

CANADA SAFETY COUNCIL

Canada's voice and resource for safety



ANNUAL REPORT 2023

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 valued members, supporters and partners,

It gives me great pleasure to once again share highlights with you from the past year as the Canada Safety Council (CSC) continues to fulfill its mandate as Canada's trusted and authoritative voice and resource for safety for over a century.

Our **eight annual campaigns and many comprehensive programs** continue to resonate with Canadians nationwide; from kids to seniors, from at-home to at-school to on-the-job to leisure-time and from on-the-road to off-road, we remain steadfastly committed to our mission to help protect Canadians through education and advocacy.

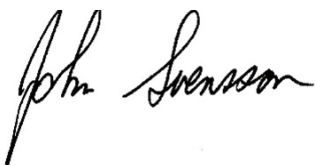
In the 2023 calendar year, CSC introduced an innovative, interactive new online training program designed to advance job-specific and essential skills for delivery, taxi, and rideshare drivers. The **Driver for Hire** online training program has seen tremendous pickup and growth, including positive reviews from users across the country. We are confident that its introduction into the ecosystem of Canadian road safety will lead to fewer collisions and more conscientious road use in these sectors.

This past year also saw the introduction of Canada Safety Council's award-winning **Sleep Tracks** campaign. To spotlight the critical topic of drowsy driving in a novel and memorable way, CSC released three audio clips on Spotify, each highlighting a different Canadian highway segment. The clips include journeys along the rugged, 543 km Highway 5 in British Columbia, the notorious 434 km Highway 63 in Alberta, and the busy 828 km Highway 401 in Ontario. All clips were produced in collaboration with a team of skilled audio engineers to emphasize the attention-numbing, sleep-inducing aspects of protracted exposure to highway noise. These soundscapes serve as poignant reminders of their profound impact on driving safety and the importance of prioritizing adequate rest breaks and avoidance of driving while fatigued.

Additionally, our **Professional Driver Improvement Course (PDIC)** underwent a comprehensive overhaul in 2023. The redesign enhances visuals, incorporates the latest industry knowledge, and brings critical issues—such as Hours of Service—to the forefront, embracing the tenets of continuous improvement and professional development.

In closing, I would like to express my gratitude to our small but dedicated staff, who have embraced innovation and who enable our organization to deliver important safety messaging and programming far and wide. As well, my deepest appreciation for our volunteer members of the Board of Directors, whose knowledge and expertise guide the direction of the CSC and ensure that resources are available to achieve our mandate.

And, of course, to you — our members, supporters, and partners — thank you. Thank you for your trust, for your time, for your loyalty, and for your support. You are why we are empowered every day to bring forth safety messaging and programming. Our work would not be possible without your unwavering support.



John Svensson, Chair
Canada Safety Council Board of Directors

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BALANCE SHEET

as at December 31, 2023

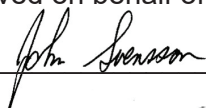
ASSETS

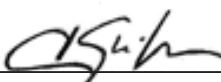
	2023	2022
CURRENT		
Cash	\$ 1,022,959	\$ 266,731
Short term investments	596,741	448,793
Accounts receivable	49,112	123,775
Due from Government	86,130	5,936
Inventory	109,497	97,384
Prepaid expenses	4,026	5,382
	1,868,465	948,001
CAPITAL ASSETS	9,779	11,016
LONG-TERM INVESTMENTS	466,696	569,336
	\$ 2,344,940	\$ 1,528,353

LIABILITIES

CURRENT		
Accounts payable and accrued liabilities	\$ 66,712	\$ 30,134
Deferred revenues	798,642	66,368
Accrued retirement leave benefit	80,791	78,232
	946,145	174,734
LONG-TERM		
Accrued retirement leave benefit	61,994	47,809
	1,008,139	222,543
NET ASSETS		
Operating Fund – unrestricted	738,305	711,913
– internally restricted	500,000	500,000
	1,238,305	1,211,913
Restricted Contribution Fund	98,496	93,897
	\$ 1,336,801	\$ 1,305,810
	\$ 2,344,940	\$ 1,528,353

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) Maintenance: Long-Term Investment on the Farm

Equipment maintenance can be a thankless chore and, even if done correctly, one that doesn't pay immediate apparent dividends. Done improperly, or not at all, however, it can be the difference between safe operation and injury or fatality.

National Farm Safety Week is March 14-20, and the Canada Safety Council called attention to the need for proper and regular farm equipment maintenance.



