



1977

Annual Report

EXECUTIVE MEMBERS AND BOARD OF DIRECTORS

1977 - 1978

A. P. McDonald, Safety Supervisor,
Potash Corporation of Saskatchewan,
ROCANVILLE, Saskatchewan.

PRESIDENT

Vic Sotropa,
Visual Identity Co-ordinator,
Province of Saskatchewan,
REGINA, Saskatchewan.

1ST VICE PRESIDENT

Hugh McLeod, Director,
Saskatchewan Wheat Pool,
LEROSS, Saskatchewan.

2ND VICE PRESIDENT

A. Popoff, Director,
Traffic Safety Engineering Branch,
Department of Highways,
REGINA, Saskatchewan.

TREASURER

W. G. McInnis, Manager,
Safety Department, S.G.I.O.,
REGINA, Saskatchewan.

PAST PRESIDENT

F. Maddex,
United Grain Growers,
LUMSDEN, Sask.

T. Desjarlais,
S.G.E.A.,
MELFORT, Sask.

Helen Jones,
SASKATOON, Sask.

Carl Shiels,
Safety Saskatchewan,
Transportation Agency,
REGINA, Sask.

Jack Lax,
Sask. Tel
REGINA, Sask.

Prof. M. Sachdev,
University of Sask.,
SASKATOON, Sask.

Sylvia Atkinson,
Consumers Assoc. of Canada,
SASKATOON, Sask.

John Leier,
SEDLEY, Sask.

Hon. Eiling Kramer,
Minister,
Hwys. & Transportation,
REGINA, Sask.

Dr. R. Ailsby,
Sask. Medical Association,
REGINA, Sask.

D. Schnell,
City of Regina,
REGINA, Sask.

R. Wigmore,
Dept. of Education,
REGINA, Sask.

R. Berscheid,
Sask. School Trustees,
LAKE LENORE, Sask.

Bill McLean,
City Traffic Eng.,
REGINA, Sask.

Clint Wilde,
I.P.S.C.O.,
REGINA, Sask.

Dale Shockey,
Sask. Teachers Federation,
SASKATOON, Sask.

Ken Wagner,
Saskatoon & Dist.
Safety Council,
SASKATOON, Sask.

PRESIDENT'S REPORT - 1977

It is my pleasure to present this report to the membership on the activities of your Board of Directors and the executive committee of the board. The Board has met four times including the organizational meeting immediately following the annual meeting. The Executive Committee met seven times during this past year.

Moving the Council Offices to 348 Victoria Avenue has proven to be very satisfactory in terms of increased space, more efficient use of staff time and having our own classroom and meeting space. Hardly a week goes by without a course or major function taking place there.

We can report on a successful year in terms of activities and many of them are detailed later in this report. Most of these activities could not have happened without the involvement of our many volunteer workers. We are particularly pleased with the new programs begun in Basic Industrial Safety and School Bus Operator Training. Both these programs will bolster the many other programs which the Council has actively promoted over the years.

I must express our gratitude for the financial support we have received from The Province of Saskatchewan through the Highway Traffic Board and from the Saskatchewan Government Insurance Office. This support has been generous and at a level sufficient to enable us to carry out our objectives for Safety during 1977. The media has also responded very well to our request for public service support -- in every area of the Province. Without this very effective assistance our promotional programs would not achieve the results they do. The financial support we receive from our members is also substantial and greatfully acknowledged. In addition to membership fees, we have seen a substantial growth in many of our programs due to the support of our members.

I would like to acknowledge the support I have received from our staff members. Their loyalty and dedication to the cause of bringing safety programs into our life style can only make this province a better place to live and to work. And my appreciation also is expressed to our Board of Directors who played an active role in a very active year.

Respectfully submitted,

A. P. McDonald.

COUNCIL ACTIVITIES REPORT FOR 1977

GENERAL - 1977 was an eventful year for most areas of Council operation. It saw our active participation in the provincial Safety '77 program, and in the establishment of a new experimental traffic safety court in Regina. In addition to these activities, the Council experienced a complete changeover of secretarial staff in 1977. We welcome Dianne Molnar (executive secretary), and Phyllis Shull (clerk steno) to the Council Staff.

TRAFFIC DIVISION REPORT - In 1977 the Saskatchewan Safety Council graduated 2,756 persons including 169 instructors from the Defensive Driving Course. This figure is 10% more than the 2,502 graduated in 1976. Most community colleges have now picked up this program and are promoting it with varying degrees of success.

