

1978

ANNUAL REPORT



## EXECUTIVE MEMBERS AND BOARD OF DIRECTORS

1978 - 1979

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

PRESIDENT

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

1ST VICE PRESIDENT

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Saskatchewan Wheat Pool,  
LEROSS, Saskatchewan.

2ND VICE PRESIDENT

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Traffic Safety Engineering Branch,  
Department of Highways,  
REGINA, Saskatchewan.

TREASURER

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Safety Department,  
Saskatchewan Government Insurance Office,  
REGINA, Saskatchewan.

PAST PRESIDENT

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Safety Saskatchewan,  
Transportation Agency,  
REGINA, Saskatchewan.

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Sask. Gov't. Employee's Assoc.  
MELFORT, Saskatchewan.

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Saskatoon & District  
Safety Council,  
SASKATOON, Sask.

Dave Schnell,  
City of Regina,  
REGINA, Saskatchewan.

Jack Lax,  
Sask Tel,  
REGINA, Saskatchewan.

Prof. M. Sachdev,  
Electrical Engineering,  
University of Saskatoon,  
SASKATOON, Sask.

Dr. Ron Ailsby,  
Sask. Medical Association,  
REGINA, Saskatchewan.

Jim Lauritzen,  
P.C.S. Limited,  
SASKATOON, Saskatchewan.

Dale Shockey,  
Sask. Teachers Federation  
SASKATOON, Sask.

Walter Antonio,  
Municipal Affairs,  
REGINA, Saskatchewan.

C. Lynn,  
Saskatchewan Agriculture,  
REGINA, Saskatchewan.

R. R. Wignore,  
Dept. of Education,  
REGINA, Saskatchewan.

Sylvia Atkinson,  
SASKATOON, Saskatchewan.

John Leier,  
SEDLEY, Saskatchewan.

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

Ray Berscheid,  
Sask. School Trustees Assoc.  
LAKE LENORE, Saskatchewan.

Bill Parker,  
Co-ordinator of EMD,  
SASKATOON, Saskatchewan.

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



PRESIDENT'S REPORT      1978 - 1979.

I am pleased to present this report to the membership of our Council on behalf of the Board of Directors and members of the Executive Committee. The board has met four times as required by the constitution and the Executive Committee has held eight meetings during the past year.

We can report an active and eventful year with satisfactory progress in almost every area your Council is involved in. The demand for services and for programs, courses, materials, and for our expertise continues to grow. The board has been very careful to ensure that we do not duplicate in anyway the programs or service offered by any other agency or organization. Our philosophy has been to offer encouragement and assistance wherever we can to see safety grow in all segments of our society.

At this point, I would like to pay tribute to the many dedicated persons who work with us in this cause. Whether as part of their job, or in meeting a need in their own organization, in expressing community spirit, or just helping their neighbors, family and friends, the number of concerned persons continues to grow. To those who volunteer their time and talent, we salute you, and to those who come to us as part of their job, we express our appreciation for the opportunity to be of service.

We have been able to add a new staff member in the person of Tom Anderson who came to us as a volunteer in the motorcycle program. Tom has expressed an interest in hunter and firearm safety and with his engineering background, will be a complimentary addition to our present staff. Our Council staff members have all performed in a professional and creditable manner which has contributed in no small measure to the success of this past year.

Of course, we must acknowledge the excellent support we have received from the Government of Saskatchewan through the Highway Traffic Board and from the Saskatchewan Government Insurance Office. As well, we have received substantial assistance from the Government of Canada through the Ministry of Transport for our School Bus Driver Improvement Course. The Saskatchewan School Trustees Association and The Transportation Agency of Saskatchewan also contributed to this project.

My personal thanks to our Board of Directors who elected me to this position - it has been a pleasure to serve you all this past two years.

