



**ANNUAL  
REPORT  
1975**



PRESIDENT'S REPORT

ANNUAL MEETING

1975

It is my pleasure to present my annual report to you on our activities in 1975. The board of directors has met four times, the executive committee has met on seven occasions since the last annual meeting. Two new staff members have joined the Council during the past year to replace persons who resigned. We welcome Brenda Buzash and Ken Anderson to their first annual meeting.

The Safety Council programs continue to attract wide support in most areas of the Province and while these are detailed in the divisional reports a few are worthy of note here. The Defensive Driving Course, Bicycle Safety Course, and Babysitter's Training Course continue to be the most popular programs offered. The National Motorcycle Training Course has not been as successful as we had hoped but we are optimistic that it will receive more attention this year. A new course for truck drivers has been developed by the Canada Safety Council and we look forward to co-operating with many interested agencies in the promotion of this course. The Professional Driver Improvement Course follows a similar format to the D.D.C. and the immediate task will be to qualify instructors for this Course.

Membership development continues to be unrewarding in monetary terms and we are grateful for the support we receive from the Government of Saskatchewan through the Highway Traffic Board, and from the Saskatchewan Government Insurance Office. This support has enabled the Council to remain in business and to concentrate on the development of safety programs which we hope will expand our public support throughout the Province.

We were deeply shocked at the sudden passing of Bob McWhirter in January. His enthusiastic interest in all facets of the safety movement will be missed. Bob was a charter member of the Saskatchewan Highway Safety Council, served as chairman of the traffic division, committee chairman and board member, and was president of the Council in 1973 and 1974. Two books have been purchased by the Council and placed in the Regina Public Library in his memory.

It is not possible to detail all the activities of the Council in this brief report, however, I wish to express on behalf of the members of the board our thanks to all the members of the Council who took part in our programs, gave of their time and resources in so many ways to assist us, and helped to promote the safety message. Our thanks to the media - the newspapers, radio stations and television stations who gave editorial and public service support to us. Last, but not least - thanks to the staff for their dedicated efforts.

Respectfully submitted,

W. G. McInnis,  
President.



## EXECUTIVE DIRECTOR'S REPORT

### ANNUAL MEETING

1975

1975 was a year of exceptional growth for the Council and in spite of being without a program director for 8 months of the year, we managed to accomplish most of the things we set out to do. Our Council promoted Snowmobile Safety Week and Bicycle Safety Week in addition to supporting the national campaigns related to Child Safety Week, Safe Boating Week, Farm Safety Week and Safe Driving Week.

We provided interesting and informative programs for our 2nd Annual Industrial Safety Seminar and the Annual Meeting for the general membership. Three newsletters were prepared and distributed along with notices and agendas and minutes for four board meetings, seven executive committee meetings, fifteen division meetings and eight special committee meetings. The Council staff responded to many requests for speeches on safety related topics, films, slide presentations, displays at seminars, conferences, workshops, information on courses, pamphlets on various safety topics. We presented Defensive Driving Instructor Development Courses, Defensive Driving Courses, bicycle safety clinics, snowmobile safety clinics, took part in radio shows, television interviews, press interviews, handled hundreds of telephone and mail enquiries.

Our most exciting and productive program was the display developed for Mexibition at Saskatoon and Regina. Photographs and slides were provided by Carl Shiels of the Transportation Center, University of Saskatchewan, Saskatoon on the necessity of seat belts in injury reduction in traffic accidents. A Seat Belt Convincer was constructed by the S.G.I.O. Experimental Center for Safety Council use in demonstrating the effectiveness of seat belts in a sudden stop. Members of the Saskatoon Safety Council and the traffic division provided assistance in manning the display and thousands of persons viewed the Convincer at work.

Our major thrust into 1976 will be expansion of courses related to traffic safety and promotion of use of seat belts by Saskatchewan people. I wish to express my personal thanks to our members, our board and in particular, the support given by our executive committee and president, Bill McInnis. The Council staff has performed in a creditable fashion and I thank them for their service during 1975.

