



Honesty, Integrity & Mutual Respect

Open Communication

Teamwork

**ANNUAL
REPORT 2015**

**Celebrating 60 years of
Working Together To Achieve a Safe Saskatchewan**

MESSAGE FROM THE PRESIDENT

2015 was a year of challenges and opportunities for the Saskatchewan Safety Council. The Saskatchewan economy played a role in many of the challenges as a drop in training revenue affected many budget areas. In these times a complex set of challenges face a nonprofit charity, as general funding was reduced and greater competition exists for available sponsorship dollars.

These same challenges created unique opportunities for our organization. Injuries at home, at play and at work do not stop because the economy has suffered, and neither could the crucial work our organization continues to deliver. Instead of scaling back efforts to prevent injuries, we thought of all those families, friends and coworkers effected and made decisions for strategic investments focusing on injury prevention.

Instead of scaling back our efforts at preventing injuries we invested, with a renewed vigour, into safety messaging and advocacy using all forms of communication. We invested into new, first of it's kind, programming for the agriculture sector, such as the Online Agriculture Training System (OATS).

I am proud that the Council continued to hold true to its mission while experiencing these challenges. We continued to focus our resources effectively and efficiently on injury prevention and made decisions to invest resources for the people of Saskatchewan, not just for today, but to ensure a safer tomorrow.

The amazing work accomplished by the Saskatchewan Safety Council in 2015 would not have been possible without the support of each volunteer, staff member, partner, sponsor, Director and Member. To each of you I give my sincere thanks for your support in working together to achieve a safe Saskatchewan.

Sincerely,



Jeff Peters
President



OUR BOARD OF DIRECTORS

The Board of Directors is responsible for the governance of the organization; specifically to assess the overall direction and strategy of the organization and how it relates to the vision, mission, and values of the Saskatchewan Safety Council. The Board is accountable to the Membership and is responsible for representing their collective best interests.

President Jeff Peters - City of Regina

Past President Marc Milette - Saskatchewan Liquour and Gaming Authority

1st Vice-President Kelly Mandzuk - Enbridge Pipelines Inc.

2nd Vice-President Kevin Mooney - Saskatchewan Liquour and Gaming Authority

Treasurer Joseph Chan - Private Member

Executive at Large Wayne Summach - Cameco

Shannon Ell - Saskatchewan Government Insurance

Secretary Ryan Jacobson - Saskatchewan Safety Council

Directors Barry Heath - Automobile Injury Appeal Commission

Craig Sluser - Enbridge Pipelines

Cleveland Vann - Shermco

Glenda Barton - SaskPower

James Baumgartner - Mosaic Potash

Phillip Germain - Saskatchewan Workers Compensation Board

Robert Taylor - SaskEnergy

Dr. Ron Ailsby - Saskatchewan Medical Association

Rick Frank - Ministry of Highways and Infrastructure

Sarina Clarke - Ministry of Health

Steve Hepting - SaskTel

OUR STAFF

The staff team works for the Chief Executive Officer and are responsible for carrying out their assigned duties in relation to the vision, mission and goals of the Saskatchewan Safety Council.

Chief Executive Officer	Ryan Jacobson	Motorcycle Instructors	Andrew Dolman
			Brian Herman
Director of Operations	Dianne Wolbaum		Doug Sears
			Dwayne Turcotte
Finance Manager	Corrine Neilson		Garry Michael
			Jim Hall
Marketing Manager	Geoff Wira		Jo Keller
			John Braithwaite
Client Services			Marc Hankewich
Coordinator	Robert Weitzel		Neil Painter
			Rick Yoshida
Executive Coordinator	Tammy Cronan		Robert Weitzel
			Tanya Kleemola
Program Coordinators	Lynn Evans		Taryn McKee
	Rick Schwartz		Taylor Mountain
			Tom Schutzman
Program Administrator	Alison Bobbee		Tony Janeczko
			Walter Devorak
Communications and			Willy J. Barraud
Events Coordinator	Mindy Calder		
Community Relations			
Coordinator	Terri Kerbrat		
Motorcycle Program	Barry Muir		
Safety Instructors	Adrian Mohle		
	Eugene Rudy		
	Greg Evans		
	Lee Carlson		
	Luigi Burchi		
	Ron Hromek		
	Ryan Durand		
	Will Putz		
	Wade Hoffman		
Administrative			
Assistants	Amanda Le Pine		
	Gloria McIntyre		
	Kristin Gyoerick		
	Rhiannon Felix		

COUNCIL HONoured WITH AWARD

The Saskatchewan Safety Council was honoured with the **Better Business Bureau** of Saskatchewan's 2015 **Torch Award** for Outstanding Ethics and Integrity in Business for a Nonprofit Organization. The award is designed to recognize the actions of businesses that display ethical business decision-making and integrity in business practices resulting in a positive impact in our communities. The Council was anonymously nominated for the award which it had previously won in 2009.