National Summer Safety Week (May 1 – 7) Stay Cool in the Face of Summer Safety Risks

Heat-related illnesses, including heat exhaustion and heat stroke, are silent killers. According to the British Columbia Coroners Service, an estimated 619 heat-related fatalities occurred in summer 2021 in British Columbia alone, the result of what we now know as the western heat dome – the deadliest weather event in Canada as of writing.

National Summer Safety Week is May 1 – 7 and the Canada Safety Council is called attention to two potentially fatal summer safety concerns, with risks that can have serious consequences if left unaddressed — heat-related illnesses and water-related fatalities.

Drowning is a substantial cause of death in Canada, with the Lifesaving Society of Canada reporting approximately 460 people fatally drowning every year. Many incidents occur in lakes or ponds (34%), rivers (29%) and pools (9%).

National Road Safety Week (May 16 – 22) Stay Alert, Stay Safe!

A long stretch of empty road and a warm and comfortable vehicle would sound like a terrific combination to many driving enthusiasts. Paired with a lack of sleep, an overworked mental state and eyelids that seem to be getting heavier and heavier, however, this combination can spell disaster.

Fatigued driving is frequently cited as affecting one in five drivers, and even this statistic is underreported owing to the nature of the issue.

Drowsy driving is a serious problem on Canadian roads. To mark this year's National Road Safety Week, May 16-22, the Canada Safety Council reminded Canadians of the impacts that drowsy driving can have on not only the driver experiencing it, but road users around them as well.



National School Safety Week (October 17 – 23) Stop Bullying in its Tracks

A school can be many things: a place to learn, a place to grow, a place to socialize with friends. For many, it is a positive and safe environment. Yet, far too commonly, this is not the lived reality of schoolchildren across Canada.

National School Safety Week is October 17-23 and the Canada Safety Council reminded Canadians that we have a responsibility to protect our youth in schools.

“A bullied child will often feel isolated, unsafe and alone. As teachers, parents and guardians, we have a responsibility to show them, not just tell them, that we are in their corner.”

Gareth Jones
President & CEO
Canada Safety Council

National Community Safety and Crime Prevention Month (November 1 – 30) Keeping Your Home Safe While Away

If you've ever been away from your home for a prolonged period, you understand the unique anxiety that can come from uncertainty surrounding your home's safety. While thoughts often revolve around ovens left on or doors left unlocked, would-be perpetrators of break-and-enters tend to target homes that appear unoccupied.

November is National Community Safety and Crime Prevention Month, and the Canada Safety Council asked Canadians: do you know how to keep your home safe while away? We provided tips and tricks to make even a vacant home appear occupied to deter potential burglars.

National Senior Safety Week (November 6 – 12) Making Multiple Medications Manageable

It is no secret that Canada's population is progressively skewing older as previous generations reach retirement age. According to Statistics Canada, we can expect between 21.3 and 22.9 per cent of the population to be over the age of 65 by 2030. By comparison, as of 2022 that same statistic sits at 19 per cent.

As we age, the likelihood of managing multiple medications increases. While these medications can improve our quality of life, they also present unique challenges and safety concerns, particularly for seniors.

November 6 – 12 is National Senior Safety Week, and the Canada Safety Council offered medication management tips to avoid unintended consequences or side-effects.



National Home Fire Safety Week (November 24 – 30) Fight Fire with Knowledge

The holiday season is a time of joy, of family gatherings, and of celebrating. As we deck the halls light up our homes with decorations and fill it with the smells of the meals we're sharing, it's essential to be aware of the increased fire dangers that come with this time of year.

National Home Fire Safety Week is November 24-30, and the Canada Safety Council called attention to the myriad of fire risks present during the holiday season.

National Safe Driving Week (December 1 – 7) Your Family Isn't Built for a Crash

Every time we get behind the wheel, we're not just responsible for our own lives but also the lives of our loved ones. The road can be an unpredictable place, and collisions happen at a rate high enough that our family's safety needs to be top of mind at every moment.

December 1 – 7 is National Safe Driving Week and the Canada Safety Council, in partnership with the Insurance Brokers Association of Canada, reminded Canadians that our families aren't built for a crash.