Respectfully submitted,

A. P. McDonald.



## COUNCIL ACTIVITIES REPORT FOR 1978

GENERAL - The Following report highlights some of the Council activities for 1978. Most of our programs continue to be accepted at a satisfactory level by our members and the public. The establishment of a co-ordinating agency to continue most of the activities begun during Traffic Safety Year has provided an excellent boost to the momentum gained during 1977. We welcome a new staff member in the traffic safety area with the appointment of Tom Anderson as Assistant Program Director. Tom has accepted a one year contract to develop new motorcycle training centers and expand this program. He will also assist with other traffic safety projects including the School Bus Drivers Improvement Project. His appointment was made possible by funds provided through the Canada Safety Council from Transport Canada.

TRAFFIC DIVISION REPORT - In 1978, 2,440 persons including 5 instructors graduated from 167 defensive driving courses. This figure represents an 11½ percent decline over 1977 figures, but is roughly equivalent to 1976 graduation rates. According to the Canada Safety Council, total DDC enrollments across the country declined by roughly 20 percent during 1978. Within Saskatchewan, several community colleges continue to promote defensive driving. Field men from Saskatchewan Government Insurance Office Safety Department are also actively promoting and instructing defensive driving.

160 persons (no instructors) were graduated from the Professional Driver Improvement Course in 1978. This represents an 88 percent increase over 1977 graduation rates. Six Saskatchewan organizations now hold Professional Driver Improvement instructor kits. These are: Trimac Transportation Systems, Federated Co-op, Saskatchewan Technical Institute, Saskatchewan Department of Highways, Saskatchewan Government Insurance, and Saskatchewan Power. Van-X Driving School in Yorkton has returned their PDIC film set. Another increase in Professional Driver Improvement Courses is expected for 1979.

The Motorcycle Training Program operated in Regina and Saskatoon during 1978. Unfortunately, the Moose Jaw course lapsed for one year due to scheduling problems and a temporary absence of the chief instructor. 222 persons enrolled in the Motorcycle Training Program in 1978 (174 in Regina, 48 in Saskatoon). This represents an enrollment increase of 30 percent in Regina, and 108 percent in Saskatoon over the 1977 enrollment figures. Now that Tom Anderson has been hired as Motorcycle Training Program Co-ordinator, we expect further course expansion and continued success for this program in 1979.

The Saskatchewan Safety Council sponsored 1978 Traffic Safety Workshops held October 27th & 28th in Prince Albert and were a success. Workshops' chairman, Mr. Carl Shiels, reported that the whole gamut of alcohol related traffic problems were discussed, and considerable dissatisfaction was expressed with past performance in dealing with these problems. It was generally accepted at the Workshops that many current programs are not really effective in reducing the incidents of impaired driving. One indication of this, says Shiels, is the frequency of repeat offenders. Many good recommendations came out of the 1978 Traffic Safety Workshops, and these have been presented to a committee of cabinet (March 1979) and will also be presented to the official opposition. Copies of the 1978 Workshops proceedings are now



available at the Saskatchewan Safety Council.

1978 saw dramatic progress in the development of a School Bus Driver Improvement Program for Saskatchewan. The consulting agency of Peat Marwick and Partners finished writing the sixth series of the program. These are:

- 1) Bus Operation Maneuvers.
- 2) Bus Inspection and Maintenance.
- 3) Loading and Unloading.
- 4) Professional Driving Skills.
- 5) Emergency and Accident Procedures.
- 6) Roles, Responsibilities & Student Management.

Series 1 to 3 inclusive are to be pilot tested in the Milestone School Unit early in 1979. Series 4 to 6 inclusive will be pilot tested in the Moose Jaw School Unit. Following pilot testing, the entire course will be revised and corrected before going to the printers. It is expected that Saskatchewan's School Bus Driver Improvement Program will be available to all school units by September 1979.

In the fall of 1978, the Saskatchewan Safety Council began offering a three hour winter survival seminar. Topics covered include: How to prepare your vehicle for winter, how to drive for winter conditions, extra equipment to carry in vehicle, basic survival needs (insulation, heat source, food and water sources), demonstration of survival kits, discussion of emergency procedures for dealing with carbon monoxide poisoning and cold injuries. Five winter survival seminars were held in the latter part of 1978. These were enthusiastically received, and several were scheduled for early 1979.