Respectfully submitted,

L. R. Donnelly,  
Executive Director.

## TRAFFIC DIVISION

### ANNUAL REPORT

1975

1975 was an active and productive year for the traffic division. It was a good year, and the fact that traffic fatalities in Saskatchewan decreased from 306 in 1974 to 276 in 1975 made it a very good year.

There were 4 meetings held since the annual meeting in April; 2 in Regina, 1 in Saskatoon and 1 in Melville.

Major activities involving the traffic division in 1975 were:

#### SEAT BELT CONVINCER

The Seat Belt Convincer was constructed by Saskatchewan Government Insurance Office staff and has been on display 6 times since its introduction at the Exhibitions in Saskatoon and Regina in November. Traffic division members and Council staff have been manning the Convincer display.

#### TRAFFIC SAFETY PUBLIC OPINION POLL

The poll was conducted at the Convincer displays in Regina and Saskatoon in November. We express our thanks to Robert J. Moore, Ph. D, Assistant Professor of Psychology, Campion College, University of Regina for preparing the report on the survey.

#### REPORT ON PEDESTRIAN SAFETY ADJACENT TO SCHOOLS

A sub committee of the traffic division under chairman, W. B. McLean, Traffic Engineer, City of Regina prepared this excellent report.

#### SPECIAL SEAT BELT COMMITTEE

One of the recommendations from the Traffic Safety Workshops held in Saskatoon in November 1974 was to establish a special committee to design and implement an educational campaign concerning seat belts. To date a series of letters and position papers have been submitted to M.L.A.'s. The committee will be involved in preparing a public information campaign on seat belts.



TRAFFIC DIVISION REPORT -- PAGE 2

There was a substantial increase in the Defensive Driving Course activity in 1975. 1975 vs 1974 comparison is:

	<u>1974</u>	<u>1975</u>
Courses held	139	170
Number of graduates	2575	3146

The Professional Driver Improvement Course developed by the Canada Safety Council was recently introduced at a seminar attended by Safety Council staff and members of the trucking industry.

The division's 1976 plans include a "third" Traffic Safety Workshops to be held late in the year.

I wish to express my appreciation to members of the traffic division for their enthusiasm and participation in division activities during the past year. Thank you also to the Saskatchewan Safety Council staff for their strong support.

Gerry Werry,  
Chairman.

FARM DIVISION

ANNUAL REPORT

1975

The past year was highlighted by two farm division meetings held outside Regina; one at North Battleford and the other at Yorkton. The object was to involve more rural people and to provide a grass roots approach to problems. The attendance in both cases was disappointing. However, there was an excellent opportunity to make new friends and to get valuable publicity through the local media. I recommend that other divisions consider holding at least one meeting each year at a smaller center.

During 1976, we are proposing to hold a joint meeting with one of the other divisions to discuss mutual problems.

FARM SAFETY PROGRAM DIRECTOR

The farm division recognizes a need for an additional staff member.

CANADA SAFETY COUNCIL FILM

The long awaited film finally became available. The farm division recommended that a copy not be purchased as the content did not relate to Saskatchewan.

WESTERN RURAL SAFETY CONFERENCE

The 1975 Conference was held in Regina during Agribition. Minutes are being prepared for distribution.

MEXIBITION

The display featured a Seat Belt Convincer constructed by S.G.I.O. It was a highlight of Mex 75. Safety Council members should promote the use of the Convincer at other events.

Safety films were shown in the Home Interest Theatre.

To assure a space in Mex 76, it is necessary for us to propose a new feature. Your ideas are needed.

OTHER PROJECTS BEING CONSIDERED

Resource speakers - It was suggested that we print a list of speakers available to speak on farm safety.

Farm Safety Essay Contest - Alberta has conducted a very successful contest for 25 years among grades 5, 6, 7 and 8.

