

# CANADA SAFETY COUNCIL

Canada's voice and resource for safety

# Annual Report

# 2020



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

© Her Majesty The Queen in Right of Canada represented by the Office of the Secretary to the Governor General, 2017.

## REPORT FROM THE CHAIR OF THE BOARD OF DIRECTORS

Let me start this message by saying that I hope you and those close to you are keeping safe and navigating these difficult times as best as you are able. It would be an understatement to say that this has been an unusual and formidable year across the country and, indeed, throughout the world.

From an organizational perspective, the COVID-19 pandemic has certainly necessitated a major pivot for the Canada Safety Council's business model, bringing with it both challenges and opportunities.

Before the pandemic struck, 2020 already boded the second wave of a two-year transitional period as we said goodbye to two more valued, long-term employees: Carole Deavey and Raynald Marchand. Both were with the Council for more than 30 years, contributing tremendously to the success of CSC. Their legacies continue to provide an indelible presence and, although missed, may they both enjoy their extremely well-deserved retirements.

Throughout this year, our goal has been to offer help to as many people as possible. Within days of the world shutting down, we were on social media offering information from our Home Alone program to ease some of the burden on parents and supervisors in essential roles.

We've also been able to provide and, in some cases, adapt our delivery to accommodate education surrounding COVID-19 awareness and mitigation. Throughout the pandemic we have continued to provide timely information on many diverse topics including mental health and online learning as well as offering the best available provincial and federal information via our COVID-19 portal.

While physical distancing requirements have limited our ability to deliver safety training courses in person, we were able to quickly transition many of our existing programs to online delivery, such as our Home Alone and Babysitter Training Courses. Propitiously, the shift towards work-from-home has also identified many new opportunities to develop and deliver additional e-learning courses.

Youth safety has continued to be a priority. Despite less ability to be physically present in the school system, our Elmer the Safety Elephant Coronavirus Course for Kids has been used across Canada to provide primary school-aged children with awareness and understanding of the impacts the pandemic is having on the world around them.

It's in difficult times that one's resolve and creativity are most tested. As we look back on the past year, I would be remiss if I didn't mention my appreciation for the staff at CSC as they've pushed through obstacle after obstacle this year, all whilst mostly working remotely. The Canada Safety Council is in great shape thanks to their efforts to operate so effectively in a year that has been anything but normal.

Most importantly, thank you to our members, sponsors, donors, contributors and partners for your continued support. It is passionate and dedicated safety advocates like yourselves that enable the CSC to fulfil its mandate of raising the national conscience and capability concerning all things safety.



John Svensson  
Chair

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

JOHN SVENSSON, Executive Director  
*DriversAmericas Inc., Guelph, Ontario*

**President and CEO**

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

**Vice-Chair of the Board**

PAUL FIELD  
*Old Republic Insurance Group Canada, Hamilton, Ontario*

**Treasurer**

ANOUK GUILLAUME  
*NAV Canada, Ottawa, Ontario*

**Secretary**

JAMES TERRY  
*Dragonfly Training, Barrie, Ontario*

**Directors**

JOHN DAVID  
*Renfrew, Ontario*

KELLI PENNEY  
*Motor Vehicle Registration Division, Government of Newfoundland and Labrador, Mount Pearl, Newfoundland*

MICHAEL WEIL  
*Road Safety Association Ont., Keene, Ontario*

MICHAEL DEJONG  
*Transport Canada, Ottawa, Ontario*

KURT EBY  
*Pelmorex Corp., Oakville, Ontario*

JACK SMITH  
*Ottawa, Ontario*

## BALANCE SHEET

as at December 31, 2020

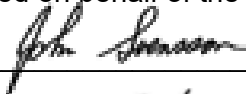
### ASSETS

	2020	2019
<b>CURRENT</b>		
Cash	\$ 332,796	\$ 293,903
Short term investments	550,388	567,646
Accounts receivable	35,623	59,797
Due from Government	11,468	1,520
Inventory	94,574	89,125
Prepaid expenses	3,598	4,966
	1,028,447	1,016,957
<b>CAPITAL ASSETS</b>	15,785	1,745
<b>LONG-TERM INVESTMENTS</b>	415,126	695,042
	\$ 1,459,358	\$ 1,713,744