In 1977, 85 persons including 16 instructors were graduated from the Professional Driver Improvement Course. This represents an increase of 183% over 1976. Five organizations within Saskatchewan now hold Professional Driver Improvement instructor kits. These are: Trimac Transportation Systems, Federated Co-op, Van-X Driving School in Yorkton, Saskatchewan Government Insurance Safety Department, The Saskatchewan Technical Institute in Moose Jaw. 1978 is expected to show a further increase in Professional Driver Improvement Courses.

In 1977 the Motorcycle Training Program operated in Regina, Moose Jaw, and Saskatoon. The total number of graduates was 184 (134 in Regina, 27 in Moose Jaw, and 23 in Saskatoon). This represents an increase of 39% over the number of persons graduated in 1976. We are continuing to experience strong student demand for this course.

With the generous assistance of many traffic division members, the Saskatchewan Safety Council provided a display featuring the "Drinking Driver Test Station" at Mexibition in Saskatoon and Agribition in Regina. The display featured pamphlets, photographs, a slide show, and the police demonstration of the roadside ALERT breath testing device. Also featured were a digital read-out ALERT device recently purchased by the Council, and a larger model loaned for the occasion by Alcohol Counter Measure Systems Inc. of Ontario. 2,068 persons responded to a public opinion poll conducted in conjunction with the display. The results of this opinion poll will be available for the Annual Meeting in April 1978. In addition to those responding to the questionnaire, the display managed to catch the eye of an estimated 10,000 persons. It was briefly noted by Prince Philip on his whirlwind tour through the Agribition building in Regina. Public reaction to the theme of the display was generally good with a number of persons being surprised at the magnitude of their blood alcohol level readings.

1977 saw the establishment of an inter-agency steering committee for the purpose of developing a school bus driver training course for Saskatchewan. This is now conceived to be a project of major magnitude with a budget in excess of \$60,000. A consulting agency was selected to carry out program development, and a working committee was identified to assist them with the project. Funds to carry out program development were requested from Transport Canada, Saskatchewan Transportation Agency and the Saskatchewan School Trustees Association Research Council.

In the fall of 1977 a steering committee was struck for the purpose of developing a 1978 Traffic Safety Workshops with a theme of "Alcohol and Traffic Safety". The program is now developing under the chairmanship and guidance of Mr. Carl Shiels. The workshop is scheduled October 27 and 28, 1978 in Prince Albert. Please plan to attend.

In addition to the above activities the Council continues to provide to the general public films, pamphlets, and other information on traffic safety. During 1977 press releases on the subject of traffic safety were issued periodically. Topics covered included special weeks such as safe driving week December 1 to 7.

PUBLIC SAFETY DIVISION REPORT -- In 1977, 1,315 student kits were sold for 78 Babysitting Courses. This represents an increase of 102% over the 650 persons graduated in 40 courses in 1976. In addition to sales within Saskatchewan, limited quantities of babysitting course materials are now purchased by British Columbia, Alberta, and Manitoba. During 1977 a new poster and pamphlet describing the babysitting course were developed. Also, after minor modification a new printing of 2,500 student manuals was ordered.

In spite of a massive promotional mailing, sales of manual bike licenses dropped 9% from 25,350 in 1976 to 23,100 in 1977. Even though the promotional campaign was successful in bringing new customers, a decline in sales resulted due to an 18% cut (4,000 licenses) in the order from our major customer, the City of Regina.

At the end of 1977 nine communities in Saskatchewan had adopted the Block Parent Program. These are: Regina, Saskatoon, North Battleford, Prince Albert, Melfort, Moosomin, Moose Jaw, Rocanville, and Swift Current. The total number of block parent homes within the province is now approximately 5,000, and more orders and requests for information arrive each month.

The Council free film library continues to be a popular service. On the average, 15 to 20 films per month are loaned for varying periods of time. During 1977 the Council acquired 10 new films. These are: Citizen's Seat Belts, Alcohol and Driving, Defensive Bicycle Rider, Snowmobile Safety Savvy (two prints), Farm Implement Safety, Combine Safety, Forage Harvester Safety, Tractor Safety, The Sound of Sound, and For Whom the Siren Sounds. In addition to these, the National Film Board has loaned us the following prints: Safe Clothing, The Safety Supervisor, Charlie's Day, Dowsing, First Aid for Air Crew, and Help Is. All these bring our total number of films available to 45. Ask for a new film list.