Slide sets - There is a need for developing sets of slides and scripts for distribution to T.V. stations.

Farm accident statistics - The farm division is continuing to review reports prepared by the Prairie Institute of Environmental Health. We recommend further studies in special areas such as livestock, combines and tractors. We are anxious to base our programs on these statistics.

I would like to thank the executive and employees of the Saskatchewan Safety Council and members of the farm division for their support during the past year.

C. W. Carlson,  
Chairman.



OCCUPATION DIVISION

ANNUAL REPORT

1975

The division sponsored our Second Annual Industrial Safety Seminar in Regina in February of 1975 and this was attended by 237 participants. This project will be continued with the Third Seminar planned for Saskatoon in February of 1976. A steering committee of ten persons chaired by Gordon Becket of Central Canada Potash is developing the program for the next seminar.

A sub committee on training courses for safety personnel under the chairmanship of Bernie MacNeill has met twice and Jack Lax is presently reviewing the content of courses available. When the review is completed we hope to make arrangements to offer courses in basic safety for supervisors through the Safety Council office. Discussions have also been held with the Extension Division of the University of Regina and this option will be explored further as course materials are reviewed.

A system of safety awards has been developed by the occupation section of the Canada Safety Council. The division will be asked to decide whether to adopt these awards for Saskatchewan or whether there is a need for our own system of awards.

It has been a privilege to serve as your chairman this past year.

E. Amaolo,  
Chairman.

HOME DIVISION  
ANNUAL REPORT  
1975

Home Safe Home! ..... Or is it? .....

The comforting phrase "home safe home" still continues to be a misnomer in light of statistical reports to the contrary. Despite their statistical significance, home accidents receive little attention from both the private and public sector. The second largest groups of accidents after transportation, fatal accidents in the home, account for one-sixth of the total deaths in Canada. The fact that such simple remedial procedures will reduce or eliminate the risk factor is an indication of our sense of priorities and lack of understanding. The social indicators point to a vital need for prevention strategies.

Initial components of prevention strategies are identifying risks and raising the level of consciousness to these risks. Despite limited meetings and membership in the past year, the home division has addressed itself to these two factors in the process of behaviour modification.

A fire safety check list was prepared by Mrs. Ruth Clark. The list identifies common causes of fire in the home. There was also a continuation of support for fire safety promotion.

Active promotion of the new Babysitters Course has resulted in an unprecedented number of "graduates". Several schools are offering the course for credit in their health curriculum.

Senior citizen safety has been a concern of the division for some time. A sub committee of four members are presently preparing an educational program on falls. A survey is currently underway to determine the nature and cause of falls in elderly Saskatchewan residents. The information will provide direction for the narrative in the program kit. Depending on the success of the first unit, the committee plan to prepare additional program packets in the areas of traffic, fires and poisoning.

Child safety week awareness will be promoted by means of news release prepared by veteran journalist, Mr. Christian Smith.

The dramatic response to the Block Parent program in Saskatchewan will be utilized as a Child Safety Week promotion. The C.F.Q.C. radio in Saskatoon are to be highly commended for their sponsorship and financial support of this city wide program. To date there has been outstanding media promotion and a public meeting co-ordinated by the Saskatoon Safety Council, Saskatoon City Police, Saskatoon School Board and C.F.Q.C. Saskatoon and District Safety Council has been instrumental in making this program a reality in Saskatoon and a "first" in Saskatchewan.

Despite the hindrances encountered this year we have made substantial progress toward our objectives. As retiring chairman, I would like to express my sincere appreciation to all division members and the Council staff for excellent co-operation in the work of this division.

Barbara J. Millar,  
Chairman.



COLLEGE AND SCHOOL

ANNUAL REPORT

1975

The division promoted the use of reflective materials with considerable success in the Saskatoon district in 1975. Many Home and School Associations as well as school principals in Saskatoon assisted in the distribution of dangle tags, reflective tape for bicycles and sew-on reflective tape for sports wear. The films "Step Lightly" and "Be Safe Be Seen" were a valuable asset in this program.