### LIABILITIES

<b>CURRENT</b>		
Accounts payable and accrued liabilities	\$ 17,154	\$ 14,668
Deferred charges	80,541	53,034
Accrued retirement leave benefit	144,466	445,052
	242,161	512,754
<b>LONG-TERM</b>		
Accrued retirement leave benefit	23,896	14,069
	266,057	526,823
<b>NET ASSETS</b>		
Operating Fund – unrestricted	620,675	616,775
Restricted Surplus	500,000	500,000
	1,120,675	1,116,775
Restricted Contribution Fund	72,626	70,146
	\$ 1,193,301	\$ 1,186,921
	\$ 1,459,358	\$ 1,713,744

Approved on behalf of the Board:

 Director

 Director

## NATIONAL SAFETY CAMPAIGNS

### **National Farm Safety Week (March 14 – 20) Manual Labour Shouldn't Mean Manual Trauma**

Farmers and agricultural workers of all stripes are unsung heroes in our daily lives. Their efforts to provide the nation with crops, livestock and sustainable sources of food require hard work that often includes specific safety risks in. As a result, specific safety precautions must be taken.

To mark National Farm Safety Week, March 14 – 20, the Canada Safety Council highlighted the need to keep appendages clear of moving parts in machinery. The heightened exposure that farmers have to heavy machines makes this an area in which safety has to be a high priority. Everyone feels safe up until the point of an incident, which makes it critically important to get ahead of injuries waiting to happen. Safety must be incorporated into the farm lifestyle, early and often.



### **National Summer Safety Week (May 1 – 7) Keeping Safety a Priority while Working from Home**

May 1 – 7 is typically National Summer Safety Week but, in light of COVID-19 related circumstances this year, the Canada Safety Council decided to focus instead on more topical concerns that became more prevalent with a remote workforce: ergonomics and cyber safety.

Home offices are not always set up with the most ergonomically-friendly settings. Especially given the rapid transition to working from home — our new norm — many home offices are makeshift or, worse, nonexistent. This safety awareness week focused on advice to minimize office injuries including poor ergonomics and muscle aches.

The Canada Safety Council's messaging also put cyber safety in the spotlight, discussing what you should and shouldn't share online, malware and virus protection, and how to handle unsolicited calls and messages phishing for information.



### **National Road Safety Week (May 12 – 18) Slow Down and Save Lives**

According to the Traffic Injury Research Foundation, speed is a factor in 800 fatalities and 3,000 serious injuries every year in Canada. At higher speeds, drivers have less time to react to unexpected circumstances and require more distance to come to a full stop.

While commuter traffic as a whole is reduced worldwide as a result of COVID-19 mitigation efforts, roadways in Canada continue to be an important part of day-to-day life for a wide variety of people including essential workers getting to and from work, delivery services and emergency responders and vulnerable road users including pedestrians and cyclists.

National Road Safety Week 2020 was May 12-18 and the Canada Safety Council reminded Canadians that driving requires an absolute focus on safety behind the wheel.

Driving a vehicle and taking safety precautions go hand in hand. A safe driver should be able to avoid a collision in most scenarios, and that begins with a safety-first perspective and a vigilance on road safety that comes with the privilege of driving.

### **National School Safety Week (October 17 – 23) Keep Children Safe while Learning Remotely**

The advent of virtual classrooms, while effective in mitigating exposure to COVID—19 during this pandemic, serves to blur the line between a child's online and offline world in a way that has never before been experienced.