In 1977 the Council pamphlet library received a shot in the arm due to a change in Canada Safety Council policy. The Saskatchewan Safety Council now fills all orders which originate within Saskatchewan. Formerly, many of these orders were filled directly by the Canada Safety Council.

Our reflective materials program also received a small boost due to the sale of over \$200 of reflective materials (mostly bicycle tape) to Sherwood Co-op Stores within Regina.

Other public safety division programs have continued at their usual level of activity for 1977 with the exception of the school poster program which is still experiencing a slow decline.

Publicity and press releases were generated for a variety of special events during 1977. These include snowmobile safety week, bicycle safety week, child safety week, safe boating week, and school bus safety week. In addition to general publicity, the Council responded to many direct requests for information concerning product safety of items such as children's car seats, bicycles, and smoke detectors.

OCCUPATION DIVISION - The division sponsored a very successful 4th Annual Industrial Safety Seminar in Regina in February. 177 persons with an interest in safety on-the-job registered for the seminar held at the Hotel Saskatchewan. A steering committee is developing a program for the 5th Annual Seminar to be held in Saskatoon.

In June the division, in co-operation with the University of Regina, sponsored a Basic Industrial Safety Course, lecturers on the topics of Accident Investigation, Records and Reporting, legal requirements of safety, training, promotion and motivation, labor standards and WCB, and Industrial Hygiene were drawn from members of the division and from The Department of Labor and The Workers Compensation Board. The course was repeated again in October and it would appear there is sufficient demand to warrant running the course once or twice each year.

The course content committee has plans to expand the various topic areas to enable persons responsible for industrial safety to upgrade their knowledge. Courses will be provided as we are able to recruit instructors for specific subjects. The committee has also recommended that the courses should be provided in Saskatoon and Kelsey Institute will be approached as a sponsor.

FARM DIVISION - Several new farm safety films were purchased for the Council film library and received good distribution by division members. A number of members attended The Western Rural Safety Conference in June at OLDS Agricultural College in Olds, Alberta. The WRSE was disbanded and a Western Section of the Canada Safety Council Rural Safety Committee was formed. The division met four times during the year. Programs were provided on Farm Safety to a number of groups and organizations as requested. Council Staff and division members staffed a display at Mexibition and a program on protective equipment including hearing protection was conducted at the Home Interest Theater at Mexibition in Saskatoon and Regina.

SASKATCHEWAN SAFETY COUNCIL

NOTES TO FINANCIAL STATEMENTS

December 31, 1977

1. Accounting Policy

Fixed Assets:

The Council follows the policy of charging to current years expenditure the full cost of fixed assets purchased during the year. The cost of all fixed assets owned is shown on the balance sheet and no depreciation is recorded in the accounts.

2. Lease Commitment

At December 31, 1977 the Council was committed under a long-term lease to October 31, 1978 at a monthly rental of \$625.

3. Deferred Revenue

During the year the Council received a grant from the Canada Safety Council in the amount of \$4,110 to provide for an instructor position in the motorcycle course. A condition of the grant is that any unexpended balance at March 31, 1978 must be repaid to the Canada Safety Council. It is estimated that the unexpended balance of the grant will be \$3,000 at March 31, 1978.

AUDITOR'S REPORT

To the Directors of the
Saskatchewan Safety Council:

I have examined the balance sheet of the Saskatchewan Safety Council as at December 31, 1977 for the year then ended. My examination was made in accordance with generally accepted auditing standards, and accordingly included such tests and other procedures 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, 1977 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.

Regina, Saskatchewan,
January 25, 1978.

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

SASKATCHEWAN SAFETY COUNCIL

BALANCE SHEET

December 31, 1977

(With comparative figures at December 31, 1976)

	<u>1977</u>	<u>1976</u>
<u>ASSETS</u>		
Current:		
Cash	\$ 1,368	\$ 408
Accounts receivable	7,879	4,045
Prepaid expenses	3,377	1,520
Inventories, at the lower of cost and net realizable value	<u>8,536</u>	<u>7,221</u>
Total current assets	21,160	13,194
Fixed:		
Office & Safety promotion equipment - cost	<u>11,765</u>	<u>10,281</u>
	<u>\$32,925</u>	<u>\$23,475</u>
<u>LIABILITIES AND EQUITY</u>		
Current:		
Accounts payable	\$ 4,375	\$12,958
Deferred revenue (note 3)	<u>3,000</u>	<u> </u>
	<u>7,375</u>	<u>12,958</u>
Equity:		
Fixed assets	11,765	10,281
Surplus	<u>13,781</u>	<u>236</u>
Total equity	<u>25,546</u>	<u>10,517</u>
	<u>\$32,925</u>	<u>\$23,475</u>

(see accompanying notes to the financial statements)

SASKATCHEWAN SAFETY COUNCIL

STATEMENT OF REVENUE, EXPENDITURE AND SURPLUS Year Ended December 31, 1977 (with comparative figures for the 1976 year.)

