

# MINNESOTA SAFETY COUNCIL

## 2015 Annual Report



**Drive SAFE**



**Work SAFE**



**Live SAFE**



# Injury in Minnesota: Why it Matters

Unintentional injuries—falls, traffic crashes and other incidents that are typically called “accidents”—are a leading cause of death, disability and economic loss in Minnesota. They are the number one killer of Minnesota children, youth and adults through age 44 and the third leading cause for all ages (compared to fifth leading cause for the U.S. as a whole).

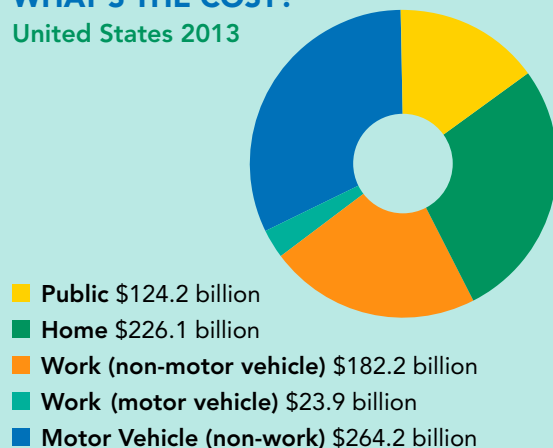
The human cost in damaged and lost lives is beyond calculation. The economic loss reaches billions of dollars each year: medical expenses, wage and productivity costs, lost time, insurance and legal costs, uninsured costs and property damage.

Other leading causes of death are on the decline in Minnesota, but unintentional-injury deaths are increasing.

Our mission is to reduce these injuries and deaths, knowing that most of them are predictable and preventable.

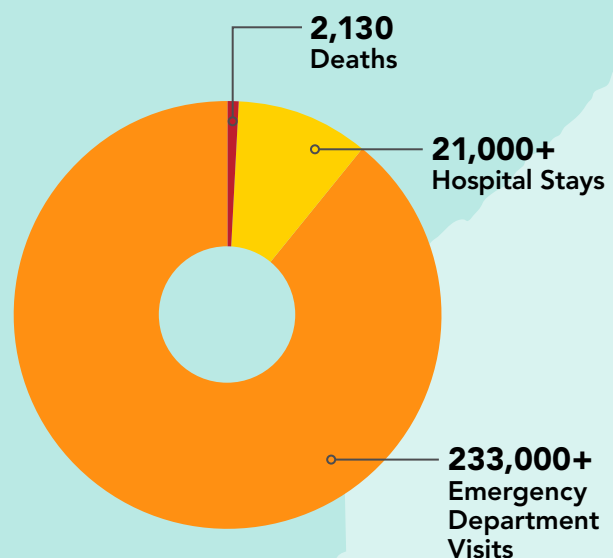
## WHAT'S THE COST?

United States 2013



Source: National Safety Council, Injury Facts®, 2015 edition

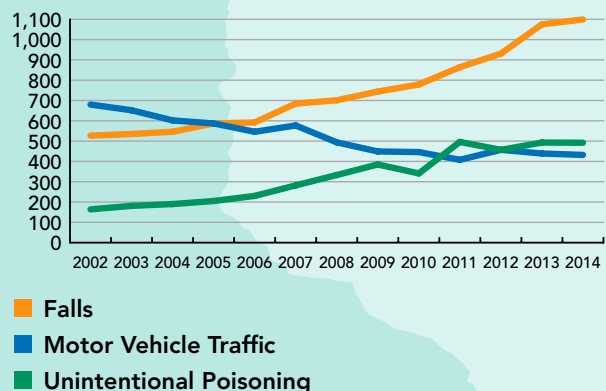
## ON AVERAGE EACH YEAR IN MINNESOTA, UNINTENTIONAL INJURIES CAUSE:



Source: Minnesota Department of Health, 2005–2014

## UNINTENTIONAL INJURY DEATHS

Minnesota 2002–2014



Source: Minnesota Department of Health

**Drive**  
SAFE

**Work**  
SAFE

**Live**  
SAFE

At the Minnesota Safety and Health Conference this past year, we introduced three new logos—Work Safe, Drive Safe and Live Safe. These logos represent how we hope each and every Minnesotan gets to live their life. We hope each of us works safely so we come home each day with our health and wellness intact. We know that driving remains a very risky undertaking even though we rarely think it. And we know that living safely at home takes time and attention.