While growing up in today's world means some exposure to online risk factors, our need to pivot to an online-first method of delivery in many education systems shines a bright light on the risks associated with the online experience.

October 17 – 23 is National School Safety Week and this year, in light of the extenuating circumstances, the Canada Safety Council used this opportunity to showcase the importance of being safe in the digital age. Messaging centered around digital hygiene including email safety, how to protect a password and cyberbullying.

### **National Community Safety and Crime Prevention Month (November 1 – 30) Substance Abuse: Major Public Health Concern**

According to an April 2020 poll for the Canadian Centre for Substance Abuse, 18 per cent of Canadians reported an increase in their alcohol consumption in the era of COVID-19 while an additional 70 per cent reported their consumption stayed the same.

Substance abuse is a major public health concern at the best of times. In the context of a global pandemic, it's more important than ever to shine a light on the issue.

November is National Community Safety and Crime Prevention Month, and this year the Canada Safety Council raised awareness of alcohol and drug consumption habits, as well as the negative effects they can bring.

In addition to advice on how to identify addiction in oneself and in others, we also offered a list of resources for addicts to get support and coping methods. Information was also made available to those who want to help a loved one who may be suffering from addiction.

## National Senior Safety Week (November 6 – 12) Old Age is Not A Crime

According to the most recent statistics available from Statistics Canada, there were 12,202 elder victims of police-reported violence in 2018. One-third of these seniors were victimized by a family member. Further, of these victims of family-related violence, 63 percent had physical force used against them.

Old age is not a crime.

Yet far too often in Canada, our seniors are made to feel like they're a burden, an inconvenience, and a problem. This needs to stop.

National Senior Safety Week is November 6-12 and the Canada Safety Council, in conjunction with Juniper Park\TBWA, decided to showcase the severity and the complexity of elder abuse through a powerful social media campaign focusing on the unfair parallels that can be drawn between an abused senior and an incarcerated inmate.

## National Home Fire Safety Week (November 24 – 30) Don't Let Your Holidays Go Up in Flames

With so many Canadians still spending large amounts of time at home during the global pandemic, there's necessarily an increase in the amount of time we're spending in our kitchens cooking. And unfortunately, the data bears out the increased fire risk. According to Allstate Insurance Company of Canada, there has been an increase of more than 300 per cent in "cooking or smoking related fires claims compared to last year."

For many Canadians, cooking is a stress-relieving hobby. For others, it's a chore. But no matter how you view the task, cooking also brings risk: it is a leading cause of residential fires across Canada.

National Home Fire Safety Week is November 24 – 30 and this year, the Canada Safety Council reminded Canadians to practice caution in the kitchen with general purpose advice around grease fires, loose-fitting clothes and the dangers of leaving the stove unattended.

## National Safe Driving Week (December 1 – 7) Take a Bite Out of Distraction

Distracted driving is an important topic, both in the safety sphere and in the context of public discussion. Focus is often placed on the dangers of handheld devices, and for good reason. But while this is one example of a potentially fatal action that can be taken behind the wheel, it's not the only one.

December 1 – 7 is National Safe Driving Week and, in partnership with the Insurance Brokers Association of Canada, the Canada Safety Council highlighted the dangers of distracted driving, with a particular focus on eating behind the wheel.

It's a common activity, with some polls online estimating the number at up to 70 per cent of all drivers. Distraction behind the wheel is a major contributor to collisions and near-misses; however, drivers do not often correlate eating behind the wheel as a form of distraction.



PLACED IN RESTRAINTS,

STARVED AND STRIPPED OF ALL

DIGNITY. THERE IS A WORD FOR

A MAN LIKE THIS: GRANDPA.

OLD AGE IS NOT A CRIME.

HELP KEEP SENIORS SAFE FROM ABUSE. LEARN THE SIGNS.

DONATE TODAY AT [CANADASAFETYCOUNCIL.ORG](http://CANADASAFETYCOUNCIL.ORG)

National Senior Safety Week: November 6th to 12th.





