

CANADA SAFETY COUNCIL

Canada's voice and resource for safety



ANNUAL REPORT 2021

www.canadasafetycouncil.org





Photo credit: Sgt Johanie Maheu, Rideau Hall © OSGG-BSGG, 2021

Her Excellency the Right Honourable Mary Simon, 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, 2021.

REPORT FROM THE CHAIR OF THE BOARD OF DIRECTORS

It was another demanding but positive year for the Canada Safety Council. While the COVID-19 pandemic continued to impact many of our traditional programs and operations, our staff adapted superbly, not only maintaining, improving and expanding existing programs and services but identifying and successfully pursuing several new initiatives and opportunities for growth. I encourage you to peruse the following pages to learn more about their efforts and accomplishments on behalf of all Canadians.

In 2021, the Canada Safety Council and the Public Health Agency of Canada teamed up for the creation of a Vaccine Education and Awareness Program. While child vaccines were still in the approval process, the staff at CSC took on this project to address widespread hesitancy and fear of needles among younger Canadians. This program continues to be delivered across Canada to primary school children through our beloved safety mascot, Elmer the Safety Elephant.

Recognizing that there would be frequent changes in pandemic messaging and restrictions, the CSC team also prioritized the creation of a COVID-19 resource data base, providing up-to-date credible information for each province and nationally. Misinformation and a lack of certainty continue to plague communications surrounding this pandemic; two factors which the Canada Safety Council has worked to counter by providing verified links to COVID-19 resources.

The pandemic has also had far-reaching and often unanticipated impacts in other spheres. Appropriately, the Canada Safety Council's eight annual national safety campaigns shone a light on topics of timely interest including mental health, senior safety at home, emergency preparedness and road safety topics including impaired and distracted driving, speeding, and seat belt use.

With all challenges come opportunities and the past year has certainly presented its share of challenges. Notably though, the pandemic imposed a valuable pause, allowing for reflection and recalibration before striding into the future with renewed confidence and enthusiasm.

Safety is an all-encompassing topic and one which can be best addressed through co-operation and teamwork amongst all stakeholders. I am proud of our efforts to be inclusive in our messaging and am confident that these efforts will resonate well with our various publics.

As always, my thanks to our small but dedicated staff for their hard work in promoting safe habits, attitudes, and behaviours nationwide, diligently laying the groundwork for another positive year ahead.

I would also like to express my sincere appreciation for our volunteer members of the Board of Directors. Their knowledge, experience and expertise are invaluable assets that ensure the Canada Safety Council continues to have the necessary resources and strategic planning to fulfil its important mandate.

Finally, on behalf of the Canada Safety Council, a huge **thank you** to our members, supporters and partners. Thank you for placing your trust in us. We are truly blessed as an organization to receive such steadfast loyalty and support in bringing important and timely safety messaging from coast to coast to coast. We could not do what we do without you.



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
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

KURT EBY
Pelmorex Corp., Oakville, Ontario

JACK SMITH
Ottawa, Ontario

MICHAEL WEIL
Road Safety Association Ont., Keene, Ontario

BALANCE SHEET

as at December 31, 2021

ASSETS

	2021	2020
CURRENT		
Cash	\$ 225,219	\$ 332,796
Short term investments	711,321	550,388
Accounts receivable	197,036	35,623
Due from Government	—	11,468
Inventory	81,271	94,574
Prepaid expenses	4,000	3,598
	1,218,847	1,028,447
CAPITAL ASSETS	12,796	15,785
LONG-TERM INVESTMENTS	292,444	415,126
	\$ 1,524,087	\$ 1,459,358

LIABILITIES

CURRENT		
Accounts payable and accrued liabilities	\$ 37,209	\$ 17,154
Owing to governments	13,035	—
Deferred revenues	74,692	80,541
Accrued retirement leave benefit	73,458	144,466
	233,158	242,161
LONG-TERM		
Accrued retirement leave benefit	34,764	23,896
	233,158	266,057
NET ASSETS		
Operating Fund – unrestricted	693,485	620,675
– internally restricted	500,000	500,000
	1,193,485	1,120,675
Restricted Contribution Fund	97,444	72,626
	\$ 1,290,929	\$ 1,193,301
	\$ 1,524,087	\$ 1,459,358

Approved on behalf of the Board:

Director

Director

NATIONAL SAFETY CAMPAIGNS

Every year, Canada Safety Council campaigns reach more than 300,000 Canadians from coast to coast, with messaging ranging from road safety to occupational safety and everything in between! See the year's highlights below.

National Farm Safety Week (March 14 – 20) Safety Basics Can't Be Overlooked on the Farm

Amid COVID-19 anxiety that persistently impacts workers across Canada, the agricultural industry continues to face shifting priorities, juggling mitigation efforts and workforce impacts with a litany of daily chores, maintenance and upkeep.

Indeed, Canadian Agricultural Injury Reporting estimates an average of 85 fatalities every year on the farm. The most common cause, overwhelmingly, is machinery — to the tune of 70 per cent of all deaths on the farm.