**The Minnesota Safety Council has two major goals.**

First, we want to help our members get even safer and stay safe. Second, we want to help all Minnesotans recognize, and hopefully avoid, situations that could lead to injury or worse.

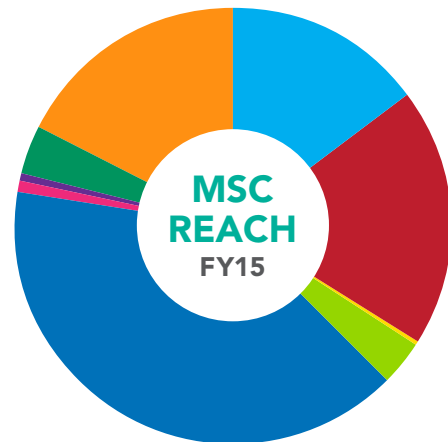
Last year, 2,000 businesses and organizations made a statement about their commitment to safety by being members of the Minnesota Safety Council. Over 10,000 people attended training, conferences and regional meetings. We are proud to be a readily available and trusted partner in our members' safety programs.

The safety council trained or supported the defensive driving training of more than 20,000 Minnesotans last year. Driving remains a dangerous activity and the council partners with law enforcement, emergency medical services, local and state government, insurance companies and foundations to make our roads safer for everyone.

We helped gather our partners who work on preventing injury and violence to learn about the latest trends in childhood injury. Our friends at AAA and Safe Kids Worldwide made it possible for us to provide bike helmets and car seats to people who needed them. And over 10,000 of your friends, neighbors and co-workers were trained in first aid, either in our classes or by instructors we support.

The Minnesota Safety Council is proud to be a partner in making everyone's day safer. We look forward to working together to make Minnesota a safer place to work, drive and live.

– Michael Dougherty, Chairman, Board of Directors,  
and Paul Aasen, President



**TOTAL: 54,343**

- Occupational Training and Consulting 8,145
- First Aid 10,398
- Safe Kids Summit 91
- Conferences 1,733
- Traffic Safety 21,839
- Regional Member Meetings 363
- Webinars 314
- Member Organizations 2,000
- Safety Fairs 9,460



Minnesota Safety Council President **Paul Aasen** (left) and Chairman of the Board of Directors, **Michael Dougherty**

# Work SAFE



**When people are injured or become ill from their work, productivity and morale suffer. Employer costs rise. Quality of life and family life are affected, often long term.**

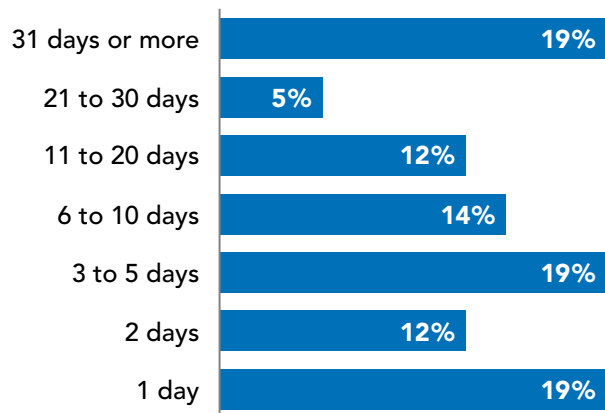
Organizations become members of the Minnesota Safety Council to access resources and expertise that will help keep their employees safe and their businesses productive and healthy. Our training and services help employers prevent injuries, comply with regulations, reduce costs and achieve organizational goals. We also bring members together—in person and online—to explore safety issues, discuss best practices and benefit from each other's experience.

