



SOUTH DAKOTA SAFETY COUNCIL 2009 ANNUAL REPORT

60 Years of Safety

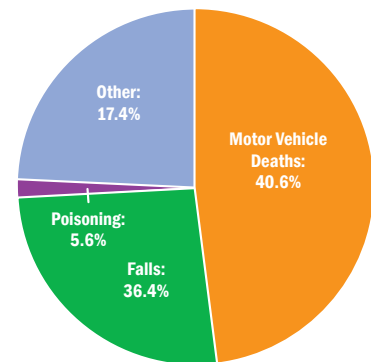
In March of 1949, the Sioux Falls Safety Council, forerunner of the South Dakota Safety Council, was formed. Much has changed since our organization began, but one thing has not. In all of our sixty years, this organization has not wavered from its only purpose — to save lives and prevent the enormous suffering associated with injuries.

Unintentional injuries take the lives of more than 300 South Dakotans each year and alter the lives of thousands more, affecting families, friends, co-workers and entire communities. At the South Dakota Safety Council, helping people prevent unintentional injuries — at work, on the road, at home and at play — is our job. Through education, training, and hands-on skills-building, we spent the past year doing what we do best — working with individuals, organizations, families and communities to implement effective injury prevention programs and strategies.

“Accidents” don’t just happen — they are predictable and preventable. Our programs and services reduce injuries, save lives and lower costs. Membership helps employers prevent injuries and costly claims, increase productivity and stay competitive. Our efforts reach the workplace and beyond, because the vast majority of unintentional-injury deaths and disabling injuries occur away from work.

Injury rates have dropped dramatically in the past six decades. Advancements in technology, engineering, legislation, and education — supported by organizations like the South Dakota Safety Council — have created safer roads, safer workplaces and safer communities. Still, unintentional injury remains a critical public health issue, with the toll far too high.

In this annual report, you’ll learn about our ongoing efforts to reduce these preventable injuries. The firm foundation provided by past leaders, the leadership of our board of directors today, our bonds with member organizations and other partners, and the commitment of our staff have made the South Dakota Safety Council a leader in safety. Together, we continue to build on the legacy of the past sixty years. We make a difference in the lives of South Dakotans. In the tradition begun 60 years ago, we will continue to make South Dakota a safer place to live.



Top three causes of unintentional-injury death, South Dakota residents, 2007

Source: South Dakota Department of Health



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The Problem of Injury in South Dakota

Each year, tens of thousands of South Dakota citizens suffer unintentional injuries (“accidents”). According to the National Safety Council, it’s the leading cause of death for those age 1 to 41 and the fifth leading cause overall.

Unintentional injury caused the death of 357 South Dakotans in 2007 (most current data available) or 5.3 percent of all deaths. This represents a 19.4% decrease from the 443 deaths in 2006. The two most common types of unintentional injury deaths were motor vehicle crashes, (40.6 percent) and falls (36.4 percent). Men were more likely to die from unintentional injury than women. For men, it was the fourth leading cause of death, accounting for 6.6 percent of the deaths, compared to the sixth leading cause for women (3.9 percent). For the American Indian population in South Dakota, unintentional injury was the leading cause of death, (up from second in 2006), accounting for 14.1 percent of all deaths.

**Top ten causes of unintentional-injury deaths
South Dakota residents, 2007**

Cause	Number
Motor vehicle	145
Falls	130
Poisoning	20
Suffocation	9
Exposure to smoke, fire	8
Drowning	7
Exposure to excessive cold	6
Air transport accidents	3
Firearms	2
Agricultural machinery	1
All other	26

Source: South Dakota Department of Health

Total: 357

Injury rate compared to the national average, other states

Another important measure of our injury problem is the number of deaths per 100,000 residents. Unintentional injury deaths in South Dakota totaled 51.9 deaths per 100,000 residents in 2005 (the latest year the comparison figures are available). While we’ve made great strides, this rate is much higher than the national average of 39.7. Louisiana holds the highest death rate at 68.2, New York the lowest at 24.0.

On the road

Nationally and in South Dakota, motor vehicle crashes account for the lion’s share of deaths by unintentional injury. In 2008, 15,907 motor vehicle crashes were reported on South Dakota’s roads,

injuring 5,708 and killing 121 (at an estimated cost of \$320 million.) The South Dakota Department of Public Safety, Office of Accident Records, reports the following:

Number of pedestrians killed	10
Number of motorcyclists killed	15
Number of vehicle occupants killed who were not buckled up	61
Number of vehicle occupants killed who were buckled up (or in lap belt only)	25
Percent of licensed drivers under age 25	16.5%
Percent of crash-involved speeding drivers under age 25	55.9%
Percent of crash-involved drinking drivers under age 25	38.9%

Alcohol involvement in fatal crashes has declined for six years — down to 48 motor vehicle deaths in 2008, compared to 62 in 2007, 72 in 2006, 74 in 2005, 78 in 2004 and 94 in 2003. This still represents alcohol involvement in 41.3 percent of all fatal crashes. Alcohol involvement for fatal crashes is based on a positive BAC result and/or indication of alcohol use by at least one driver, pedestrian or bicyclist.