	<u>1977</u>	<u>1976</u>
Revenue:		
Grants received from:		
Saskatchewan Government Insurance, including grant to match memberships from other insurance companies.	\$13,800	\$11,500
Highway Traffic Board - Province of Saskatchewan	<u>45,000</u>	<u>30,000</u>
	<u>58,800</u>	<u>41,500</u>
Membership contributions from:		
Annual Meeting	629	--
Insurance Companies	1,300	1,500
Other associations & companies	6,610	5,120
Urban municipalities	1,310	1,410
Rural municipalities	825	850
Individual	<u>680</u>	<u>712</u>
	<u>11,354</u>	<u>9,592</u>
Bank interest	392	--
Miscellaneous income	120	--
Net revenue from safety promotion & research projects	<u>25,069</u>	<u>21,442</u>
Total Revenue	<u>95,735</u>	<u>72,534</u>
Expenditure:		
Annual Meeting	--	74
Canada Pension plan	672	598
Equipment Rental & maintenance	751	653
Film & library expense	2,698	603
Insurance premiums	602	366
Memberships	235	172
Miscellaneous	628	1,033
Office, equipment maintenance	1,229	1,084
Office & safety equipment purchases	1,484	1,133
Postage & express	2,695	1,671
Printing & stationery	3,079	2,671
Publicity & promotion	37	470
Registered retirement savings plan	2,736	2,557
Rent	7,500	4,520
Safety meetings & conferences	677	360
Salaries	54,572	49,868
Telecommunications	829	803
Travel	996	2,204
Unemployment Insurance	<u>770</u>	<u>898</u>
Total Expenditure	<u>82,190</u>	<u>71,738</u>
Excess of revenue over expenditure	13,545	796
Surplus (Deficit), beginning of year	236	(560)
Surplus, end of year	<u>\$13,781</u>	<u>\$ 236</u>
(see accompanying notes to the financial statements)		

SASKATCHEWAN SAFETY COUNCIL
SAFETY PROMOTION AND RESEARCH PROJECTS
SCHEDULE OF REVENUE AND EXPENDITURE

Year Ended December 31, 1977

(With comparative figures for the 1976 year)

	1977 Revenue	1977 Expenditure	1977 Net Revenue (loss)	1976 Net Revenue (loss)
Be Safe Be Seen Program	\$ 67	(27)	94	(113)
Motorcycle licensing (manual)	7,178	3,396	3,782	4,003
Block Parent	1,416	943	473	(644)
Circle Check Program	311	294	17	(7)
Defensive Driving Course	22,034	9,149	12,885	7,854
Defensive Driving League Program	1,396	1,784	(388)	413
"Elmer" safety project	537	383	154	82
Farm Safety -SMV program	15	244	(229)	(700)
Home Babysitting course	3,222	2,087	1,135	1,336
Industrial Safety Seminar	10,830	8,135	2,695	3,818
Lenny & Frank Calendars	1,722	1,400	322	128
Mile Swim Awards	956	409	547	286
Motorcycle Course	9,989	6,038	3,951	7,588
Other Safety Promotion Programs	(184)	(30)	(154)	(835)
Pedal Pusher Club	76	-	76	(99)
Safe Bike Course	256	839	(583)	(283)
Safe Driving Week Promotion	148	305	(157)	(4)
Safety pamphlet program	1,558	784	774	567
School Poster Program	573	304	269	25
Seat Belt Campaign	831	799	32	317
Seat Belt Convincer program	-	96	(96)	(1,842)
Snowmobile Program	-	21	(21)	(254)
Traffic Safety Workshop	-	-	-	(194)
Traffic Safety Year	195	2,248	(2,053)	-
Prof. Driver's Instructors Course	3,222	2,420	802	-
Safety Supervisor's Course	1,228	486	742	-
	<u>\$67,576</u>	<u>\$42,507</u>		
Net Revenue			<u>\$25,069</u>	<u>\$21,442</u>