## How big is the problem in Minnesota?

- ▶ At least **222** estimated injuries/illnesses on average each day (2013)
- ▶ **\$1.6 billion** in annual workers' compensation costs
- ▶ **66** work-related deaths each year on average (2009–2013)

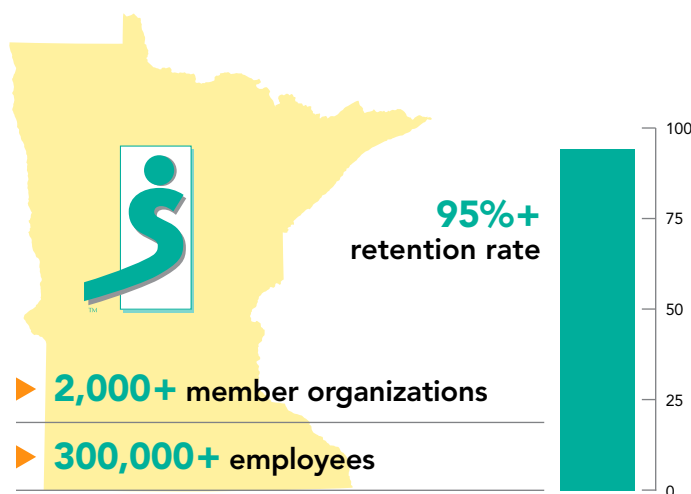
## The most serious injuries involve days away from work

27% of total cases | Minnesota 2011–2013



Source: Minnesota Department of Labor and Industry

## Members: Key partners in our mission



- **Eight** regional member groups, including two added in Minneapolis–St. Paul metro area
- **26** regional group meetings, involving more than **300** safety professionals who discussed diverse safety topics and shared solutions
- **753** postings on **166** workplace safety topics in the SafetyNet online member community





## Helping employers prevent injuries and comply with regulations

- **126** safety training topics
- **300+** classes statewide: **8,145** trained
- **81** onsite consultations
- **1,393** attendees at the annual Minnesota Safety & Health Conference
- **324** attendees at regional conferences in Bemidji and Duluth
- **1,180** training video loans
- **267** employers recognized for excellence in safety through the Governor's Safety Awards



## Preparing for emergencies: First Aid/CPR/AED

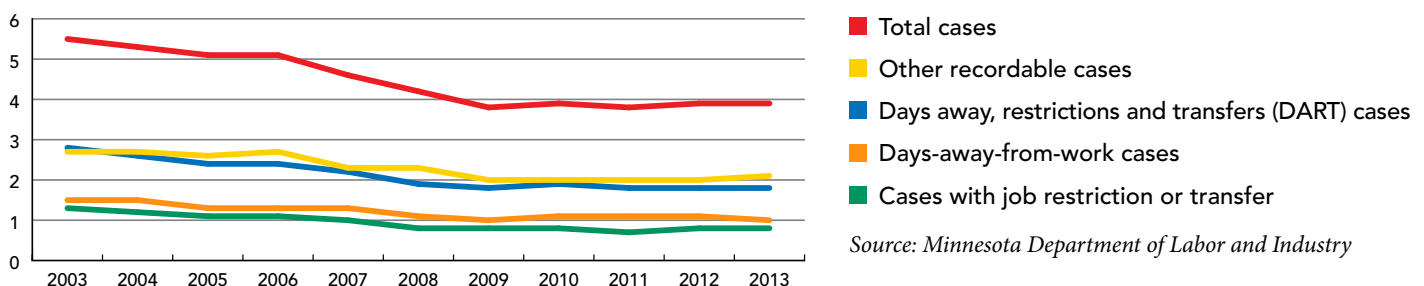
- **337** classes delivered by the Minnesota Safety Council
- **3,526** people trained; **31%** increase over past three years
- Another **6,939** trained through statewide network of **279** instructors

## The tools to "do it yourself": safety products and resources

- **24** companies subscribed to *MSDSonline* chemical management to help meet new GHS requirements
- **33%** increase in attendance in *Train-the-Trainer PLUS* programs
- **20+** member companies distributed home safety products through employee purchase programs
- **30** consultations per month about online safety management and learning management systems
- AEDs, pads and batteries distributed to employers throughout the state

## Are our workplaces getting safer?

INJURY AND ILLNESS CASES per 100 FTE Workers **Minnesota 2003 – 2013**



Source: Minnesota Department of Labor and Industry

# Drive SAFE



**Traffic-related injuries are the leading cause of injury death for children, teens and young adults through age 34 in Minnesota. They're also a significant factor in work-related deaths.**

Our programs and training reinforce key concepts and optimal driver behavior, on and off the job. Providing specialized driver training and helping employers comply with DOT and OSHA requirements reduces workplace incidents and costs. Refreshing the knowledge of seasoned drivers improves their ability to deal with new hazards and roadway features, at the same time lowering their insurance costs. Creating innovative programs to engage teens raises awareness among this high-risk group.

