

CANADA SAFETY COUNCIL

Canada's voice and resource for safety



ANNUAL REPORT 2022

www.canadasafetycouncil.org





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

Her Excellency the Right Honourable Mary Simon, Governor General and Commander-in-Chief 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

Dear supporters,

As our country collectively moved through the peak of the COVID-19 pandemic in 2022, the Canada Safety Council (CSC) and its dedicated staff continued along their journey of creatively adapting to a host of new normals.

The CSC has expanded its reach and commitment to promote safety and security in communities across Canada, providing crucial information and education to those who need it most in our effort to reduce preventable deaths, injuries and economic loss.

CSC training programs have maintained their upward trajectories, with safety-conscious individuals and organizations across the country choosing to place their trust in the CSC and its wide array of safety courses. Notably, courses focused on youth safety, including our Home Alone and Babysitter Training Programs, continued to enjoy widespread popularity, helping to ensure the safety of our youth as they learn to recognize and manage the risks and responsibilities inherent in everyday life.

We are excited to announce that we are moving to digital certification for all programs in partnership with Bluedrop ISM, a globally recognized technology innovator. While the process started in 2022, and is well underway, expect to hear more on this front through 2023 and beyond.

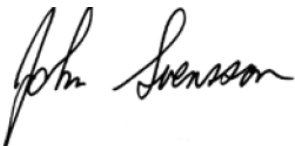
In addition to our training programs, we also maintained our well-established annual safety campaigns, providing timely safety news, statistics, tips, and information on a myriad of topics, encompassed in eight campaigns, that touched upon our four primary safety categories: home and community, vehicle and road, workplace, and youth safety.

Whether in collaboration with partners, including Nissan Canada and the Insurance Brokers Association of Canada, or with support from organizations including the Traffic Injury Research Foundation, Statistics Canada, the Canadian Anti-Fraud Centre and the Canadian Association of Retired Persons, messaging from the CSC was clear and deliberate in its efforts to identify, quantify, and work on resolving issues of importance to Canadians from coast to coast to coast.

I would also like to recognize the valuable contributions to safety that our many cooperating agencies continue to make at the provincial and territorial level.

In conclusion, none of the CSC's accomplishments in 2022 would have been possible without your unwavering commitment to our mission. On behalf of the entire Board of Directors, I wish to express our deepest gratitude for your support and generosity. Together, we have made 2022 a year of growth and success for CSC, and we look forward to continuing this important work in the years to come.

Sincerely,



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 and CEO

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

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Motor Registration Division, Digital Government and Service NL Central, Western/Labrador, Mount Pearl, Newfoundland

DEAN MONTOUR

Mohawk Online Limited, Mohawk Territory of Kahnawake, Quebec

ROBYN ROBERTSON

Traffic Injury Research Foundation, Ottawa, Ontario

JACK SMITH

Ottawa, Ontario

MICHAEL WEIL

Road Safety Association Ont., Keene, Ontario

BALANCE SHEET

as at December 31, 2022

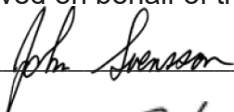
ASSETS

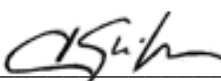
	2022	2021
CURRENT		
Cash	\$ 266,731	\$ 225,219
Short term investments	448,793	711,321
Accounts receivable	123,775	197,036
Due from Government	5,936	—
Inventory	97,384	81,271
Prepaid expenses	5,382	4,000
	948,001	1,218,847
CAPITAL ASSETS	11,015	12,796
LONG-TERM INVESTMENTS	569,336	292,444
	\$ 1,528,352	\$ 1,524,087

LIABILITIES

CURRENT		
Accounts payable and accrued liabilities	\$ 30,131	\$ 37,209
Owing to governments	—	13,035
Deferred revenues	66,368	74,692
Accrued retirement leave benefit	—	73,458
	96,499	233,158
LONG-TERM		
Accrued retirement leave benefit	126,041	34,764
	222,540	233,158
NET ASSETS		
Operating Fund – unrestricted	711,915	693,485
– internally restricted	500,000	500,000
	1,211,915	1,193,485
Restricted Contribution Fund	93,897	97,444
	\$ 1,305,812	\$ 1,290,929
	\$ 1,528,352	\$ 1,524,087

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) Farmers Must Protect Their Greatest Asset

Farming is important and rewarding, but is often hard work with a high physical demand, long hours and modest margins. And yet, as farmers know across the country, it's a vital industry that contributes to Canada's success.