The Council was notified that they were a finalist for the award but the winner was not revealed until the award was presented. Chief Executive Officer, Ryan Jacobson accepted the award on behalf of the Saskatchewan Safety Council with a large delegation of the staff team in attendance, along with newly appointed President, Jeff Peters. "When I found out that we were a finalist, I made sure that we bought enough tickets for all full-time staff to attend the awards banquet," said Jacobson, "it was important for the whole team to participate in the event and to realize that the effort each and every one of them has put into our client services is noticed, appreciated and recognized throughout the province".



Ethics and integrity, it does not come from the leadership of one individual...it comes from the leadership of every single person that works for the Council...and generations of employees that created a long history of that.

- Ryan Jacobson, CEO, Saskatchewan Safety Council



1955-2015 60 YEAR ANNIVERSARY

On December 10th, 2015 the Saskatchewan Safety Council hosted a 60 year celebration lunch in appreciation of members, partners and stakeholders in combination with the annual holiday lunch.

Jeff Peters, President of the Board of Directors addressed the over 150 guests in attendance. The speech encapsulated the formation of the Saskatchewan Safety Council on November 15th, 1955; the vision of the founding partners to create a public, voluntary organization that would be controlled by a partnership of private businesses, government representation and individuals; and many of the key milestones and highlights from across the decades.



Looking around this room today, we can witness a visible demonstration of the many thousands of lives that have been impacted by the Saskatchewan Safety Council.

- Jeff Peters, President, Saskatchewan Safety Council

60 years is an incredible milestone for any organization to achieve and especially for a nonprofit charity. Through the dozens of programs that have been provided by the dedicated staff, volunteers and partners of the Saskatchewan Safety Council, thousands of lives throughout the province have been forever impacted.

A large history project was begun in 2015 that will carry on into future years that aims to preserve, organize and showcase the incredible history of the Saskatchewan Safety Council.



STRATEGIC PRIORITIES

With the approval of the first Strategic Plan the year prior, 2015 required an alignment of resources, work plans and targets to reflect the affirmed priorities. The five currently approved priorities are:

1. Be the Central Source for Safety Information in Saskatchewan.
2. Increase Advocacy and Outreach across the province.
3. Expand Provincial Training Reach.
4. Focus on Partnership Strength and Maintenance.
- 5 Enhance Membership Value.

With these priorities top of mind the work began. The Council invested in a new website with increased functionality that will allow for connections to social media and sharing of safety resources. Noticable presence in rural communities throughout the province was expanded through training opportunities offered in more than three dozen communities, billboards in 7 major centres and more than thirty news stories. Staff worked with industry experts to develop and launch two television commercials that ran throughout the province for 6 months of the year.

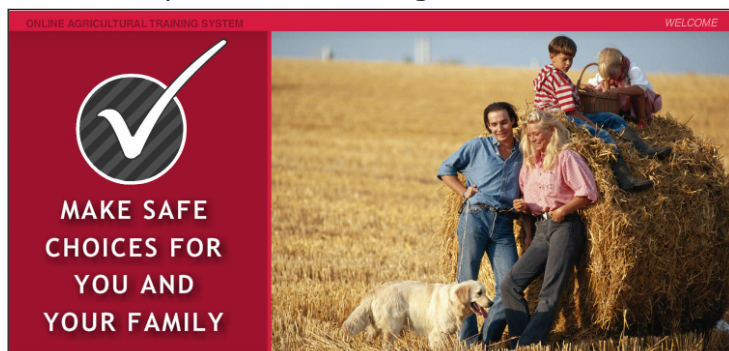
(Right) First Annual Regina Steps for Life charity walk in Wascana Park

(Below) Early development art for the Online Agriculture Training System



Staff increased their professional development opportunities to ensure skill sets continued to be invested in.