In conjunction with the winter survival seminars, the Saskatchewan Safety Council also began selling winter automobile survival kits. Several thousand dollars worth of a simple inexpensive kit produced locally by the Saskatchewan Council of Crippled Children and Adults were sold. We plan to continue with the sale of winter automobile survival kits in 1979. In addition to the kit provided by the Saskatchewan Council of Crippled Children and Adults, several other makes and models of survival kits will also be available for 1979.

Late in 1978 the Saskatchewan Safety Council in conjunction with Miss Carol Juba of Cee Jay's School of Driving attempted to find a location to set up a "Skid School" in the Regina area. We were unable to find a location where a skid school might be successfully conducted. Efforts to this end will be continued in 1979.

In the fall of 1978 the Saskatchewan Safety Council once again conducted a Traffic Safety Public Opinion Poll at our Agribition and Mexibition displays (also featured were winter survival kits). Traffic Division chairman, Bob Moore, reports that data obtained from the public opinion survey is being processed. We expect results to be available at the Annual Meeting in April 1979.

In addition to the above activities, the Council continues to provide films, pamphlets, speakers, telephone advice, and other information on traffic safety to the general public. Press releases on topics such as Safe Driving Week (December 1st to 7th) are issued periodically.



PUBLIC SAFETY DIVISION REPORT - 2,038 student kits were sold for 103 Babysitting Courses in 1978. This represents an increase of 55 percent over the 1,315 persons enrolled in 78 courses in 1977. In addition to sales within Saskatchewan, limited quantities of the Saskatchewan Babysitting Course materials are still being purchased by other provinces. Late in 1978, a revised Babysitting Instructor's Manual with a new cover design was sent to the printers. A quantity of 500 of these new manuals was ordered. 1978 is the second year in a row in which Babysitting Course materials have shown a substantial increase in sales. We expect continued strong demands for this program in 1979.

Sales of Saskatchewan Safety Council Manual Bike License Kits were up 11.7 percent in 1978. 25,805 bicycle license kits were sold in 1978, as compared to 23,100 in 1977. Another promotional campaign to increase bicycle license sales is planned for October 1979.

During 1978, 6 more communities within Saskatchewan adopted the Block Parent Program. It is now estimated that there are 6,000 plus active block parent homes within the province, and "Block Parent" is becoming a household word in many areas.

The Safety Council free film library continues to be a very active service. On the average, 1 to 2 dozen films per month are loaned for varying periods of time. In 1978, the Council acquired 5 new films. These are: Dice in a Box (seat belts), Winter Driving Keep Your Cool, Drinking, Expert Rider (motorcycle), What's Block Parent. The above bring our total number of films available to 49. Please ask for a new film list. Unfortunately, one of our most popular films, "Babysitting" was destroyed in use and is no longer available.

The Saskatchewan Safety Council Pamphlet Library continued to be very active in 1978. Over \$1,000 was invested in stocking 80 odd different safety pamphlets. Some of these were sold at a slight mark-up, some were sent out as samples, and many were given away at displays and exhibitions. The objective is to break even in the long run while providing information to those who require it.

The "Be Safe Be Seen" program (reflective materials) experienced a dramatic jump in sales in 1978. Orders for Saskatchewan Government Insurance Office, The Saskatchewan Co-operatives, and the Sherwood Co-op totaled just over \$900. This represents an increase of 450 percent over 1977 sales.

Other public safety programs have continued at their usual level of activity for 1978 with the exception of the School Poster Program which is even closer to dying only 16 subscriptions left. We are reluctant to initiate promotional effort for this program since program materials bear the image of Ronald MacDonald.

Publicity and press releases were generated for a variety of special events during 1978. These include Snowmobile Safety Week, Bicycle Safety Week, Child Safety Week, Safe Boating Week, and School Bus Safety Week. In addition to these several press releases were issued on Firearm Safety in the fall, and two Council staff became qualified firearms safety course instructors.