Success is also dependent on managing maintaining and investing in critical assets including equipment, crops and animals and most farmers would do anything necessary to protect their investments. And yet at times it seems that this same level of protection is not always apparent with the farm's biggest asset: its producers, employees and family members.

National Farm Safety Week is March 14-20, and the Canada Safety Council reminded Canadian farmers that keeping workers safe needs to be a very high priority.

National Summer Safety Week (May 1 – 7) Not Even for a Minute

The traditional mental image we make for ourselves of a hot day tends to involve a bright, shining sun and a cloudless sky. Yet, as most Canadians are aware, summer months in Canada can be deceptively hot even when the sun appears to be out of sight.

National Summer Safety Week is May 1 – 7 and, this year, the Canada Safety Council reminded Canadians about the impact that a hot day can have on the interior cabin of a vehicle, offering tips to prevent children and animals being accidentally left behind in a hot car.

At an ambient temperature of 35 °C, it takes only 10 minutes parked in the sun for the vehicle's internal temperature to rise by 10 degrees. In the span of one hour, that same vehicle's internal temperature spikes to 59 degrees.



National Road Safety Week (May 18 – 24) Safety Features in Cars are Top Priority for Canadian Drivers

According to a 2022 survey conducted by Nissan Canada in partnership with the Canada Safety Council, four in five Canadians expressed that they have gotten used to having at least one driver-assistance feature in their vehicle. The survey also shows that approximately seven in ten drivers feel that these technologies could help them avoid potential accidents.

To raise awareness for this year's National Road Safety Week, which ran from May 17-23, automotive giant, Nissan and the Canada Safety Council partnered together to understand which in-car technologies help Canadians feel safer on Canadian roads. Survey results showed that the most essential driver-assistance technologies to Canadians are blind spot warnings (59 per cent), rear view cameras (58 per cent) and cruise control (55 per cent).

“Understanding Canadian’s outlook towards safety features will help us develop technologies that are in-line with consumers’ needs and wants.”

Steve Milette
President
Nissan Canada, Inc.

National School Safety Week (October 17 – 23) Elmer Vaccination Education and Awareness Program

Especially within the context of COVID-19 and the continuing push for vaccination, messages are not so easily discernable from one another for those seeking to confirm an existing belief rather than weigh the balance of information.

To mark National School Safety Week, October 17 – 23, the Canada Safety Council sought to help teachers and educators cut through the noise and deliver credible, well-researched information to children who may otherwise lack the ability to seek it out themselves. The Elmer Vaccination Education and Awareness Program, developed in partnership with the Public Health Agency of Canada, includes a video presentation, accompanying teacher guide, a psychological and social appendix, and various posters for display in the school.

National Community Safety and Crime Prevention Month (November 1 – 30) Make a difference in your community

As our society becomes increasingly connected and global in scope, it also becomes apparent that there's a persistent need for active local communities. A strong community fosters a sense of belonging, of purpose, and of support and safety.

November is National Community Safety and Crime Prevention Month, and the Canada Safety Council reminded Canadians of the value of being a good neighbour.

Tips were also provided on how to build stronger communities and engage with other people and families in the neighbourhood.



National Senior Safety Week (November 6 – 12) Think Twice Before You Send!

The COVID-19 pandemic has pushed and continues to push many of our day-to-day interactions online. For those familiar and proficient with technology, this presented a mild learning curve, at best. But for those less familiar with the tools, it came along with risk.

National Senior Safety Week is November 6 – 12, and the Canada Safety Council called attention to the disproportionate rate of seniors being targeted in online scams. In 2022, through to the end of July, the Canadian Anti-Fraud Centre received reports of 674 cases, 273 victims and a staggering \$2.7 million in monetary losses. Comparatively, the full 2021 calendar year saw 379 cases, 115 victims, and \$1.7 million in losses.

National Home Fire Safety Week (November 24 – 30) Freeze Out Winter Fires

As winter approached at this campaign's launch, we offered a reminder: whether through festive holiday lighting, fireplaces, electrical heating units or cooking for family gatherings, the winter months frequently provide opportunity for exposure to fire hazards.