Program Coordinators doubled the offerings of sponsored safety training sessions for seniors in more than 20 communities and held sponsored training for youth in 35 communities across the province including 4 First Nations.



The Board of Directors approved the business plan for the development of the Online Agriculture Training System and development work immediately began to ensure the program would be available before the spring season of 2016.

Knowing well the difficulties faced by small charities the Council offered free safety training to local based charities

and significant discounts to small nonprofits. In addition staff extended resources to partners within the injury prevention cause to ensure their success such as leading the planning of the first Steps for Life walk in Regina and ongoing assistance with North American Occupational Safety and Health week activities.

YOUTH SAFETY

Early Safety Training Program

2015 was another extremely successful year for the Early Safety Training Program seeing expansion in participation, geographic areas and sponsorship dollars. Overall youth engagement saw an increase of over 240%. This represents over 1230 days of training, almost 10,000 hours, provided to youth in Saskatchewan at no cost using the three options of; the self-study bursary; the in class curricula fitted model; and the weekend Boot Camps. This training was conducted in 25 different communities across the province including three First Nations.



Youth Safety Summit

The first annual Youth Education Safety Summit (YESS) was held on February 4th, 2015. The Saskatchewan Safety Council organized and sponsored the event which saw more than 20 organizations gather together for the purpose of enhancing the provincial environment of sharing and collaboration surrounding youth safety programming.

Three main outcomes were achieved:

1. An opportunity was created for organizations with a vested interest in youth safety to network
2. An inventory of programs was started to further share programs available within the province
3. Areas for working together were identified around the sharing of best practices and resources

Amazing Safety Quest



A new youth focused program was launched in 2015 known as the Amazing Safety Quest. This program is designed as a station based obstacle course focusing on learning safe behaviours through the power of observation.

Youth observe safe behaviours at each station and then demonstrate the safe behaviours. 353 students between Regina and Saskatoon participated in its first year.



SENIORS SAFETY

Mature Driver Refresher Course

The Mature Driver Refresher course (55 Alive) continued to be popular in rural Saskatchewan. Staff worked diligently to ensure that training was available in as many communities as possible. With the support of our sponsors and community partners we were able to have 452 drivers participate in the training in courses that were scheduled in 25 communities across the province at no cost to the participant.



Home Fall Prevention

The Home Fall Prevention Program continued to be an important advocacy focus. Through attendance at trade shows and community events staff were able to discuss the important subject with hundreds of families.

The resource brochure continued to be in popular demand from community groups, health care centres and families as over 3,000 were sent out.

Numerous meetings were held with partnering organizations to begin discussions about expanding seniors safety initiatives across the province.

Online advocacy became a new tool that was used to reach large segments of the population with important messaging. Programs such as Facebook have enabled our advocacy to reach highly targeted, large segments of the population.

The downloadable resources started to be utilized more as well. The Saskatchewan Safety Council Home Fall Prevention web page provides links to a wide range of external fall prevention resources in the province. Plans were put in place to organize a Seniors Safety Summit in the fall of 2015, however the decision was made to reschedule the event until 2016 to ensure more organizations could attend.



AGRICULTURE SAFETY

The Saskatchewan Safety Council held to our tradition of being an active safety advocate for agriculture. Through attendance at major agriculture shows such as Farm Progress and Agribition staff were able to talk to many thousands of people about safety on the farm.

We also distributed hundreds of the childrens Farm Safety Activity Book that was originally developed as part of the Farm Safety Team and continues to be a popular item for families with young children.

A plan was approved in 2015 for the Council's long history of agriculture safety to continue by starting the single largest project ever taken on by the organization. Noting many barriers for agriculture families and workers to receive safety education, the Board of Directors approved and extended budget for the creation of the Online Agriculture Training System (OATS).



OATS is an interactive, online agriculture general safety orientation. The program will launch in early 2016 and be free for the participant. The costs of the program will be supported with sponsorships, eliminating the barrier of affordability. The program is designed to run off internet speeds capable on 3G mobile networks eliminating the barrier of accessibility.

