Helping make life safer. That’s the Minnesota Safety Council’s new tagline. While it’s far from a new idea, it does give us a reason to pause and consider what exactly making life safer means.

Safety comes in many forms and crosses our paths in many ways. It might be big, like the preparations for and response to the hurricanes in the Caribbean this fall. It might be small, like check for ice before stepping outside on a frosty winter morning. It may be every day, like the time and attention we put into driving, or it may be infrequent but serious, like practicing for a workplace shooter. It may also be something new like opioid impairment or fatigue. Safety covers all this ground and so does the Safety Council as we try to make life safer.

This report contains the work we’ve done over the past year to reach people, form partnerships, and promote safety to prevent the preventable. Safety is all about acting ahead of time to remove or prevent risks and acting in time to prevent injury and death during an event. The Safety Council is committed to acting ahead of time to make life safer.

– Brad Oachs
CHAIRMAN
BOARD OF DIRECTORS

– Paul Aasen
PRESIDENT

**Injury in Minnesota**

On average each year, unintentional injuries/accidents cause:

- **2,290 DEATHS**
- **28,000 HOSPITAL STAYS**
- **271,000 EMERGENCY DEPARTMENT VISITS**
- **$2,000,000,000+ IN COSTS AND LOSSES**

**MSC Reach FY 2017**

- First Aid 10,408
- Governor’s Award 268
- Online Community 7,961
- Members 2,000
- Training/Consulting 7,324
- Regional Meetings 720
- Safe Kids Summit 90
- Safety Fairs 5,645
- Traffic Safety 30,477
- Safety Conferences 1,734
- Webinars 441

TOTAL: 190,214

+123,146 visitors to our website

**Hospital Treatment for Opioids and Alcohol**

Working Age Adults (25–64), Minnesota 2001–2016

- Blue: Alcohol-related conditions, including abuse or dependence
- Green: Opioid poisoning, abuse or dependence
- Orange: Heart attacks and stroke

**1 in 5 Traffic Deaths Are Due to Fatigue**

- Red: Fatigue
- Green: Impairment
- Blue: Speed
- Orange: Distraction
- Purple: All other causes
HELPING MAKE LIFE SAFER
in Minnesota’s Workplaces

The Minnesota Safety Council works with employers to protect their workers and strengthen their workplace safety programs. We provide training and consultation, onsite support and safety management tools that help employers prevent injuries, comply with regulations and achieve their goals.

205 workers injured or made ill by work each day

1 EVERY 5 DAYS:
Workers killed by work injuries

$1.75 BILLION
MN workers’ comp system costs, 2015

Partners in Safety: Our Members

2,000+
member organizations

400,000+
employees

95%
member retention rate

9 regional member groups

36 regional group meetings

7,961 safety professionals connect in online community

5,645 people reached at 23 safety and health events

First Aid/CPR/AEDs

308 instructors statewide

10,408 people trained

403 classes provided (new record number)

Workplace Safety Training & Consultation

153
workplace safety topics

300
classes statewide

7,324
workers trained

85
onsite consultations

1,392 attendees at the Minnesota Safety & Health Conference

342 attendees at regional conferences in Bemidji, Duluth and Mankato

331 trainers trained through Train-the-Trainer PLUS workshops

268 employers recognized through the Governor’s Safety Awards

Capacity Building

2,867 streaming videos viewed since benefit was introduced in August 2016

529 training videos loaned

Provided access to critical online tools: Chemical Management, Learning Systems, Safety Management
HELPING MAKE LIFE SAFER
on Minnesota’s Roads

The Safety Council helps drivers, passengers, bikers and walkers make safer choices on our roads. We offer workplace- and community-based defensive driving courses; professional driver/commercial vehicle training and consultation; and work/ community/web-based strategies, programs and resources that help reduce traffic injuries and deaths.

- **181,663** people involved in traffic crashes in MN. 9 out of 10 crashes are caused by human error.
- **30,000 INJURIES**
- **411 DEATHS**
- **$1.77 BILLION** Estimated cost for medical costs, lost wages, property damage

Workplace Traffic Training and Consultation

- **4,485** received defensive driving/traffic safety education
- **2,316** onsite consultations: DOT compliance, HazMat transport, customized training
- **2,694** employees took part in 37 presentations on impaired/distracted/drugged driving through the Network of Employers for Traffic Safety (NETS)

“Your distracted driving presentation was highly effective and had a profound impact on me. Since that day, I have been incorporating a lot of your tips into my driving. I feel like a much safer driver as a result. Thank you for what you do. It has made a difference to me, and I appreciate it.”
– Jennifer Kitchak, Assistant Attorney General
Tax Division Office of the Minnesota Attorney General

Safer Roads for Kids, Teens and Seasoned Drivers

- **20,982** seniors refreshed defensive driving skills
- Statewide network of **300+** community-based instructors
- Child car seat checks offered twice a month through Safe Kids MN

Partnerships

WE WORK WITH:
- Minnesota Toward Zero Deaths
- Safe Routes to School
- Minnesota Operation Lifesaver railroad safety program
- Mobility for Minnesota’s Aging Population
HELPING MAKE LIFE SAFER
in our Homes & Communities

The Safety Council provides information, strategies, injury-prevention programs, and tools like bike helmets and smoke alarms. We work directly with children and families, and in partnership with other safety and health programs to save lives, prevent disabling injuries and help all of us live to our full potential.

73% of injury deaths happen at home and in community settings, away from work and traffic.

1 OUT OF 10 people need medical attention for a home/public injury each year.

Home/community injury deaths and death rates are on the rise.