In addition to the above activities and general publicity, the Council responds to an average of 3 dozen direct requests for information each day, roughly 10,000 per year, on all aspects of safety.



OCCUPATION DIVISION REPORT - The 5th annual seminar on Industrial Safety sponsored by the division was held in Saskatoon in February with 175 delegates braving a terrific blizzard to attend. The program was considered to be successful and a steering committee has been established to stage the next seminar in Regina. The division sponsored a workshop involving staff members of the Occupational Health and Safety division and discussed the proposed regulations being developed for the new Occupational Health and Safety Act. A second meeting of the Division set up sub-committees to develop an Industrial Safety Awards program and a special membership service.

Industrial Safety Courses are still under development to assist in providing training in the industrial safety field. An Industrial Hygiene I Course presented by Humber College was sponsored in co-operation with the University of Regina as well as Basic Industrial Safety courses. Further modules are being considered for presentation as resources and instructors are located.

FARM SAFETY DIVISION - The Division sponsored displays and programs for the Western Canada Farm Progress Show in June in Regina as well as for Mexibition in Saskatoon and Regina. The Mexibition display featured eye protection in the farm workshop and we also marketed a winter survival kit for motorists.

The division is developing a number of topics and resource persons on specific areas of farm safety for presentation to farm and rural groups whenever the opportunity arises. We have also worked with a number of groups including 4H, Wascana Institute, Saskatchewan Technical Institute, Kelsey Institute, to have them incorporate safety as part of their regular programming, similar to what has been done by Agricultural Engineering Branch of the University of Saskatchewan in their courses. Two new farm safety films have also been acquired for our film library.

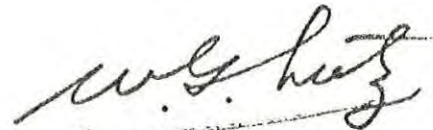
AUDITOR'S REPORT

To the Directors of the  
Saskatchewan Safety Council:

I have examined the balance sheet of the Saskatchewan Safety Council as at December 31, 1978 and the statements of revenue, expenditure and surplus 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, 1978 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,  
February 14, 1979.



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



SASKATCHEWAN SAFETY COUNCIL

BALANCE SHEET

As at December 31, 1978

(with comparative figures at December 31, 1977)

	<u>1978</u>	<u>1977</u>
<u>ASSETS</u>		
Current:		
Cash	\$ -	\$ 1,368
Accounts receivable	13,678	7,879
Prepaid expenses	4,026	3,377
Inventories, at the lower of cost and net realizable value	<u>6,434</u>	<u>8,536</u>
Total current assets	24,138	21,160
Fixed:		
Office and safety promotion equipment - cost	<u>12,505</u>	<u>11,765</u>
	<u>\$36,643</u>	<u>\$32,925</u>
<u>LIABILITIES AND EQUITY</u>		
Current:		
Bank overdraft	584	-
Accounts payable	7,012	4,379
Deferred revenue	<u>-</u>	<u>3,000</u>
	<u>7,596</u>	<u>7,379</u>
Equity:		
Fixed assets	12,505	11,765
Surplus	<u>16,542</u>	<u>13,781</u>
Total equity	<u>29,047</u>	<u>25,546</u>
	<u>\$36,643</u>	<u>\$32,925</u>

(See accompanying notes to the financial statements)



SASKATCHEWAN SAFETY COUNCIL  
STATEMENT OF REVENUE, EXPENDITURE AND SURPLUS  
Year Ended December 31, 1978  
(with comparative figures for the 1977 year)