(Above) The Saskatchewan Safety Council at the 2015 Farm Progress Show

(Right) Terri Kerbrat, Community Relations Coordinator, talking to a group of students at the 2015 Western Canadian Agribition



TRAFFIC SAFETY

Skid Smart Collision Avoidance goes to Humboldt

The Skid Smart Collision Avoidance course saw another successful year in 2015. Hundreds of people were able to participate in the open registration program.

A partnership was formed with Discovery Ford in Humboldt, SK that allowed this course to be offered in Humboldt for the first time. Discovery Ford allowed the use of their property to build the ice pad, supplied snow clearing service and arranged for the space to be flooded to create the ice. The course was also featured by local media.



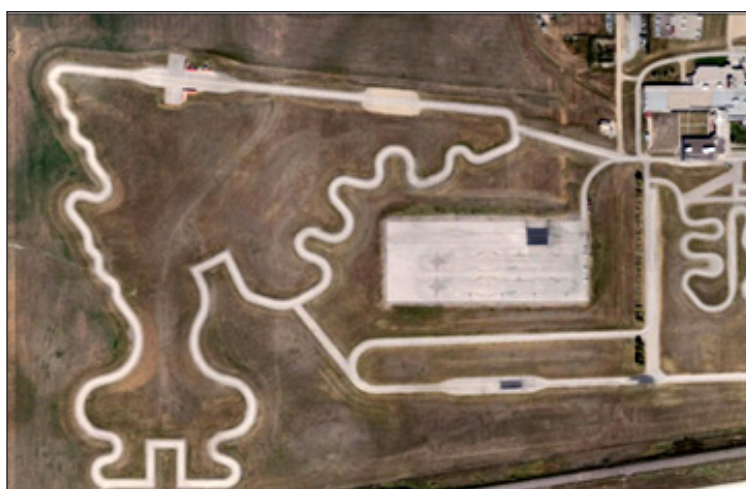
Motorcycle Training



(Left) Participants practicing riding skills during a Basic Rider Training Course

(Bottom) Aerial view of the training locating used during motorcycle training

The motorcycle training program continued to be successful offering vital training to hundreds of participants. The partnership with the RCMP Depot Division that allows the course to take place on the closed course track has added great benefit to the participants experience. The passion and expertise of the amazing instructors ensures that many collisions and injuries are prevented every year because of the work done through this program.



OCCUPATION SAFETY

With dozens of occupation themed programs available, thousands of participants were able to refresh or increase their knowledge about safe choices at work through our occupation focused programs.

The challenges seen in the Saskatchewan economy were reflected on many programs that were affected by decreased enrolment rates compared to the previous two years. Overall, the diversity of programs offered helped to offset some of the drop in enrolment.

A new Saskatchewan based Ground Disturbance program was launched in partnership with the Heavy Construction Safety Association of Saskatchewan. With the agreement between the two organizations we aligned our course curriculum, manuals, and presentations so that participants are able to access a new Saskatchewan standardized Ground Disturbance Level One and Ground Disturbance Level Two training at either organization.

Enrolment in Powered Mobile Equipment Operator and Instructor training continued to be strong for various types of equipment including Forklift, Aerial Work Platform, Skid Steer and Agriculture Tractors. Other popular courses included Work Zone Traffic Accommodation Supervisor, Flag Person Training, Fall Protection, Fire Extinguisher training, among many others.

The 5s consulting program that began in 2011, continued to offer various presentations throughout the year to assist organizations in improving workplace efficiencies. With most larger projects complete, new clients received the benefit of on site consulting with our experienced staff.

The 42nd annual Industrial Safety Seminar, held February 2nd, 3rd and 4th, 2015 in Regina was a great success. A record number of display spaces were filled, with 105 booths. 684 registered delegates were able to investigate the many expert displayers to learn about the newest products and services available.

24 professional development presentations were held over the 3 day seminar including 4 keynote sessions. The keynotes featured Eldeen Pozniak, Past President of the CSSE and incoming President of the International Network of Safety and Health Professionals; Gary Anaka, author and leading presenter of Neuroscientific research on brain wellness; Greg Johnson, one of North America's top professional storm chasers and severe weather experts starring in his television show Tornado Hunters, and Carl Dixon, renowned vocal artist and band member with The Guess Who, April Wine and Coney Hatch that suffered a severe life altering vehicle collision.

Since 1955, the Saskatchewan Safety Council, a nonprofit registered charity, has been dedicated to the prevention of injury in Saskatchewan....at home, at play and at work.