November 24 – 30 is National Home Fire Safety Week, and the Canada Safety Council reminded Canadians to be proactive and freeze out winter fires. Tips were provided to avoid fires, including using only CSA approved lights and caution toward overloading electrical circuits.

National Safe Driving Week (December 1 – 7) Technology is a Tool, Not a Focus

Navigation tools are useful additions to a driver's arsenal. However, it is worth remembering that these are indeed tools and not the main focus.

National Safe Driving Week is December 1 – 7 and the Canada Safety Council, in partnership with the Insurance Brokers Association of Canada, reminded Canadians that focus on the road while behind the wheel is a must.

According to a 2017 study from the University of Utah, test subjects took on average 40 seconds to program navigation into an in-vehicle information system. This was deemed the most distracting of the four tasks measured — the other three tasks included making a call, sending a text message and tuning the radio.

“The stakes are too high – death, injury, property damage, fines, and rising insurance premiums. That’s why insurance brokers are partnering with the Canada Safety Council to drive home the message: eyes on the road, not the screen.”

Peter Braid
Chief Executive Officer
Insurance Brokers Association of Canada

SPONSORSHIPS

Insurance Brokers Association of Canada

The Insurance Brokers Association of Canada (IBAC) brought its support to the Canada Safety Council for the fourth consecutive year, using opportunity and recognition built up over the 2019-2021 National Safe Driving Week campaigns to address an issue of continued importance on Canadian roads. Their experience and effort proved valuable assets when delivering important messaging surrounding distracted driving.

Their agency of record — Agency59 — offered sharp 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, and invite you to see the materials below!



Bluedrop ISM

As we continue our efforts to modernize course offerings, we took a big step in 2022, entering in partnership with Bluedrop ISM to enhance training delivery and certification while providing a user-friendly digitized platform for the benefit of instructors and students alike.

Based in St. John's, NL, Bluedrop is a globally recognized technology innovator that transforms training delivery and credential management through its SkillsPass workforce training platform. We look forward to continuing our commitment to continuous training program improvements with their support, and can't wait to share more information with you in 2023 and beyond.



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

Occupational Health and Safety online courses remained among CSC's most popular offerings, with specific popular courses of interest including *WHMIS 2015, Transportation of Dangerous Goods, Ladder Safety and Motorcycle Safety Training Online*.

Gearing Up Motorcycle Training Program

In November, CSC hosted a Chief Instructor and Administrator conference in Ontario, our first since 2019. Discussion centered around statistics and demographics of the existing student base as well as discussions pertaining to course curriculum and observations made during the course of instruction.

Babysitter and Home Alone Programs

The Babysitter and Home Alone programs continue to be two of CSC's more highly sought after programs, and its ease of delivery even through the pandemic has contributed to these courses continuing to be offered widely and readily across Canada.

Off-road Vehicle Training Courses

In 2022, CSC efforts were focused on expanding our reach to areas of the country that have been underserved in the past, including a strong amount of uptake in the province of Quebec.

Driver Training Programs

The Professional Driver Improvement Course began to undergo its most comprehensive overhaul in years in 2022.



Development is ongoing, and new features are expected to include modules on new technologies in vehicles, how to identify and avoid driver distraction and impairment, and a new visual presentation that leverages current technology to reach a wider audience in a format with which they can easily relate.



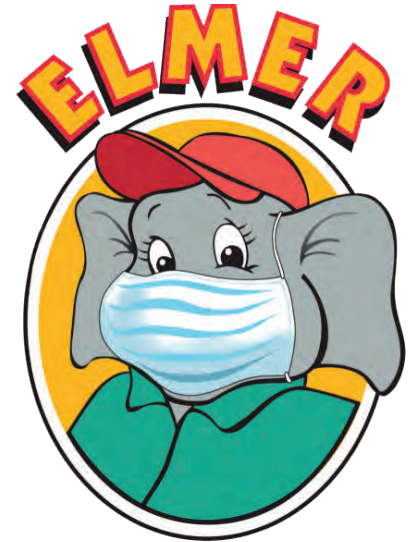
FUNDED PROJECTS

Focusing on safety education as the key to long range reduction in avoidable deaths and injuries, the Canada Safety Council serves as a national resource for safety programs, working with and through partner organizations who deliver and/or fund these programs. Please see below for an update on funded projects in the 2022 calendar year

Public Health Agency of Canada — Elmer Vaccination Education and Awareness

In Summer 2021, an agreement was struck with the Public Health Agency of Canada, under their Immunization Partnership Fund, for CSC to develop a vaccine education and awareness program designed for use in the school system. Three pedagogical packages were developed, one each for grades 1-3, grades 4-6, and grades 7-8.