"It's easy to get distracted when your family is in the car. That's why insurance brokers are partnering with the Canada Safety Council to raise awareness of the dangers of distracted driving and encourage parents to put family safety first. The stakes are too high, and no distraction is worth the risk"

Peter Braid
Chief Executive Officer
Insurance Brokers Association of Canada

SPONSORSHIPS

Insurance Brokers Association of Canada

For a fifth consecutive year, the Insurance Brokers Association of Canada (IBAC) supported the Canada Safety Council's National Safe Driving Week campaign. Building on momentum gained from 2019 to 2022, we addressed distraction on the roads — an issue of continued importance to Canadians from coast to coast. Their experience and effort proved valuable assets when delivering important messaging surrounding distracted driving, and Agency59 once again offered sharp visual support for the campaign. We're very grateful for their hard work and dedication!



Bluedrop ISM

Through the development and launch of the Driver for Hire online training project, as well as through our continued implementation of digital certification for our cadre of safety program instructors in both on- and off-road training programs, Bluedrop ISM has shared their support, commitment and above-and-beyond dedication to the cause. We thank them for their tireless efforts!



TAXI Agency

In the early phases of 2023, TAXI Agency's assistance was invaluable in the development and launch of the *Sleep Tracks* campaign, designed to show Canadians how sleep-inducing the road can be. The advertising agency's hard work was instrumental in the campaign's success, earning this innovative campaign several award nominations and wins from prestigious organizations including the Cannes Lions International Festival of Creativity and the Advertising and Design Club of Canada.

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

Our Occupational Health and Safety e-learning program continues to be accessed by Canadians from coast to coast, allowing employers and employees alike to brush up on important safety considerations in the workplace.

Our most popular courses include *WHMIS 2015*, *Transportation of Dangerous Goods*, *Safety in Fire Prevention*, *Forklift Safety* and *Ladder Safety*.

Gearing Up Motorcycle Training Program

In 2023, CSC took a leading role at the Toronto Motorcycle Show, introducing the Moto-Intro program which allowed new and novice riders to ride a motorcycle in a risk-free environment and accompanied by CSC-certified instructors. The event was very successful, introducing Canadians across a wide spectrum of lived experiences to the sport and showcasing CSC as a resource for them to learn how to ride safely should they decide to continue with motorcycling.

Babysitter and Home Alone Programs

Our youth programs continue to be among our most popular, seeing growth of approximately 30 per cent year-over-year and enabling youth across Canada to confidently handle the added responsibility of keeping themselves and others safe in low supervision situations.

Off-road Vehicle Training Courses

In recognition of our high training standards, in 2023 the Quad Council of Canada elected to adopt the CSC's off-road program as its default training program, allowing its members to receive training using CSC's best-in-class instructor cadre.

To allow for this increase in ridership, we are actively training new instructors with previous range experience for delivery of the ATV and UTV courses.

Driver Training Programs

The Professional Driver Improvement Course underwent a significant overhaul in 2023, with the newly redesigned program being made available to learners and instructors in Q4.

Early reviews have been extremely positive and commended the addition of an Hours of Service module as well as the sharper emphasis on visual display and presentation.



PUBLICATIONS AND ADDITIONAL OUTREACH

Safety Canada

Our quarterly newsletter, published in January, April, July and October and posted to our website after a brief window of members-only exclusivity, continues to be an important element of our communications strategy with members. Messaging continues to be a mix of curated safety tips, updates on CSC activities, and promotional boxes for CSC-led programs and initiatives.

Social Media Growth

As social media channels continue to undergo evolution and change, these reflect in CSC's growth numbers on respective platforms. Twitter/X followers remained mostly stagnant in 2023. However, we broke the 2,000 follower mark on Facebook early in the year en route to a 17 per cent increase, and experienced a nearly 25 per cent growth on both Instagram and LinkedIn.



2023 COMMITTEES

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

- Canada's Safest Employer Awards
- Canadian Association of Chiefs of Police: Traffic
- Canadian Association of Road Safety Professionals
- Canadian Coalition on Distracted Driving
- Canadian Drowning Prevention Coalition
- Canadian Centre for Occupational Health and Safety Youth Safety Video Program
- 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 Institute for Safety Wellness and Performance Stakeholder and Advisory Committee
- Canadian Standards Association
- National Highway Traffic Safety Administration
- Traffic Injury Research Foundation's Impaired Driving Coalition of Canada
- 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
Bluedrop ISM
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
Medical Data Carrier
Munich Reinsurance Company of Canada
SimLeader Inc.
Stantec
TAXI Agency
Transport Canada
Vubiz Inc.

SUPPORTERS 2023

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Digital Government and Service NL
Dragonfly Training
Ecole de Conduite Tecnic
Elegant E-Learning Inc.
Evolugen
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Ignis Services Canada Inc.
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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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