



2017 Annual Report

HELPING MAKE LIFE SAFER



MINNESOTA
SAFETY
COUNCIL

 Chapter of the National Safety Council

HELPING MAKE LIFE SAFER IN 2017

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

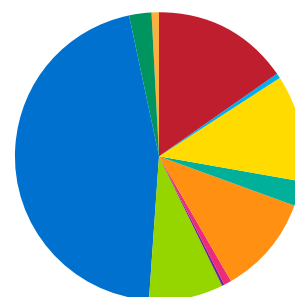
28,000
HOSPITAL STAYS

271,000
EMERGENCY DEPARTMENT VISITS

\$2,000,000,000+
IN COSTS AND LOSSES

MSC Reach FY 2017

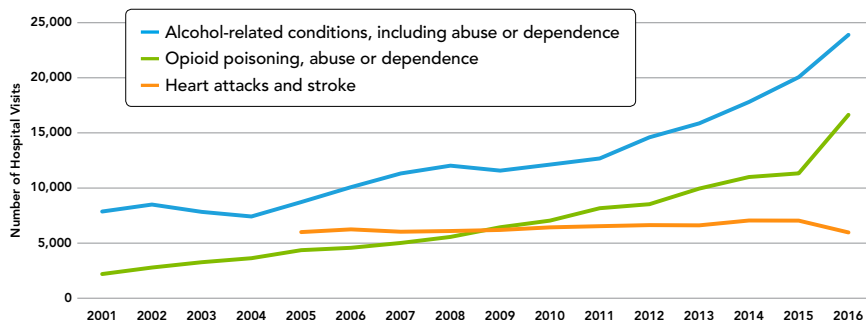
- First Aid 10,408
- Governor's Award 268
- Online Community 7,961
- Members 2,000
- Training/Consulting 7,324
- Regional Meetings 720
- Safe Kids Summit 90
- Safety Fairs 5,645
- Traffic Safety 30,477
- Safety Conferences 1,734
- Webinars 441



TOTAL: 190,214

+123,146 visitors to our website

Hospital Treatment for Opioids and Alcohol Working Age Adults (25–64), Minnesota 2001–2016



1 in 5 Traffic Deaths Are Due to Fatigue

 **Fatigue**

 **Impairment**

 **Speed**

 **Distraction**

 **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.



Partners in Safety: Our Members

| | |
|--|---|
| 2,000+ member organizations 400,000+ employees 95% member retention rate | <ul style="list-style-type: none"> ▶ 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 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.



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

Plus cooling
products, smoke
alarms and more.

"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 Kulenkamp
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

Traffic Safety Programs

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

Minnesota Safety & Health Conference

PRESENTING SPONSORS

Andersen Corporation
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

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.
Minncast, 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

The Minnesota Safety Council is a 501(c)(3) organization; all gifts are tax deductible.

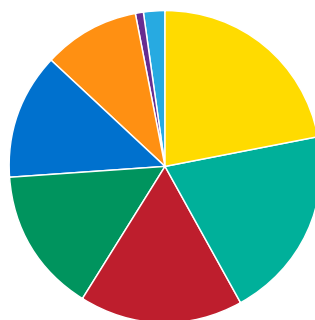
2017 YEAR ENDED JUNE 30

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 |

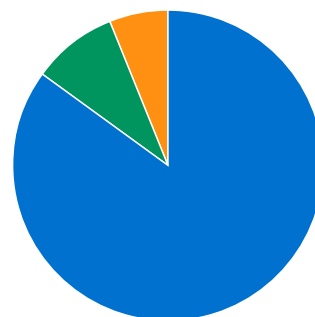
Statement of Activities

| | |
|--|--------------------|
| 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 |



SOURCES OF REVENUE

- Occupational (22%)
- Membership (20%)
- First Aid (17%)
- Conference (15%)
- Traffic (13%)
- Safety Products (10%)
- Community Programs (1%)
- Other (2%)



EXPENSES

- Program Services (85%)
- Management and General (9%)
- Fund Development (6%)

MINNESOTA SAFETY COUNCIL BOARD OF DIRECTORS

OFFICERS

CHAIR

BOARD OF TRUSTEES

Robert T. Lund

President and CEO, SFM Mutual Insurance Company

CHAIR

BOARD OF DIRECTORS

Michael Dougherty

Retired (formerly with Valspar, 3M, MNSCU)

CHAIR-ELECT

BOARD OF DIRECTORS

Brad Oachs

Chief Operating Officer, Minnesota Power, an ALLETE Company

PRESIDENT

Paul W. Aasen

CEO, Minnesota Safety Council

SECRETARY

Debra Boardman

President and CEO, Fairview Range Regional Health Services

VICE PRESIDENT FINANCE

Bryan Bruley

Regional Operations Director, CenterPoint Energy

VICE PRESIDENTS

Mark Helland

Vice President, Customer Service, Otter Tail Power Company

Mike Noonan

Vice President, Business Services, Red Wing Brands of America, Inc.

Jeffrey S. Ogden

Vice President, Dental Plans, HealthPartners

DIRECTORS

Bert Flynn

Safety Director, Xcel Energy

Jamison Harrell-Latham

Past President, Northwest Chapter, American Society of Safety Engineers

Ginny Kremer

Senior Vice President, Compliance and Credit Exam, Bremer Financial Services, Inc.

Nicole Vars McCullough

Global Technical Services and Regulatory/ Application Engineering Manager, 3M Personal Safety Division

Ken Peterson

Commissioner, Minnesota Department of Labor and Industry

Shelly Peterson

Vice President and General Manager, Minnesota Office, Oscar J. Boldt Construction Company

Susan Rankin

Vice President Manufacturing, Land O'Lakes, Inc.

Kristin Rebertus

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

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.




Our Mission

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

CONNECT WITH US



MINNESOTA
SAFETY
COUNCIL

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