ADVOCACY & COMMUNICATIONS

Advocacy and communications were a significant focus of activity in 2015. A new website was unveiled in January along with the first of two television commercials that ran on CTV throughout Saskatchewan. The television commercials aimed to raise awareness of the Saskatchewan Safety Council and the important work it has done and continues to do throughout the province. The two commercials ran for 6 months of the year generating a reported reach of 9,527,600.

Messaging continued with local billboards that ran throughout the year in Moose Jaw, Prince Albert, North Battleford, Regina, Saskatoon, Weyburn and Yorkton. 12 digital billboards also ran throughout the province in such places as the Regina Airport baggage carousel.

Reaching people with injury prevention messaging through social media continued to be a strong focus. Throughout the year Facebook had a total reach of 562,148 with 1,056 people that Liked the Saskatchewan Safety Council page. Twitter had an additional reach of 92,186 with 272 people following that account.



LOOKING AHEAD

The Saskatchewan Safety Council continues to strive forward in our 60 year journey of changing attitudes and beliefs that surround injury prevention. Noting the progress we collectively have made since starting this journey in 1955 and reviewing the incredible work that has taken place to get us to where we are today confirms our knowledge that what we are doing is making a significant difference.

2016 will mark the start of a new decade for the Saskatchewan Safety Council. This time has yet to be written into our history and it is up to each one of us to make decisions that effect all of those that follow after. What we choose to do today becomes the history of tomorrow.

The Saskatchewan Safety Council is leading the way with the passion, expertise and resources to ensure that we collectively continue on the journey of injury prevention.

Guided by our strategic priorities we have invested in ground breaking programming into high risk areas to remove barriers of affordability and accessibility to safety education. We continue to build upon the success of existing programs, offering sponsored training in driver



What we choose to do today becomes the history of tomorrow.

-Ryan Jacobson, Chief Executive Officer

safety to seniors in rural communities and providing thousands of hours of fully sponsored safety training to youth in their school system before they get their first job.

The 2016 launch of the Online Agriculture Training System marks a significant step forward for our organization and injury prevention efforts in agriculture. As one of the only organizations that could facilitate the resources and expertise to build such an impressive program, we go a step further when we are offering it for free to the user to ensure everybody has access to injury prevention information.

None of these or our future successes would exist without each of you. As members, volunteers, staff, sponsors, donators and partners, each of you will make decisions that make this happen. History has shown when you support our journey you are preventing injuries and saving lives and I know with your continued support, the history of tomorrow will reflect the support of today.

Working together with like-minded individuals and organizations will continue to be the foundation of each new endeavour for the Saskatchewan Safety Council throughout the next year and beyond. It is through these lasting partnerships that we will succeed in our journey of creating a safer Saskatchewan for everyone.



A handwritten signature in black ink.

Ryan Jacobson
Chief Executive Officer

OUR SPONSORS & PARTNERS

The success of the Saskatchewan Safety Council could not be possible without the help of outside organizations who partner with us in many different ways. We are excited to continue to work with these and many new partners in helping us achieve a safe Saskatchewan.

SaskTel



PotashCorp

Helping Nature Provide



WorkSafe
SASKATCHEWAN

Work to live.

SGI

Take care out there.



**Refinery
Complex**



**K-Line
GROUP**

ENBRIDGE

SaskPower
Powering the future®

EVRAZ

cenovus
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VALE



**SASKATCHEWAN
CONSTRUCTION SAFETY
ASSOCIATION**



WorleyParsons **wellpoint**
resources & energy live better longer

great plains
college

City of Regina

REGINA
Infinite Horizons



K+S Potash Canada

Mosaic



CHS

ARMOUR SAFETY
consulting & training



**Government
of
Saskatchewan**

**Thinking
Driver**

**SASKATCHEWAN
OIL & GAS
SHOW**

enerPLUS



3M



**ONE STOP
SERVICES LTD.**
"An Occupational Health, Safety and Immigration Company"



Since 1955, the Saskatchewan Safety Council, a non-profit registered charity, has been dedicated to the prevention of injury in Saskatchewan...
at home, at play, and at work.

Funded through donations, membership contributions, sponsorships, and the distribution of safety programs and materials, the revenues generated by the Safety Council are invested within the province of Saskatchewan to further promote safety.

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