Our goal: to inform, educate and change the driving culture.

## How many injuries and deaths are acceptable?

In 2014:

- ▶ **361** died on Minnesota's roads
- ▶ **29,439** were injured
- ▶ **\$1.6 billion** in total economic loss



## Driving safer on the job

- **1,534** employees received traffic safety and defensive driving education
- Onsite consultation on hazardous materials transport, DOT and OSHA compliance
- Customized training for **27** trucking companies
- **42** presentations on impaired/distracted/drugged driving for **2,485** employees through the Network of Employers for Traffic Safety (NETS)
- Responded to **100** requests a month for help with regulatory training, policies, and other resources

## Street smarts for children, teens and seniors

- **20,305** senior drivers statewide refreshed skills—classroom and online
- **20** new classroom instructors trained; total of **300** instructors statewide
- **3,943** safe driving pledges collected through AT&T "It Can Wait" campaign for teens
- **\$225,000** awarded to Minnesota high schools through State Farm's "Celebrate My Drive" campaign
- **4.7 million** household impressions of traffic safety PSAs created through AAA partnership
- Monthly child car seat checks through six Safe Kids Minnesota coalitions across the state

## Strategic solutions through the power of partnerships

- Minnesota Toward Zero Deaths
- Minnesota Operation Lifesaver railroad safety program
- Mobility for Minnesota's Aging Population coalition

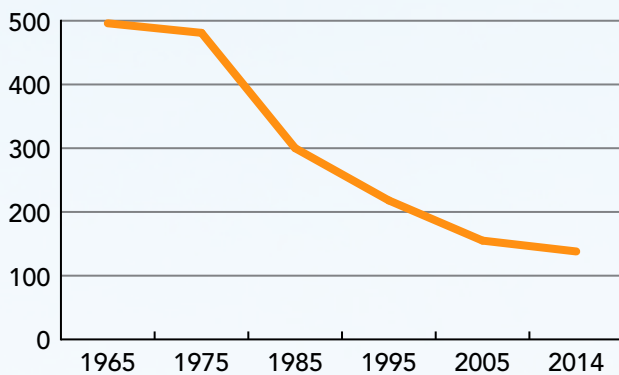
Drive  
SAFE

Work  
SAFE

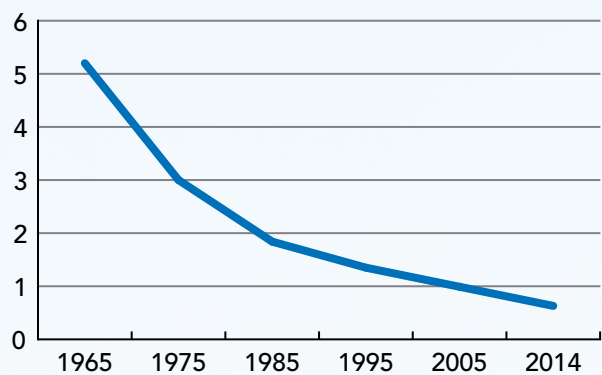
Live  
SAFE

### Is safety on our roads improving?

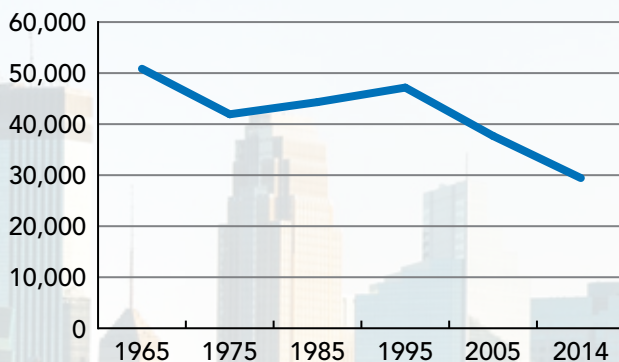
**CRASH RATES** per 100 million vehicle miles travelled  
**Minnesota 1965–2014**