The program was made available to educators and education-adjacent organizations, and was communicated to the public through social media, news releases and via the 2022 National School Safety Week campaign, as described on page five of this Annual Report. The project delivery is complete and pending evaluation.



Transport Canada — Identifying Speed Trends on Major Canadian Highways

Also in Summer 2021, an agreement was struck with Transport Canada under their Enhanced Road Safety Transfer Payment Program for CSC, in partnership with TELUS Insights, to create a report comparing baseline speeds, 75th percentile speeds, and average volume on six stretches of major Canadian highways between 2019 and 2020. The following highways were analyzed:

- Highway 5, British Columbia
- Highway 63, Alberta
- Two stretches of Highway 401, Ontario
- Autoroute 40, Quebec
- Highway 103, Nova Scotia

The report has been completed and translated, and will be released publicly upon approval from Transport Canada.



Employment and
Social Development Canada

Emploi et
Développement social Canada

Employment and Social Development Canada — Driver for Hire Training Program

In December 2022, we reached an agreement with Employment and Social Development Canada to develop a standardized online training program, outlining essential driving skills for gig economy workers including rideshare, delivery and vehicle for hire drivers. The project is among the largest initiatives CSC has undertaken in the past decade and is sure to figure prominently in our success in 2023 and beyond.

PUBLICATIONS AND ADDITIONAL OUTREACH

Safety Canada

Our quarterly newsletter continues to be a key communication outlet 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. As we looked to better align our messaging in 2022, Safety Canada's format shifted to focus more specifically on our four main areas of focus: Home & Community, Vehicle & Road, Workplace, and Youth Safety.

Social Media Growth

The year 2022 saw some interesting changes in social media platforms, their operation, and their usage trends. While we have been keeping abreast of changes at CSC, we have also continued to use and expand our reach on platforms as we keep an eye toward the long term. Growth across the four major social media platforms we use (Facebook, Twitter, Instagram and LinkedIn) continued to rise, with increases across the board in followers and content-sharing over the past year.



2022 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

BIS Safety Software
Bombardier Recreational Products
CanadaHelps.org
Canadian Association of Chiefs of Police
Crime Stoppers
CSA Group
EatSleepRide
Helen Moore
Insurance Brokers Association of Canada
Insurance Bureau of Canada
Nissan Canada
Ontario Physical and Health Education Association
Public Health Agency of Canada
PHE Canada
SimLeader Inc.
Bluedrop Learning
Medical Data Carrier
Stantec
Transport Canada
Vubiz Inc.

SUPPORTERS 2022

Corporate Members

Active Group Inc.
Advantage Fleet Services Inc.
Alberta Transportation
Avid International Limited
Belledune Port Authority
Bookroadtest.ca
Centre patronal de Santé et sécurité travail du Québec
Commercial Logistics Inc
Dana G. Smith Consulting/The Mindful Trucker
Digital Government and Service NL
Dragonfly Training
Ecole de Conduite Tecnic
Elegant E-Learning Inc.
Evolugen
Expedition Rentals
Gore Mutual Insurance Company
Ignis Services Canada Inc.
Interoute
Lac Ste. Anne County

Leavitt Machinery
Levitt Safety Limited
Litteprairie Contractors
Mohawk Online Limited
Mountain Transport Institute Limited
NAV Canada
Northbridge General Insurance Corporation
Old Republic Insurance Group Canada
Ontario Duct Cleaning
Ontario Trucking Association
Partenariat communauté en santé (PCS Yukon)
Pelmorex (The Weather Network)
Perley Robertson Hill and McDougall
Pioneer Offroad Rentals
Polar Ridge Resources Inc.
Portage College - Lac La Biche Campus
Ride Rite Safety Training and Certification
Saskatoon and District Safety Council
Sawyer Safety Training & Consulting Ltd.
Spirits Canada Association of Canadian Distillers
TST-CF Express
Techbridge Innovations
The Canada Life Assurance Company of Canada
The Insurance Market
Traffic Injury Research Foundation
Virage Simulation
War Amputations of Canada
Westario Power Inc.
Yukon Driving Academy

Thank you for your continued support!

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