Safe Kids and Families

930 people reached, 391 car seats checked at 22 Safe Kids car seat events statewide.

490 students benefited from a Safe Kids grant to Oak Crest Elementary that funded improvements to make walking and biking to school safer.

295 children on Summer Safety Safari at Como Zoo earned free bike helmets from AAA.

Collaborating for Strategies & Solutions

COORDINATOR OF:
Safe Kids Minnesota, including five coalitions statewide.

A PARTNER IN:
- Minnesota Fall Prevention Coalition
- Farm Safety Working Group
- Minnesota Injury and Violence Prevention Action Coalition

Safety Tools for Home, Work and Play

DELIVERED THROUGH MEMBERS AND OTHER PARTNERS:

- 1,271 bicycle helmets
- 539 first aid kits
- 304 weather radios
- 288 carbon monoxide alarms
- 234 vehicle safety kits

“I look forward to our annual Cargill bike helmet sale through the Minnesota Safety Council each spring, and so do our employees! The facilitation process is always so easy and we are proud to promote and provide safety options to our staff.”

– Chelsey Peterson
Senior Fitness Specialist, Cargill
Contributions

The following individuals and organizations contributed to the mission of the Minnesota Safety Council in fiscal year 2017:

Contributors
Paul Aasen
Bryan Bruley
Vicki Daca
Michael Dougherty
Janet Fedora
Lloyd Grooms
Regina Hoffman
Lisa Kons
Ginny Kremer
Ann Kulen Kamp
Angie Kupczak
Lakeland Foundation
Jeffrey Lovig
Bob Lund
Linda McNurlin
Emily Neuman
Mike Noonan
Brad Oachs
Jeffrey Ogden
Erin Petersen
Ken Peterson
Susan Rankin
Steven Rauh
Kristin Rebertus
Wade Salstrom
Bill Schreiner
Cary Swenson
Alan Terwedo
Sheila Thao
Jason Ward
Susan Woodhall
Kristy Zack

Minnesota Safety & Health Conference
PRESENTING SPONSORS
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CenterPoint Energy
Minnesota Power
an ALLETE Company
Otter Tail Power Company
Sanford Health Occ Med
SFM Companies
Xcel Energy

GIFTS IN KIND
AAA Minnesota/Iowa
Bluestem Brands, Inc.
Hilton Minneapolis
J.J. Keller & Associates
MANCOMM
MSDS Online
Philips Healthcare
Red Wing Shoes
SOS Technologies
Totally Chocolate
Treasure Island Resort & Casino

Family Safety Including Safe Kids
Minnesota
GENERAL SUPPORT
American Society of Safety Engineers, Northwest Chapter
The Margaret Rivers Fund
Safe Kids Worldwide

CHILDHOOD INJURY SUMMIT
Children’s Minnesota
Emergency Medical Services for Children
Hennepin County Medical Center
Johnson & Johnson
Mayo Clinic
Minnesota Department of Health
North Memorial Medical Center
Regions Hospital/Gillette
Children’s Specialty Health Care

Traffic Safety Programs
AAA Minnesota/Iowa
Minnesota Department of Public Safety/Office of Traffic Safety (NETS)
State Farm Insurance Company

These committed Minnesota Safety Council members contributed generously over and above their membership dues to support our Family Safety Programs

All Home Health, Inc.
Arvig
Baldinger Baking Company
Bituminous Roadways, Inc.
Clam Corporation
Dyno Nobel
E. J. Ajax & Sons, Inc.
Electronic Design Company (EDC)
Eye Kraft Optical, Inc.
FAST Global Solutions
Huot Manufacturing Company
Industrial Waste Services, Inc.
JR’s Appliance
Land O Lakes, Inc.
Long Prairie Packing Company
Madsen Fixture & Millwork, Inc.
Malco Products, Inc.
Minn cast, Inc.
Minnesota Elevator
Molin Concrete Products Company
North Central Door Company
North Pine Aggregate, Inc.
Pace Industries
POET Biorefining - Glenville
Quality Pork Processors, Inc.
Savanna Pallets
SFM Mutual Insurance Company
Thiele Technologies, Inc.
Thomas Engineering Company
Wells Concrete Products Company
2017 YEAR ENDED JUNE 30

Statement of Financial Position

TOTAL ASSETS $2,973,065

LIABILITIES AND NET ASSETS

- Accounts payable and other current liabilities $306,416
- Long-term liabilities $1,343,624
- Unrestricted net assets $1,270,246
- Temporarily restricted net assets $52,779

TOTAL LIABILITIES AND NET ASSETS $2,973,065

Statement of Activities

REVENUE AND SUPPORT

- Earned income $3,814,258
- Other $113,322

TOTAL REVENUE AND SUPPORT $3,927,580

TOTAL EXPENSES $3,869,035

Change in unrestricted net assets $58,545

NOT A MEMBER OF THE MINNESOTA SAFETY COUNCIL?

Join the 2,000-plus employers who take advantage of membership to support their safety programs, increase productivity and stay competitive. We help members prevent employee injuries, reduce costs and achieve their safety goals. Members are eligible for free programs, resources and services; special rates on training and consulting; regional meetings; our online member community and much, much more. To learn more, contact Jeff Lovig at jeff.lovig@minnesotasafetycouncil.org; 651-228-7307/800-444-9150.

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Director, Enterprise Risk Management, CHS, Inc.

Tricia Shearen
President, Upper Midwest Section, American Industrial Hygiene Association

Jason Ward
President, AAA Minnesota/Iowa

Paul Weirtz
President, AT&T Minnesota
Our Mission

To strengthen individuals, families and organizations by helping prevent injuries and support safer, healthier lives.