Interviews with the press and T.V. also helped to create interest in division programs.

The question of school bus safety was given active discussion by members of the division. Saskatchewan received an award from the Association of State and Provincial Safety Officials for second place in its category in school bus safety. The award was presented to the Hon. Gordon MacMurchy, Minister of Education, by Les Donnelly representing A.S.P.S.O. Other divisions of the Council will be discussing school bus safety at future meetings and it is hoped a public information program will be developed by all interested groups to focus attention on this topic.

The Council agreed to participate in a halloween poster safety program with Rowntree-MacKintosh Company, however, the posters were never received due to a transportation problem. It is likely this program will be conducted annually. The Council distributed school safety posters again with approximately 215 classrooms subscribing to this monthly service.

The annual Bike For Your Life program sponsored by Red Cross Youth and the many other agencies interested in bicycle safety was another success. This was one of the vehicles used to promote our Safe Bicycling Course. While the number of participants was down slightly in 1975, sufficient new areas participated in the program to have it considered worthwhile.

I wish to thank all members of the division for their interest and support and look forward to working with them in 1976.

Dale Shockey,  
Chairman.



TREASURER'S REPORT

1975

I wish to report that the audit of the Safety Council operations for the year 1975 has been completed and the requirements of the Provincial Auditor have been met. The results of the Council financial operation and the Auditor's comments are contained in another section of this annual report.

Through careful management of the available limited resources and program income we were able to meet the obligations of the Council as detailed by the board of directors and executive committee. I wish to acknowledge the increased support received from the Government of Saskatchewan through the Highway Traffic Board in operating grants. We also appreciate the funds provided from Saskatchewan Government Insurance Office and from our membership.

The services provided to the Council by the Provincial Auditor represent their contribution to Council operations and are gratefully acknowledged.

G. Colby Burns,  
Treasurer.



SASKATCHEWAN SAFETY COUNCIL

AUDITOR'S REPORT

1975

I have examined the balance sheet of the Saskatchewan Safety Council as at December 31, 1975 and the statements of revenue and expenditure for the year then ended. My examination included a general review of the accounting procedures and such tests of accounting records and other supporting evidence as I considered necessary in the circumstances.

In my opinion these financial statements present fairly the financial position of the Saskatchewan Safety Council as at December 31, 1975 and the results of its operations for the year then ended, in accordance with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

W. G. Lutz, C.A.,  
Provincial Auditor.

Regina, Saskatchewan,  
January 9, 1976.



SASKATCHEWAN SAFETY COUNCILBALANCE SHEET AS AT DECEMBER 31, 1975

(with comparative figures as at December 31, 1974)

ASSETS

	<u>1975</u>	<u>1974</u>
Cash on hand and in bank	\$ 1,961	\$ (387)
Accounts receivable - safety promotion	5,825	4,109
Grant receivable - Province of Sask		5,000
Accountable advance for travelling		100
Inventories at cost - safety program materials for resale	<u>6,855</u>	<u>4,322</u>
Total current assets	\$14,641	\$13,144
Office and safety promotion equipment and office furniture (at cost less obsolete)	<u>9,148</u>	<u>8,870</u>
	<u>\$23,789</u>	<u>\$22,014</u>

LIABILITIES AND EQUITY

Accounts payable	<u>\$15,201</u>	<u>\$30,000</u>
Operating deficit:		
(Deficit) surplus beginning of year	(\$16,856)	\$ 6,531
Net revenue (expense) for the year (Statement 2)	<u>16,296</u>	<u>(\$23,387)</u>
Deficit, end of year	<u>\$ 560</u>	<u>\$16,856</u>
	\$14,641	\$13,144
Equity in equipment and furniture	<u>9,148</u>	<u>8,870</u>
	<u>\$23,789</u>	<u>\$22,014</u>