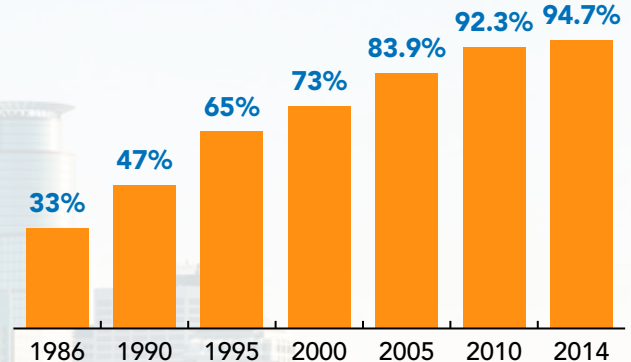
**DEATH RATES** per 100 million vehicle miles travelled  
**Minnesota 1965–2014**



**TRAFFIC INJURIES**  
**Minnesota 1965–2014**



**SEAT BELT USE**  
**Minnesota 1986–2014**



While alcohol-related deaths have decreased significantly over the past 50 years, they continue to be involved in about a third of deaths each year, on average. Drug-impaired driving is an increasing problem in the United States, as is distracted driving. To date in 2015, Minnesota traffic deaths are running significantly ahead of this time last year.



# Live SAFE



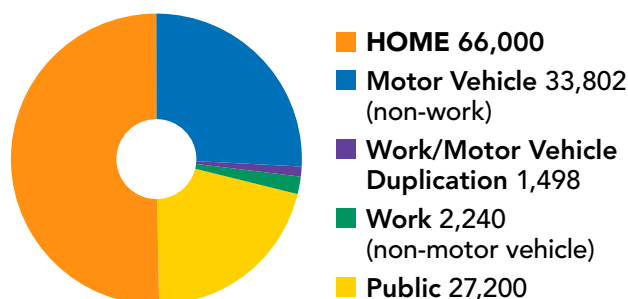
## Seven out of ten unintentional-injury deaths occur at home and in community settings, away from work and our roads.

Fully fifty percent of unintentional-injury deaths and injuries requiring medical care happen where we typically feel the safest—in our homes. Non-fatal injuries at home and in the community—most frequently unintentional poisoning and falls, affected about 1 in 11 people nationally in 2013 (most current data).

Our programs and resources go beyond the workplace to promote safety to all Minnesotans. Strong partnerships support our efforts to develop useful materials and programs, engaging and informative public events, and effective prevention strategies.

### Where do the deaths happen?

United States 2013

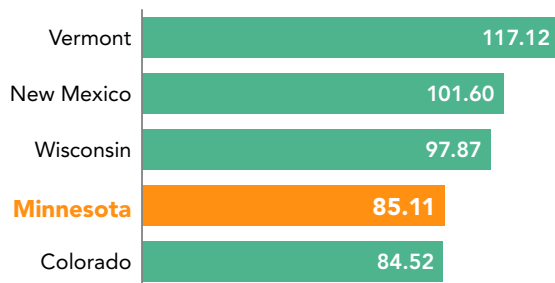


Source: National Safety Council, *Injury Facts*®, 2015 edition

### Fall death rates for ages 65+

Highest rates of fall deaths per 100,000 population

#### TOP FIVE STATES:



In the five states with the lowest rate of fall deaths for ages 65-plus, the rate ranges from 33.06 in New York (fifth lowest), to the lowest rate in the nation, 23.36, in New Jersey.