National Farm Safety Week is March 14-20 and the Canada Safety Council, alongside Workplace Safety & Prevention Services (WSPS), reminded Canadians that farming continues to be one of the most hazardous industries in the country, and that safety needs to be prioritized in the workflow.

National Summer Safety Week (May 1 – 7) Don't Overlook Swimming Lessons

In the summer months, especially as the heat rises across the country, there's not much more tantalizing than the call of a cool, crisp body of water. Whether it's swimming, boating, fishing or any number of other recreational activities, the common denominator is a desire to be in the water and cool down.

To mark this year's National Summer Safety Week, May 1 – 7, the Canada Safety Council and Lifesaving Society Canada brought awareness to the other side of water safety – those who end up in the water despite having no intention to do so

According to statistics from the Drowning Prevention Research Centre, slightly fewer than 500 Canadians drown every year on average — a disproportionate amount of which are northern, Indigenous, new Canadians or a combination thereof. Of these, more than 900 Canadians drowned between 2008 and 2017 due to unintentional water entry.

“Learning to swim, swimming in lifeguard supervised settings and effective supervision of children around the water can have the biggest impact on drowning statistics.”

Wendy Schultenkamper
Director of Operations, Lifesaving Society
Canada



National Road Safety Week (May 18 – 24) It's Not Worth the Risk!

Risk factors are everywhere in our day-to-day lives. Some risks are manageable, some are questionable... and some just simply aren't worth the risk.

To mark National Road Safety Week, May 18 – 24, the Canada Safety Council and the Canadian Association of Chiefs of Police drew attention to four specific risks behind the wheel that are deadly, devastating and #NotWorthTheRisk: speed, distracted driving, impaired driving and seatbelt use.

“In the moment, decisions are generally focused on personal needs and individual assessments of acceptable risk, with little regard or thought to what that could potentially mean for others.”

Chief Robert Martin
Chair, Canadian Association of Chiefs of Police
Traffic Safety Committee

National School Safety Week (October 17 – 23) Mental Health: a Priority Issue

One of the most important elements of formal education from a development standpoint is the opportunity to socialize in a friendly and open environment. For many school-aged children, the schoolyard is their main source of building relationships with peers. Group projects. Middle-school plays. Lunchtime in the cafeteria.

And yet, as with many of our day-to-day routines, the pandemic has altered the structure through which children get to see and interact with one another. This year, to mark National School Safety Week, the Canada Safety Council called attention to the mental health crisis that looms because of fewer opportunities to socialize.

National Community Safety and Crime Prevention Month (November 1 – 30) Problem Gambling: A Poor Bet

According to a study published by the University of Lethbridge in 2020, a total of 66.2 per cent of Canadians reported participating in some type of gambling. This is a number that is on the decline — in 2011, the Canadian Partnership for Responsible Gambling reported the number to be in the mid-70s.

Additionally — and of significantly more concern — the University of Lethbridge study reports 0.6 per cent of the Canadian population, or slightly more than 220,000 Canadians, are identified as problem gamblers, with an additional 2.7 per cent (approximately one million Canadians) being recognized as at-risk gamblers.

November is National Community Safety and Crime Prevention Month, and in 2021 the Canada Safety Council reminded bettors to gamble responsibly.





National Senior Safety Week (November 6 – 12) Safety Starts at Home

One of the most noticeable effects of this pandemic for all Canadians has been more time spent at home. For seniors, the woes of long-term care homes have been well documented. But what of those who have lived in their own homes and continue to do so? It's a sad truth that home can be dangerous for seniors, whose bodies continue to change as they age.

National Senior Safety Week is November 6 – 12 and the Canada Safety Council provided tips on how to help the seniors in your life live in a safer home environment.

National Home Fire Safety Week (November 24 – 30) Be Ready in an Emergency

Emergency can strike at any time. Having a plan in place can be a difference-maker in ensuring you and your family are able to get out safely. Are you prepared?

November 24 – 30 is National Home Fire Safety Week and the Canada Safety Council reminded all Canadians to have a fire escape plan in case of emergency.

National Safe Driving Week (December 1 – 7) Not a Part-Time Responsibility

Driving is a task that demands the driver's complete attention. The unexpected can happen in moments, meaning that even a second of extra reaction time can make the difference between an avoided collision and a potential tragedy.

National Safe Driving Week is December 1- 7 and this year, the Canada Safety Council and the Insurance Brokers Association of Canada (IBAC) offered a simple message: focus on the road is not a part-time responsibility.

"You can't watch the road and check your smartphone at the same time. Even a quick glance can lead to a costly collision. The stakes are high – death, injury, property damage, fines and rising insurance premiums."

Peter Braid
Chief Executive Officer, Insurance Brokers Association of Canada

SPONSORSHIPS

Insurance Brokers Association of Canada

The Insurance Brokers Association of Canada (IBAC) once again supported Canada Safety Council outreach efforts in 2021, building on momentum acquired during successful 2019 and 2020 National Safe Driving Week campaigns. 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, once again offered breathtaking visual support for the campaign, helping us focus the message in an eye-catching way and receiving well-deserved accolades in the advertising industry. We're very grateful for their hard work and dedication!