SASKATCHEWAN SAFETY COUNCIL  
STATEMENT OF REVENUE AND EXPENDITURE  
For the Year Ended December 31, 1975

(with comparative figures for the previous year)

REVENUE

	<u>1975</u>	<u>1974</u>
Grants received from:		
Saskatchewan Government Insurance, including grant to match memberships from other insurance companies	\$11,500	\$11,550
Highway Traffic Board-Province of Saskatchewan	26,250	15,000
Occupational Health and Safety Division, Dept. of Labour - Province of Saskatchewan		5,000
	<u>\$37,750</u>	<u>\$31,550</u>
Membership contributions from:		
Insurance companies	\$ 1,500	1,550
Other associations and companies	5,280	4,450
Urban municipalities	1,105	1,090
Rural municipalities	647	793
Individual	382	220
	<u>\$ 8,914</u>	<u>\$ 8,103</u>
	<u>\$ 366</u>	<u>\$ 336</u>
	<u>\$47,030</u>	<u>\$39,989</u>
Net revenue (expense) from safety promotion & research projects (Statement 3)	\$19,333	(10,333)
Total Revenue	<u>\$66,363</u>	<u>\$29,656</u>

EXPENDITURE

Salaries	\$35,227	\$39,625
C.P.P. - Employer's contribution	575	428
R.R.S. - Employer's contribution	1,695	1,755
Unemployment insurance - Employer's contribution	462	494
Publicity and promotion	127	51
Film and library expense	1,471	400
Printing and stationery	2,632	1,748
Safety meetings and conferences	982	1,156
Memberships	226	190
Travel	889	941
Postage and express	1,370	1,398
Telecommunications	574	518
Office and equipment maintenance	488	511
Rent of premises	2,180	2,040
Insurance premiums	271	117
Annual meeting expense (net)	142	(229)
Miscellaneous	478	270
Office and safety equipment purchased	278	1,630
Total expenditure	<u>\$50,067</u>	<u>\$53,043</u>

Net revenue (expense) for the year to Statement 1	<u>\$16,296</u>	<u>(\$23,387)</u>
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SASKATCHEWAN SAFETY COUNCILSTATEMENT OF REVENUE AND EXPENDITURESAFETY PROMOTION AND RESEARCH PROJECTSFor the Year Ended December 31, 1975

(with comparative net figures for the previous year)

	<u>1975</u>	<u>1975</u>	<u>1975</u>	<u>1974</u>
	<u>Revenue</u>	<u>Expend</u>	<u>Net Rev</u> <u>(Expense)</u>	<u>Net Rev</u> <u>(Expense)</u>
Be Safe Be Seen Program	\$ 920	\$ 789	\$ 131	\$ 24
Bicycle Licensing (manual)	10,594	5,178	5,416	548
Circle Check Campaign	443	406	37	74
Defensive Driving Course	16,919	10,728	6,191	4,672
Defensive Driving League	824	596	228	41
Elmer	450	225	224	93
SMV Program		197	(197)	(197)
Babysitting Course	3,075	1,725	1,350	622
Industrial Safety Seminar	6,410	5,814	595	1,109
Mile Swim	807	288	519	64
Motorcycle Course	664	1,083	(419)	172
Other Safety Promotion Programs	310	606	(295)	(360)
Pedal Pusher Club	245	126	119	203
Safe Bike Course	1,022	465	557	(183)
Safe Driving Week	173	341	(168)	
Safety Pamphlet Program	1,087	796	292	(557)
School Poster Program	1,806	668	1,138	16
Seat Belt Convincer		1,058	(1,058)	
Bicycle Licensing Project				
-computerized				(16,674)
Recovery of prior year expenditure				
re computerized bicycle				
licensing program	<u>4,673</u>		<u>4,673</u>	
	<u>\$50,422</u>	<u>\$31,089</u>		
Net revenue (expense) for year				
from safety promotion &				
research projects to Statement 2			<u>\$19,333</u>	<u>\$ (10,333)</u>