



# 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

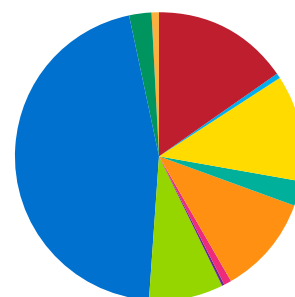
**28,000**  
HOSPITAL STAYS

**271,000**  
EMERGENCY DEPARTMENT VISITS

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

## MSC Reach FY 2017

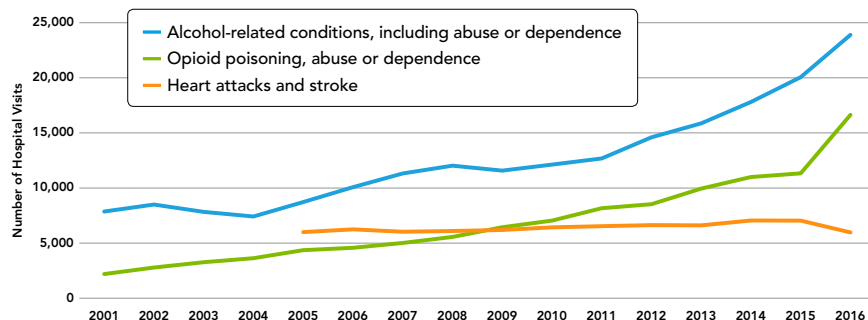
- First Aid 10,408
- Governor's Award 268
- Online Community 7,961
- Members 2,000
- Training/Consulting 7,324
- Regional Meetings 720
- Safe Kids Summit 90
- Safety Fairs 5,645
- Traffic Safety 30,477
- Safety Conferences 1,734
- Webinars 441



**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

- ▶ **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.*



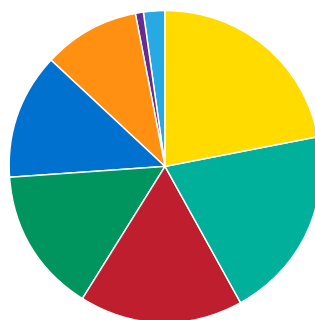
# 2017 YEAR ENDED JUNE 30

## Statement of Financial Position

<b>TOTAL ASSETS</b>	<b>\$2,973,065</b>
<b>LIABILITIES AND NET ASSETS</b>	
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
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$2,973,065</b>

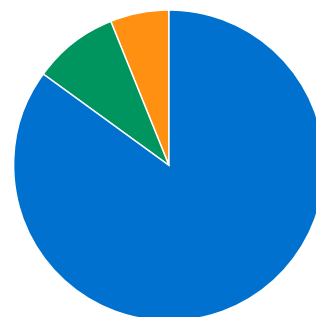
## Statement of Activities

<b>REVENUE AND SUPPORT</b>	
Earned income	\$3,814,258
Other	\$113,322
<b>TOTAL REVENUE AND SUPPORT</b>	<b>\$3,927,580</b>
<b>TOTAL EXPENSES</b>	<b>\$3,869,035</b>
<b>Change in unrestricted net assets</b>	<b>\$58,545</b>



### 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](mailto: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

 Chapter of the National Safety Council

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