Public Health Agency of Canada

As the COVID-19 pandemic has continued to make its presence and impact felt in many aspects of the day-to-day lives of Canadians, there has been a need for strong, centralized messaging surrounding the efficacy of vaccines. The Canada Safety Council and Public Health Agency of Canada partnered to ensure timely vaccine education and awareness among children of school age, an often minimized or overlooked segment of society.

PHAC and CSC both understand and acknowledge that numerous reasons exist as to why an individual may be hesitant or worried about receiving vaccination against COVID-19. To that end, we have created materials addressing common concerns, using the best scientific data available to clearly demonstrate that vaccines are effective and life-saving. The program has already seen a soft launch in the school systems and we intend to bring it to a wider audience in 2022 thanks to PHAC's support.



TRAINING COURSES

Safety training programs are at the heart of what we do, and we stand committed to bringing the highest standards of information to our students with the goal of improving safety at home and in the workplace. Each year, more than 60,000 Canadians take advantage of our off-road training programs to ensure their safety and the safety of those in their communities.

Occupational Health and Safety

In 2021, CSC introduced a new OH&S online course supplier, BIS Trainer, to supplement the existing offerings from Vubiz Inc. The former specializes in compliance training, while the latter focuses on awareness training. Most popular courses for the year included *Motorcycle Safety Training Online*, *WHMIS 2015*, *Transportation of Dangerous Goods*, *Safety in Fire Prevention* and *Ladder Safety*.

Gearing Up Motorcycle Training Program

To take advantage of the demand brought on by delayed openings due to COVID-19, we have established the Gearing Up On3 program, designed for safety training on three-wheeled motorcycles. Additionally the M2X course was created for use in Ontario, including the M2 Exit Test into the course's offerings.

Babysitter and Home Alone Programs

An update was brought to the Home Alone program in 2021, including an expansion of the Internet Safety module, more inclusive and consistent language surrounding parent(s) and guardian(s), and an updated slide deck for presentation purposes.

Off-road Vehicle Training Courses

Revisions were brought in 2021 to the Snowmobile Instructor Manual and range cards. These are currently circulating and have received positive reviews for instructors.

Driver Training Programs

To supplement the existing Professional Driver Improvement Course, in 2021 we teamed up with Simleader, a technology- and simulation-based organization, to offer a walkaround virtual reality tutorial for transport truck training.



The Defensive Driving Course continued to see positive movement overall. The modifications to stunt driving laws in Ontario have contributed to a boost in program uptake in the province owing to the new requirement for driver training and CSC's status as a provincially recognized course.



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

Social media is an important part of our public messaging strategy and continued growth provides a wider reach to our messages which, in turn, supports our awareness campaigns and offers opportunity to share timely communication on safety issues relevant to Canadians from coast to coast. To that end, 2021 saw growth across the four major social media platforms we use: Facebook, Twitter, Instagram and LinkedIn, with net positive increases across the board in followers, engagement and content-sharing.



2021 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

Armatura Medica
BIS Safety Software
Bombardier Recreational Products
CanadaHelps.org
Canadian Association of Chiefs of Police
CSA Group
Eat Sleep Ride
Helen Moore
Insurance Brokers Association of Canada
Insurance Bureau of Canada
Lifesaving Society of Canada
Munich RE Charitable Giving Committee
Pelmorex Corporation.
Public Health Agency of Canada
SimLeader Inc.
Blue Drop Learning
Medical Data Carrier
Stantec
Transport Canada
Vubiz Inc.
Workplace Safety and Prevention Services

SUPPORTERS 2021

Corporate Members

Active Group Inc.
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
Dana G. Smith Consulting/The Mindful Trucker
Department of National Defence 4 Wing Cold Lake
DSG Health Consulting INC.
Ecole de Conduite Tecnic
Elegant E-Learning Inc.
Emile Therien
Expedition Rentals
Gore Mutual Insurance Company
Ignis Services Canada Inc.
Interoute
Knightsbridge Enterprises Inc.
Leavitt Machinery
Levitt Safety Limited

McTavish Resource & Management Consultants Ltd.
Mercedes Benz Canada Inc
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 - Stouffville
Ontario Trucking Association
Partenariat communauté en santé (PCS Yukon)
Pelmorex
Perley Robertson Hill and McDougall
Pioneer Offroad Rentals
Polar Ridge Resources Inc.
Portage College - Lac La Biche Campus
RA MacRae and Associates Inc.
Ride Rite Safety Training and Certification
Safe Beginnings First Aid
Saskatoon and District Safety Council
Sawyer Safety Training & Consulting Ltd.
Solutions Into Motion
Spirits Canada Association of Canadian Distillers
Techbridge Innovations
The Canada Life Assurance Company of Canada
The Insurance Market
Town of Manitouwadge
Traffic Injury Research Foundation
TST-CF Express
War Amputations of Canada
Westario Power Inc.
Xtreme Safety Training
Yukon Driving Academy

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 www.canadasafetycouncil.org



twitter.com/CanadaSafetyCSC



facebook.com/canada.safety



linkedin.com/company/canada-safety-council



instagram.com/canadasafetycouncil