## SPONSORSHIPS

### Insurance Brokers Association of Canada

The Insurance Brokers Association of Canada (IBAC) once again supported Canada Safety Council outreach efforts in 2020, capitalizing on a successful 2019 National Safe Driving Week campaign and building on its momentum. Once again, their time, funding and expertise proved invaluable in delivering an important message surrounding distracted driving.

Agency59, the advertising agency of record for IBAC, was also pivotal in ensuring a strong graphical component to this campaign, delivering a memorable visual that has since been nominated for inclusion in the Global Ads for Good exhibit at the Cannes Ad Festival. We're very grateful for their hard work and dedication!



### Juniper Park\TBWA

The safety messaging sphere can be a tricky one to navigate but, thanks to the tireless efforts of the folks at Toronto-based advertising agency Juniper Park\TBWA, our National Senior Safety Week benefitted from strong and impactful visuals surrounding the complex issue of elder abuse. This pro bono work was done with the mission of raising the profile of an often-underreported issue and the passion on their end was both noted and appreciated throughout the partnership.

## COVID-19 MESSAGING

### Information Portal

One of the most persistent issues we've faced throughout this pandemic has been the dissemination of misinformation. It's important to be able to address the issue with a common baseline of facts, which is why we started and are maintaining a portal with non-exhaustive, reliable COVID-19 related information from each individual province and the country as a whole.

### Elmer the Safety Elephant

Especially given the context of the pandemic and an even stronger push toward digital materials, much of our outreach has been done with an eye toward visual and multimedia elements in order to support both in-person and virtual presentation. This includes a pilot project we launched under the banner of Elmer the Safety Elephant which saw school-aged children across Canada receive a multimedia presentation on COVID-19 that was teacher-facilitated — what it is, what can be done to mitigate its impacts and why it's important to be cautious. The pilot program had a reach of more than 40,000 students and as a result future projects that follow a similar format are under development.

## TRAINING COURSES

### Occupational Health and Safety

Our online Occupational Health and Safety (OH&S) courses, delivered in conjunction with Vubiz Inc., saw a significant increase in new and returning customers in 2020. Top selling courses include *WHMIS 2015*, *Transportation of Dangerous Goods* and two free modules on COVID-19: *Coronavirus for Employers and Employees*, and a youth-targeted course titled *Worried about the Coronavirus?*

### Gearing Up Motorcycle Training Program

Materials for the Gearing Up program, including seven all-new video presentations and slide decks, were updated. As we await a full return to classroom delivery nationwide we have taken steps to continue being able to operate the course in pandemic circumstances, working with provincial entities to gain permission to deliver the academic portion of the curriculum online. We also saw a significant uptick in our Motorcycle Safety Online course, selling more than 10 times the amount sold in 2019.

### Babysitter and Home Alone Programs

As one of our first efforts to make life easier for working parents through the pandemic, we enabled instructors of our Babysitter and Home Alone courses to teach the course virtually. This allowed for safe transmission of information that taught children how to take care of themselves and each other during brief timespans when supervision wasn't possible.

### Off-road Vehicle Training Courses

The pandemic hit us significantly in the off-road training programs, as our industry-specific instructor base scaled down their course offerings due to restrictions and guidelines. These courses started picking up in the latter portion of the year, however, leaving us optimistic that 2021 will mark a return to the increased activity levels we've come to expect.

### Driver Training Programs

The Green Defensive Driving Course received a long-awaited update in 2020, enabling students to receive updated information on new vehicle technologies, electric and hybrid vehicles and further depth on distractions behind the wheel.

Virtual delivery of the Defensive Driving Course and Professional Driver Improvement Course has been well received by both instructors and students alike. Additionally, there has been a focus on training new instructors in these programs to counter the instructors lost to retirement and attrition.