Source: Centers for Disease Control and Prevention, 2009



### What sends us to the doctor?

Minnesota 2004–2013

#### TOP FIVE INJURIES SEEN IN:

##### Emergency Departments

- ▶ Falls
- ▶ Struck by or against an object or person
- ▶ Cut/pierce
- ▶ Overexertion from strenuous movement
- ▶ Motor vehicle traffic

##### Hospitals

- ▶ Falls
- ▶ Motor vehicle traffic
- ▶ Poisoning
- ▶ Struck by or against an object or person
- ▶ Overexertion from strenuous movement

Source: Minnesota Department of Health





**Drive**  
**SAFE**

**Work**  
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## Safe Kids Minnesota, working to prevent the leading cause of death among children

- **35** car seat events held through local Safe Kids coalitions
- **708** car seats checked, **862** parents reached
- **450** children and their families learned, had fun and received free bike helmets through AAA at Summer Safety Safari, Como Zoo
- Safe Kids grant to Otter Lake Elementary made walking environment safer for students
- **100** carbon monoxide alarms provided to campaign created by fifth grade students in Hermantown following the CO death of a classmate and her father
- Responded to **20** inquiries a month about child safety issues

## Tools for safer communities

Safety tools distributed through partners:

- **282** carbon monoxide alarms
- **314** weather radios
- **522** first aid kits **↑57%**

- **914** vehicle safety kits **↑278%**
- **1,896** bicycle helmets **↑21%**
- **27** safety and health events reached **8,860** people

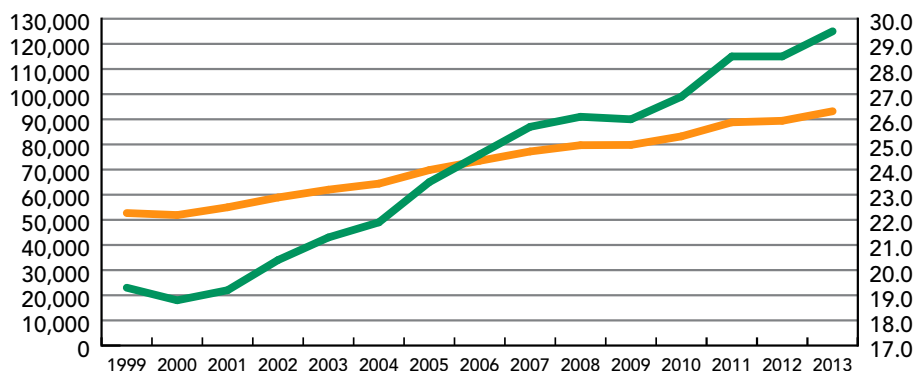
## Online outreach

- Web-based fall prevention checklist and balance/strength program for older adults
- **CarSeatsMadeSimple.org** for parents and caregivers
- **Safe-a-rooni.org** interactive safety games and awareness for kids

## Planning for a safer Minnesota

- **80** childhood injury prevention leaders explored issues and solutions at sixth annual Childhood Injury Summit
- Minnesota Fall Prevention Coalition
- Safe Routes to School Program

## Are our homes and communities getting safer?



## HOME AND COMMUNITY DEATHS AND DEATH RATES

**United States 1999–2013**

- Deaths (left scale)
- Death Rates per 100,000 population (right scale)

Source: National Safety Council, *Injury Facts*®, 2015 edition

# Contributions

The following individuals and organizations contributed to the mission of the Minnesota Safety Council during fiscal years 2014 and 2015:

AAA Minnesota/Iowa  
CenterPoint Energy  
Lakeland Companies  
Minnesota Safety Council  
Board of Directors  
Minnesota Safety Council Staff  
Red Wing Shoe Company

Paul Aasen  
David Abrams  
Josh Blaisdell  
Deb Boardman  
Bryan Bruley  
Carol Bufton  
Jean Bye  
Mary Carter  
Vicki Dacca  
Michael Dougherty  
Janet Fedora  
Ronald J. Hanson  
John S. Hay and Jo Frerichs  
Mark Helland  
Regina Hoffman  
John Houle

