankruptcy, family breakup, domestic abuse, assault, fraud, theft, and even homelessness. These effects can be devastating to the individual as well as their friends, family, workplace or community. That is why the Canada Safety Council considers gambling addiction a community safety and crime prevention issue.



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 2019, the landscape of our e-learning platforms continued to shift. We added a new supplier, Vubiz, whose volume pricing and expansive course list enable us to establish new categories of e-learning that deliver important information for use at home, at work, for kids and on the roads. In a corresponding move, Danatec was removed from our list of suppliers.

Gearing Up Motorcycle Training Program

The Gearing Up motorcycle training program underwent several revisions throughout the year, including a new addition on rider impairment, updated classroom Powerpoint presentations and newly designed promotional materials. Updates to the motorcycle program are done on a recurring basis so we can continue to offer the best and most current information available to our dedicated stable of passionate riding instructors, which they pass on to safety-conscious students.

Babysitter and Home Alone Programs

These programs for youth continued to demonstrate market stability in 2019, indicating a continued need and observed value in ensuring the autonomy of our youth. Distribution and reach remain largely similar to the 2018 trend, though there has been an observed increase in interest from the province of Quebec.

Off-road Vehicle Training Courses

Updates to the Snowmobile Instructor Manual were completed and distributed to instructors at the start of the 2019-2020 training season.



Materials for the ATV and UTV programs are updated and maintained on a rotating basis, with minor updates being added into circulation once current stock is depleted. This allows us to ensure the content is always up to date while simultaneously preventing an unnecessary loss of inventory.

Driver Training Programs

The Defensive Driving Course (DDC) continued to be an area of high interest in the industry, and we reflected this interest by making significant updates to the program and its delivery methods in English and in French.



PUBLICATIONS AND SOCIAL MEDIA

Safety Canada

Our quarterly newsletter continues to be our main outlet of communication with our member base. Issues are published in January, April, July and October and deal with situational and seasonal safety topics that arise.

Social Media Growth

In the same sense that Safety Canada is our main outlet for member communications, social media continues to be one of our principal outlets for communication with the general public. In 2019, we expanded our presence on LinkedIn with the goal of reaching a wider audience with our messaging.

Meanwhile, our follower base on both Twitter and Facebook continue to see steady growth year-over-year and provide us with a terrific support system to signal-boost our messaging.

Media Outreach

Furthering efforts to keep our outreach both accessible to the public and convenient to our media partners, CSC messaging has integrated multimedia offerings into our releases including audio clips, video production, infographics and data visualization. Widening the scope of how the message is delivered helps ensure that our media partners are free to disseminate our messages in a variety of formats, capitalizing on the public at large's varying learning styles and preferences.



2019 COMMITTEES

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

- Canadian Association of Chiefs of Police: Traffic
- Canadian Association of Road Safety Professionals
- Canadian Coalition on Distracted Driving
- Canadian Drowning Prevention Coalition
- Canadian Council of Motor Transport Administrators Research and Policy (Task force: Distracted Driving Working Group)
- Canadian Council of Motor Transport Administrators Vulnerable Road User Committee
- Canadian General Standards Board
- Canadian Standards Association
- Transport Canada National Advisory Committee for the Vulnerable Road User versus Heavy vehicle
- Transport Canada's School Bus Safety Advisory Panel
- Transport Canada's Transportation of Dangerous Goods

SPECIAL CONTRIBUTIONS AND PARTNERSHIPS

Agency 59
EatSleepRide
Helen Moore
Insurance Brokers Association of Canada
Medical Data Carrier
Online Learning Enterprises Inc.
Stantec
Vubiz

SUPPORTERS 2019

Corporate Members

Advantage Fleet Services Inc.
Alberta Transportation
All Terrain Ventures
Avid International Limited
Belledune Port Authority
Bookroadtest.ca
Canadian Freightways Limited
Canadian Niagara Power
Centre patronal de Santé et sécurité travail du Québec
Commercial Logistics Inc
CSA Group
Del Equipment Ltd.
Department of National Defence 4 Wing Cold Lake
District of Stewart
Echo Seismic Limited
Ecole de Conduite Tecnic
Elegant E-Learning Inc.
Emile Therien
Energy+ Inc.
Expedition Rentals
Explore It! Inc.
Gore Mutual Insurance Company
Guru Training Centre's Canada
Interoute
JT Safety Training Limited
Knightsbridge Enterprises Inc.
Leavitt Machinery
Levitt Safety Limited
Manitoba Public Insurance
Mark McKee
McTavish Resource & Management Consultants Ltd.
MEA QHSE Training and Consultancy Services
Mercedes Benz Canada Inc
Michael Flynn & Associates Ltd.

Mohawk Online Limited
Motor Registration Division, Service NL
Mountain Transport Institute Limited
Multi Services GSTJ Inc.
NAV Canada
NCV Industrial Inc.
Northbridge General Insurance Corporation
Old Republic Insurance Group Canada
Ontario Duct Cleaning - Oakville
Ontario Duct Cleaning - Stouffville
Ontario Provincial Police – Orillia, Provincial Traffic Operations
Ontario Trucking Association
Paul Carolan
Pelmorex (The Weather Network)
Perley Robertson Hill and McDougall
Phoenix Fire Prevention Inc.
Pioneer Offroad Rentals
Polar Ridge Resources Inc.
Portage College - Lac La Biche Campus
Red River Mutual
Redline Outdoors Inc.
Ride Rite Safety Training and Certification
Safe Beginnings First Aid
Safe Living Canada
Safe-to-Ride ATV Training Limited
Saskatoon and District Safety Council
Sault Ste Marie Police Service
Sawyer Safety Training & Consulting Ltd.
Spirits Canada Association of Canadian Distillers
The Bus Centre
The Great West Life Assurance Company
The Insurance Market
Town of Deseronto
Traffic Injury Research Foundation
Vets Group
War Amputations of Canada
Wellfort Community Health Services
Westario Power Inc.
Xtreme Safety Training

Thank you for your continued support!

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