



SOUTH DAKOTA SAFETY COUNCIL 2010 ANNUAL REPORT

61 Years of Safety

For more than sixty-one years, the South Dakota Safety Council has helped employers and workers, families and communities reduce the risk of injury. Unintentional injury is a major public health issue, taking the lives of nearly 500 South Dakotans, on average, each year.

But deaths are just a small part of the problem. For every death resulting from an injury, it's estimated there are three severe traumas, including disabling injuries to the brain and spinal cord; ten other injuries requiring hospitalization, and 100 injuries that send people to emergency departments. Hundreds of thousands more are treated in clinics or doctors' offices, or are self-treated outside of health care systems.

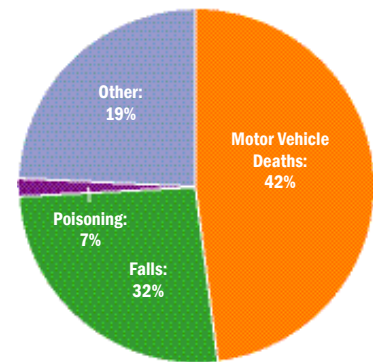
There is good news to report:

- Seat belt use continues to climb in South Dakota and now stands at 74.5 percent, compared to the national rate of 85 percent.
- Workplace deaths in our state declined by 20 percent, from 30 fatalities in 2008 to 24 in 2009 (most current data).

However, the challenge is clear: Our traffic death rate and overall unintentional-injury death rate are among the highest in the nation. Deaths in the home and in community settings continue to rise. Unintentional injuries are the leading cause of death for South Dakotans ages 1 - 44, and the fifth leading cause overall.

To meet this challenge, the South Dakota Safety Council provides safety, health and risk avoidance training and services. 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 preventable deaths and disabling injuries occur away from work.

In the pages of this annual report, you'll learn more about the problem of injury in South Dakota, and the programs and services we've provided over the past year to help solve it. You'll see how the leadership of our Board of Directors, our strong bonds with members and other partners, and the commitment of our staff combine to make a difference in the lives of South Dakotans.



Top three causes of unintentional-injury death in South Dakota, 2004-2008*

*Source: South Dakota Department of Health
* Most current data.*



SOUTH DAKOTA SAFETY COUNCIL

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CHAPTER OF THE NATIONAL SAFETY COUNCIL

The Problem of Injury in South Dakota

Unintentional injuries — falls, traffic crashes and other events typically labeled as “accidents” — are a leading cause of death, disability and economic loss in South Dakota. Among South Dakotans aged 1 — 44 they are *the* leading cause of death and the fifth cause for all ages, surpassed only by heart disease, cancer, stroke and chronic lower respiratory disease. But deaths are just a small part of the problem, with non-fatal injuries affecting tens of thousands each year in our state.

Unintentional injury caused the death of 372 South Dakotans in 2008 (most current data available) or 5.3 percent of all deaths. This represents a 4% increase from the 357 deaths in 2007. The two most common types of unintentional injury deaths were motor vehicle crashes, (33.6 percent) and falls (33.3 percent). Men were more likely to die from unintentional injury than women. For men, it was the fourth leading cause of death, accounting for 6.7 percent of the deaths, compared to the sixth leading cause for women (3.8 percent). For the American Indian population in South Dakota, unintentional injury was the third leading cause of death, (down from first in 2007), accounting for 11.1 percent of all deaths.

**Top ten causes of unintentional-injury deaths
South Dakota residents, 2008***

Cause	Number
Motor vehicle	131 (2009)
Falls	124
Poisoning	41
Suffocation	11
Exposure to smoke, fire	16
Drowning	8
Exposure to excessive cold	9
Air transport accidents	1
Firearms	3
Agricultural machinery	1
All other	33

Source: South Dakota Department of Health

Total: 377

* Most current data available.

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 57.4 deaths per 100,000 residents in 2006 (the latest year the comparison figures are available). While we’ve made great strides, this rate is much higher than the national average of 40.8. New Mexico holds the highest death rate at 66.9, Maryland the lowest at 26.0.

On the road

Nationally and in South Dakota, motor vehicle crashes account for the lion’s share of deaths by unintentional injury. In 2009, 16,994 motor vehicle crashes were reported on South Dakota’s roads, injuring 5,704 and killing 131 (at an estimated cost of \$358 million.) The South Dakota Department of Public Safety, Office of Accident Records, reports the following:

Number of pedestrians killed	4
Number of motorcyclists killed	16
Number of vehicle occupants killed who were not buckled up	79
Number of vehicle occupants killed who were buckled up (or in lap belt only)	28
Percent of licensed drivers under age 25	16.2%
Percent of crash-involved speeding drivers under age 25	51.8%
Percent of crash-involved drinking drivers under age 25	35.4%

Alcohol involvement in fatal crashes increased to 61 motor vehicle deaths in 2009, compared to 48 in 2008, 62 in 2007, 72 in 2006, 74 in 2005, 78 in 2004 and 94 in 2003. This represents alcohol involvement in 46.6 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 74.5 percent of drivers and right front passengers buckled up in 2010. This number compares to a statewide estimate of 72.1 percent in 2009 and 71.8 percent in 2008. 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 85 percent (2010).

The rate for teens judged to be between 14 and 17 years old was 69 percent, an increase from the 2009 rate of 61.9 percent for this age group. The seatbelt use rate for occupants judged to be 18 years and older was 70 percent compared to a 2009 rate of 67.6 percent.

At work

Preliminary information from the U.S. Bureau of Labor Statistics indicates that 24 people died from occupational injuries in South Dakota in 2009, down from 30 in 2008. Transportation incidents accounted for nearly half of those killed (10). “Contact with objects and equipment” was the second leading cause, resulting in another ten deaths.

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 2009–2010

2009 - 2010 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 35-plus topics in compliance assistance, safety management and emergency care (First Aid/CPR). New offerings included *NFPA 70E Electrical Safety*, *OSHA 30-hour for Construction and for General Industry*, and *Safety Motivation and Accountability*.
- Our professional development programs helped individuals support their organizations and expand their skills at the same time. Eighteen safety and health professionals earned the Workplace Safety Certificate, a program offered in partnership with the South Dakota Department of Labor. Six 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 450 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 53 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 membership meetings throughout the state, in communities including Brookings, Mitchell, Rapid City, Sioux Falls, Watertown and Yankton.
- Nearly 250 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 800 recent immigrants and refugees from a variety of countries. Training was conducted in Russian, Bosnian, Arabic, Sudanese, Spanish and English, and also incorporated the use of a driving simulator.
- The Operation Lifesaver railroad crossing safety program reached more than 25,000 people through presentations in communities throughout the state.
- We continued to partner with the Department of Public Safety and the State Patrol to offer "Alive at 25" to the state of South Dakota — a program proven to increase safe driving behavior in young adults 14-25. We reached more than 500 students in eight locations.
- Through a contract with the state of South Dakota, we offered training to 1,754 motorcyclist in preparation for their license tests. We provided 286 classes in 25 locations statewide. We continued to offer user-friendly online registration.
- Membership in the South Dakota Safety Council grew more than eight percent, with a strong retention rate of 92 percent. Through these memberships, more than 90,000 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, ManComm, Kidde, 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 300 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

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

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