Jim Kline  
Lisa Kons  
Ann Kulenkamp  
Angie Kupczak  
Jeffery Lovig  
Robert T. Lund  
Linda McNurlin  
Joseph Maher  
Jewel Ross Madrid  
Jim Nelson  
Linda McNurlin  
Bradley Oachs  
Jeffrey Ogden  
Erin Petersen  
Ken Peterson  
Shelly Peterson  
Susan Rankin  
Steve Rauh  
Walter (Rocky) and Jodell  
Rockenstein  
Wade Salstrom  
William Schmitt  
Cary Swenson  
Robyn Sykes  
Alan Terwedo  
Sheila Thao  
Wesley Thies  
Jason Ward  
Susan Woodhall  
Kristy Zack

## Gifts in Kind

Larsmont Cottages  
St. Paul Public Schools  
Wilkerson Associates  
Winthrop and Weinstine  
(Lloyd Grooms)

## In Support of the Building Expansion

3M Traffic Safety Systems  
Division  
Andersen Corporate Foundation  
Anderson Corporation  
CenterPoint Energy  
Minnesota Power,  
an ALLETE Company  
Red Wing Shoe Company  
Sico, Inc.  
SFM Mutual Insurance Company

## Minnesota Safety & Health Conference

### Presenting Sponsors

AAA Minnesota/Iowa  
Andersen Corporation  
CenterPoint Energy  
Minnesota Power,  
an ALLETE Company  
Otter Tail Power Company  
Park Printing, Inc.  
SFM Companies  
Xcel Energy

### Major Sponsors

The Eddy Family Foundation  
The Schwan Food Company

### Additional Sponsors

JJ Keller  
Malmberg's Garden Center  
and Greenhouse  
MANCOMM  
MRA – Your Employer  
Association  
Minnesota Chamber  
of Commerce  
Philips Corporation  
SOS Technologies  
Totally Chocolate

### Gifts in Kind

Bluestem Brands  
D'Amico and Sons  
Grand Casino Hinckley

Hilton Minneapolis  
J.J. Keller  
Kowalski's Markets  
Larsmont Cottages  
Mall of America  
MANCOMM  
Mystic Lake Casino and Hotel  
Philips Healthcare  
Pinstripes Catering  
Pearson Candy Company  
Red Wing Shoes  
SOS Technologies  
Tinucci's Restaurant  
Totally Chocolate  
Treasure Island Resort  
and Casino

## Traffic Safety Programs

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

## Contributions to Family Safety/Children's Injury Prevention Programs Including Safe Kids Minnesota

### General Support

AAA Minnesota/Iowa  
American Society of Safety  
Engineers, Northwest Chapter  
Rick Reber  
Safe Kids Worldwide  
The Margaret Rivers Fund  
Thrivent Financial

### Childhood Injury Summit

Children's Hospitals and Clinics  
of 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  
University of Minnesota  
Amplatz Children's Hospital

## 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  
Bell Lumber & Pole Company  
Betaseed, Inc.  
Bigos Management  
Charp's Welding and Fabricating  
Cogentrix/LSP Power  
Construction/Safety Consultants  
Craguns Conference Center  
E. J. Ajax & Sons, Inc.  
Electronic Design Company (EDC)  
Engineering America, Inc.  
Eye Kraft Optical, Inc.  
Gauthier Industries, Inc.  
Gopher Resource, LLC  
Grand Portage Reservation  
Tribal Council  
Grand Village Nursing Home  
Jefferson Partners L.P.  
JR's Appliance  
Kraemer North America  
Kraus Anderson Construction Co.  
Lakes Gas Company  
Lamb-Weston/RDO  
Lifts Transportation  
Long Prairie Packing Company  
Malco Products, Inc.  
Minncast, Inc.  
Minnesota Limited, Inc.  
Norbord Minnesota  
North Central Door Company, LLC  
Quality Pork Processors, Inc.  
Rahr Malting Company  
Retail Construction Services, Inc.  
Sanimax USA LLC  
Savanna Pallets  
SFM Mutual Insurance Company  
Spee Dee Delivery Service  
SunOpta Ingredients  
Thiele Technologies, Inc.  
Tru-stone Corporation  
Turning, Inc.