## PUBLICATIONS AND ADDITIONAL OUTREACH

### 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 posted to our website after a brief window of members-only exclusivity. Topics vary but generally focus on CSC activities and on home, community, road, child and active living safety.

### Social Media Growth

2020 was a positive year for social media growth at CSC. In addition to our established and ever-growing follower bases on Facebook and Twitter, we also expanded our social media reach to include the LinkedIn and Instagram platforms. Between these four outlets, we're extremely well-positioned to reach far and wide in our messaging.

### Additional Outreach

Outside of our usual messaging surrounding our national campaigns, we also put out timely news releases and safety messaging throughout the year focusing on a variety of issues affecting Canadians. These included mental health awareness and tips and a primer on effective handwashing, as well as media presence on a variety of safety issues including road and vehicle safety, home safety, youth safety and workplace safety.



## 2020 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  
Amatura Medica Inc.  
CSA Group  
EatSleepRide  
Hatch Energy “Care for Each Other” Campaign  
Helen Moore  
Insurance Brokers Association of Canada  
Medical Data Carrier  
Road Safety Association of Ontario  
Service and Hospitality Saskatchewan  
Stantec  
Toronto District School Board  
The Weather Network  
Vubiz

## SUPPORTERS 2020

### Corporate Members

Advantage Fleet Services Inc.  
Alberta Transportation  
Avid International Limited  
Belledune Port Authority  
Bookroadtest.ca  
Canadian Niagara Power  
Centre patronal de Santé et sécurité travail du Québec  
Commercial Logistics Inc  
CSA Group  
Department of National Defence 4 Wing Cold Lake  
DSG Health Consulting INC.  
Ecole de Conduite Tecnic  
Elegant E-Learning Inc.  
Emile Therien  
Expedition Rentals  
Explore It! Inc.  
Gore Mutual Insurance Company  
Interoute  
JT Safety Training Limited  
Knightsbridge Enterprises Inc.  
Leavitt Machinery  
Levitt Safety Limited  
McTavish Resource & Management Consultants Ltd.  
Mercedes Benz Canada Inc  
Michael Flynn & Associates Ltd.  
Mohawk Online Limited  
Motor Registration Division, Service NL  
Mountain Transport Institute Limited  
NAV Canada

Northbridge General Insurance Corporation  
Old Republic Insurance Group Canada  
Ontario Duct Cleaning  
Ontario Trucking Association  
Paul Carolan  
Pelmorex (The Weather Network)  
Perley Robertson Hill and McDougall  
Pioneer Offroad Rentals  
Polar Ridge Resources Inc.  
Portage College - Lac La Biche Campus  
RA MacRae and Associates Inc.  
Red River Mutual  
Redline Outdoors Inc.  
Ride Rite Safety Training and Certification  
Safe Beginnings First Aid  
Safe-to-Ride ATV Training Limited  
Saskatoon and District Safety Council  
Sawyer Safety Training & Consulting Ltd.  
Solutions Into Motion  
Spirits Canada Association of Canadian Distillers  
The Bus Centre  
The Great West Life Assurance Company  
The Insurance Market  
Town of Manitouwadge  
Traffic Injury Research Foundation  
TST-CF Express  
War Amputations of Canada  
Westario Power Inc.  
Xtreme Safety Training

Thank you for your continued support!

Canada Safety Council  
1020 Thomas Spratt Place, Ottawa, Ontario K1G 5L5  
Tel.: (613) 739-1535 Fax: (613) 739-1566  
E-mail: [csc@safety-council.org](mailto:csc@safety-council.org) [www.canadasafetycouncil.org](http://www.canadasafetycouncil.org)



[twitter.com/CanadaSafetyCSC](https://twitter.com/CanadaSafetyCSC)



[facebook.com/canada.safety](https://facebook.com/canada.safety)



[linkedin.com/company/canada-safety-council](https://linkedin.com/company/canada-safety-council)



[instagram.com/canadasafetycouncil](https://instagram.com/canadasafetycouncil)