Seatbelt use

South Dakota’s annual seatbelt survey estimates that 72.1 percent of drivers and right front passengers buckled up in 2009. This number compares to a statewide estimate of 71.8 percent in 2008 and 73 percent in 2007. The survey was conducted by the Human Factors Laboratory at the University of South Dakota and funded by the South Dakota Office of Highway Safety. Nationally, the seatbelt usage rate stands at 84 percent (2009).

The rate for teens judged to be between 14 and 17 years old was 61.9 percent, a decrease from the 2008 rate of 67.8 percent for this age group. The seatbelt use rate for occupants judged to be 18 years and older was 67.6 percent compared to a 2008 rate of 70.5 percent.

At work

Preliminary information from the U.S. Bureau of Labor Statistics indicates that 30 people died from occupational injuries in South Dakota in 2008, up from 22 in 2007. Transportation incidents accounted for nearly half of those killed (14). Falls and “contact with objects and equipment” were the second leading cause, resulting in six deaths each.

Sources:

South Dakota Department of Health, Office of Data, Statistics and Vital Records

South Dakota Department of Public Safety

U.S. Department of Labor, Bureau of Labor Statistics

Safer Place in 2008–2009

2008 - 2009 Program Highlights: Safety Solutions

The programs of the South Dakota Safety Council reach people through the workplace and in numerous community settings. Some highlights from the past year:

- A record number of members took advantage of the expertise provided by the certified safety professional (CSP) on our staff and the opportunity for onsite customized training.
- Workplace safety training sessions covered 30-plus topics in compliance assistance, safety management and emergency care (First Aid/CPR). New offerings included *Pandemic and Seasonal Flu Preparedness*, *Safety Management Systems for Small Businesses*, and the *Train-the-Trainer PLUS* series.
- Our professional development programs helped individuals support their organizations and expand their skills at the same time. Eight safety and health professionals earned the Workplace Safety Certificate, a program offered in partnership with the South Dakota Department of Labor. Seventeen people participated in the Advanced Safety Certificate series, including the four-day *Principles of Occupational Safety and Health* and *Safety Management Techniques* courses.
- The South Dakota Safety and Health Conference hosted nearly 500 attendees and 50 exhibitors. This high energy event provides most current information and resources to people responsible for safety and health in their organizations. Our co-sponsors were the Sioux Empire Society of Human Resource Management, the South Dakota Department of Labor, Chiropractic Associates of South Dakota and Avera Health. The conference featured the Governor's Workplace Safety Awards Luncheon, which recognized 49 employers for outstanding safety performance.
- Our outreach activity included ongoing program support to workplace safety and health networks in Sioux Falls and Aberdeen. We held five membership meetings throughout the state, in communities including Brookings, Mitchell, Sioux Falls, Watertown and Yankton.
- Nearly two hundred high school age and novice drivers received classroom and behind-the-wheel driver training. Our comprehensive program included "rules of the road," defensive driving crash avoidance techniques, winter driving skills, work zone safety and the "Alive at 25" program.
- We continued to partner with the Multi-Cultural Center in Sioux Falls to develop and provide driver education and behind-the-wheel training to recent immigrants and refugees from a variety of countries. Training was conducted in Russian, Bosnian, Arabic, Sudanese, Spanish and English. Through a partnership with the Multi-Cultural Center and the Safety Village we were able to incorporate driving simulators into the curriculum.
- The Operation Lifesaver railroad crossing safety program reached 30,000 people through presentations in communities throughout the state.
- We continued to partner with the Department of Public Safety and the State Patrol to bring "Alive at 25" to the state of South Dakota — a proven program to increase safe driving behavior in young adults 14-25.
- Through a contract with the state of South Dakota, we offered training to 1,750 motorcyclist in preparation for their license tests. We provided 285 classes in 30 locations statewide. We continued to offer user-friendly online registration.
- Membership in the South Dakota Safety Council grew more than 10 percent, with a strong retention rate of 90 percent. Through these memberships, more than 85,000 employees across the state have a direct line to the most current safety information and resources.
- In partnership with National Safety Council, J.J. Keller, FLI, CLMI and Philips, we provided comprehensive safety products and training materials to our members.



What Membership Can Do For You

We invest every membership dollar in the promotion of safety and health. Your membership provides the foundation for developing safety programs that work. And our community programs help keep your employees safe away from work. Protecting lives and protecting your bottom line are inextricably linked.

More than 400 South Dakota employers have forged partnerships with the South Dakota Safety Council. Whether you're updating an existing safety program or starting from scratch, membership in the South Dakota Safety Council gives you access to the resources you need:

- Free use of more than 250 industry-specific videos
- Member discounts on all occupational and commercial vehicle and driver training
- Free telephone consultation with our staff of experts in all areas of safety and health
- *Memo to Members*, a digest of the latest safety and health news, issues and regulatory developments
- Two e-mail newsletters, the *Membership Minute* and *Membership Solutions*
- The annual South Dakota Safety and Health Conference, a great opportunity to network with others in the field
- Packaged training, technical manuals, periodicals and other products, discounted for members
- Local safety networks, developed to give members throughout the state training and networking opportunities
- Free 8-hour First Aid/CPR/AED class
- Free 4-hour Defensive Driving course
- Free "Getting Started in Safety" class

There's still lots to do. Help make South Dakota a safer place to live!

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