	<u>1978</u>	<u>1977</u>
Revenue:		
Grants received from:		
Saskatchewan Government Insurance, including grant to match memberships from other insurance companies	\$13,900	\$13,800
Highway Traffic Board - Province of Saskatchewan	<u>47,700</u>	<u>45,000</u>
	<u>61,600</u>	<u>58,800</u>
Membership contributions from:		
Annual meeting	-	629
Insurance companies	1,400	1,300
Other associations and companies	6,835	6,610
Urban municipalities	1,455	1,310
Rural municipalities	825	825
Individual	<u>665</u>	<u>680</u>
	<u>11,180</u>	<u>11,354</u>
Bank interest	608	392
Miscellaneous income	801	120
Net revenue from safety promotion and research projects	<u>31,879</u>	<u>25,069</u>
Total Revenue	<u>106,068</u>	<u>\$95,735</u>
Expenditure:		
Annual meeting	275	-
Canada pension plan	698	672
Equipment rental and maintenance	846	751
Film and library expense	875	2,698
Insurance premiums	974	602
Memberships	527	235
Miscellaneous	531	628
Office and equipment maintenance	1,605	1,229
Office and safety equipment purchases	3,140	1,484
Postage and express	3,282	2,695
Printing and stationery	3,844	3,079
Publicity and promotion	667	37
Registered retirement savings plan	2,996	2,736
Rent	7,500	7,500
Safety meetings and conferences	1,155	677
Salaries	70,085	54,572
Telecommunications	878	829
Travel	2,457	996
Unemployment insurance	<u>972</u>	<u>770</u>
Total Expenditure	<u>103,307</u>	<u>82,190</u>
Excess of revenue over expenditure	2,761	13,545
Surplus, beginning of year	<u>13,781</u>	<u>236</u>
Surplus, end of year	<u>\$16,542</u>	<u>\$13,781</u>

(See accompanying notes to the financial statements)



SASKATCHEWAN SAFETY COUNCIL

NOTES TO FINANCIAL STATEMENTS

December 31, 1978

1. Accounting Policy

Fixed Assets:

The council follows the policy of charging to current year's 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, 1978 the council was committed under a lease to October 31, 1979 at a monthly rental of \$625.



SASKATCHEWAN SAFETY COUNCIL

SAFETY PROMOTION AND RESEARCH PROJECTS

SCHEDULE OF REVENUE AND EXPENDITURE

Year Ended December 31, 1978

(with comparative figures for the 1977 year)

	1978 Revenue	1978 Expenditure	1978 Net Revenue (Loss)	1977 Net Revenue (Loss)
Be Safe Be Seen Program	\$ 882	\$ 752	\$ 130	\$ 94
Bicycle Licensing (manual)	7,765	3,983	3,782	3,782
Block Parent	790	585	205	473
Circle Check Program	90	(25)	115	17
Defensive Driving Course	14,194	9,324	4,870	12,885
Defensive Driving League Program	941	784	157	(388)
"Elmer" Safety Project	1,391	1,059	332	154
Farm Safety - SMV Program	-	1,752	(1,752)	(229)
Home Babysitting Course	3,413	1,060	2,353	1,135
Industrial Safety Seminar	12,699	10,302	2,397	2,695
Lenny & Frank Calendars	1,548	1,946	(398)	322
Mile Swim Awards	834	463	371	547
Motorcycle Course	23,356	8,769	14,587	3,951
Other Safety Programs	862	188	674	(154)
Professional Driver's Instructors Course	5,014	3,180	1,834	802
Public Safety	-	223	(223)	-
Safe Bike Course	1,080	(390)	1,470	(583)
Safe Driving Week Promotion	649	251	398	(157)
Safety Pamphlet Program	7,946	7,089	857	774
Safety Supervisor's Course	562	897	(335)	742
School Bus Project	70,000	70,036	(36)	-
School Poster Program	142	252	(110)	269
Seat Belt Campaign	-	-	-	32
Seat Belt Convincer Program	-	-	-	(96)
Snowmobile Program	-	-	-	(21)
Survival Kits	3,492	3,089	403	-
Traffic Safety	42	1,438	(1,396)	-
Traffic Safety Workshop	3,645	2,451	1,194	-
Traffic Safety Year	-	-	-	(2,053)
Pedal Pusher Club	-	-	-	76
Net Revenue	<u>\$161,337</u>	<u>\$129,458</u>	<u>\$31,879</u>	<u>\$25,069</u>