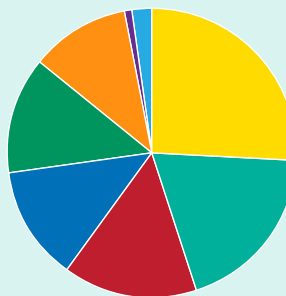
# 2015 YEAR ENDED JUNE 30

## Statement of Financial Position

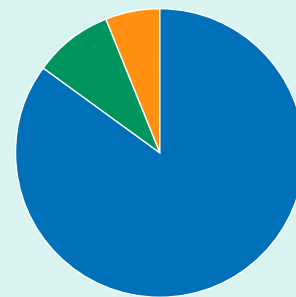
<b>TOTAL ASSETS</b>	<b>\$3,084,393</b>
<b>LIABILITIES AND NET ASSETS</b>	
Accounts payable and other current liabilities	\$581,123
Long-term liabilities	\$1,273,591
Unrestricted net assets	\$1,183,204
Temporarily restricted net assets	\$46,475
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$3,084,393</b>

## Statement of Activities

<b>REVENUE AND SUPPORT</b>	
Earned income	\$3,912,299
Other	\$130,095
<b>TOTAL REVENUE AND SUPPORT</b>	<b>\$4,042,394</b>
<b>TOTAL EXPENSES</b>	<b>\$3,933,002</b>
Change in unrestricted net assets	\$109,392
Change in temporarily restricted net assets	\$9,980
Change in net assets	\$119,372



**SOURCES OF REVENUE**



**EXPENSES**

## Minnesota Safety Council Board of Directors, FY 2015

### OFFICERS

#### CHAIR

#### BOARD OF DIRECTORS

#### Robert T. Lund

President and CEO, SFM Mutual Insurance Company

#### CHAIR-ELECT

#### BOARD OF DIRECTORS

#### Michael Dougherty

Retired (formerly of 3M, Valspar, MNSCU)

#### CHAIR

#### BOARD OF TRUSTEES

#### Mary Carter

Retired, Senior Vice President and Chief Administrative Officer, Andersen Corporation

#### PRESIDENT

#### Paul W. Aasen

CEO, Minnesota Safety Council, Inc.

#### SECRETARY

#### Debra Boardman

President and CEO, Fairview Range Regional Health Services

#### VICE PRESIDENT FINANCE

#### Susan D. Woodhall

Vice President, Bremer Financial Services, Inc.

### VICE PRESIDENTS

#### Mark Helland

Vice President Customer Service, Otter Tail Power Company

#### Joseph C. Maher

General Manager, UPM, Blandin Paper Company

#### Bradley W. Oachs

Chief Operating Officer, Minnesota Power, an ALLETE Company

#### Jeffrey S. Ogden

Chief Administrative Officer, University of Minnesota School of Dentistry

### DIRECTORS

#### Josh Blaisdell

Vice President Corporate Compliance, CHS, Inc.

#### Bryan Bruley

Regional Operations Director, CenterPoint Energy

#### Jean Bye

President and CEO, Dotson Iron Castings

#### Dawn Errede

President, Upper Midwest Section, American Industrial Hygiene Association

#### John R. Houle

Vice President and General Manager, 3M Traffic Safety and Security Division

#### Jim L. Kline

Vice President Global Operations, Sico Incorporated

#### Mike Noonan

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

#### 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.

#### Diana Stegall

President, NW Chapter, American Society of Safety Engineers

#### Robyn Sykes

Executive Director, Minnesota Counties Intergovernmental Trust

#### Ron Vetter

President, Vetter Stone Company

#### Jason Ward

President, AAA Minnesota/Iowa

#### Paul Weirtz

President, AT&T Minnesota

# Our Mission

To make Minnesota a safer and healthier place to live  
by helping you prevent unintentional injuries  
at work, on the road, at home and at play

**Drive**  
SAFE

**Work**  
SAFE

**Live**  
SAFE

## CONNECT WITH US

 **MNSafetyCouncil**

 **@MNSafetyCouncil**

MINNESOTA  
SAFETY  
COUNCIL



*Making Minnesota A Safer Place To Live*  
 Chapter of the National Safety Council

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Fax: 651-291-7584

[minnesotasafetycouncil.org](http://minnesotasafetycouncil.org)