



## 2023 Annual Report

**Submitted by:** Ryan Bast, Executive Director

### MSA Vision

Achieve the safest possible working environment for all employees in our industry.

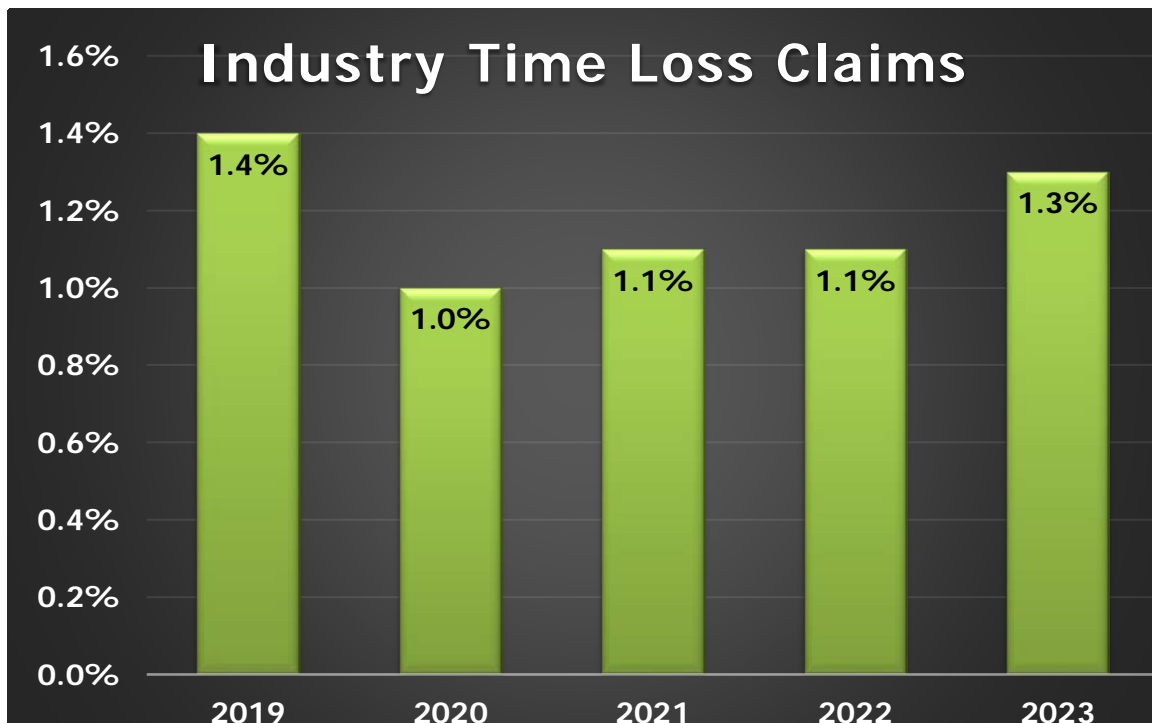
### MSA Mission

Reduce time loss injury frequency rates and durations through the building of effective relationships with employers, employer groups and government agencies and through public awareness, education, training and motivation of targeted employers.

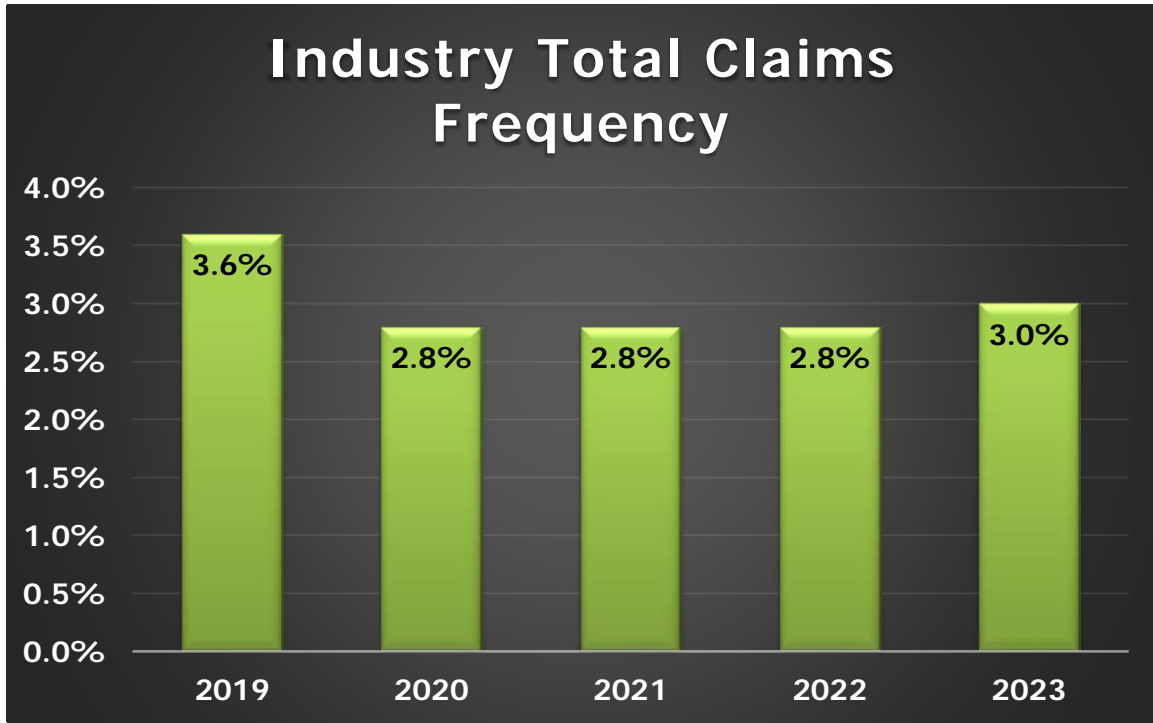
### Strategic Goals:

**The Motor Safety Association has two major goals:**

- **Goal #1** - Reduce the Time Loss Frequency for our Industry (both C61 and C62 combined) from 1.4% in 2019 to 1.2% by year-end 2023. Despite our association's best collective efforts, we did not meet this goal and ended the year at 1.3%. See chart below.



- **Goal # 2** – Reduce the Frequency of Total Claims (time loss and no time loss combined) for our Industry (both C61 and C62 combined) from 3.6% in 2019 to 3.0% by year-end 2023. Our association met and sustained this goal, see the chart below.



**Notes:**

- Statistics used for setting goals and for reporting of the goals were taken, and will continue to be taken, from the fourth quarter statistics discs supplied to the Motor Safety Association from the WCB. These numbers may differ from the year-end statistics reported by the WCB in their annual report and/or website due to timing of when they were processed.
- Marty Cobb was the Executive Director in 2023 and Ryan Bast officially started as Executive Director on January 1, 2024. Ryan prepared this report in alignment with the strategic plan and goals from when Marty was the Executive Director.
- Marty Cobb has reviewed this report, has provided feedback, and supports the accuracy of the 2023 annual report as presented.

## COMMUNICATION

**Our objective is to communicate effectively with employers, workers, industry partners and colleagues. Communication is an integral function of our safety association and we recognize the necessity to keep our members informed. We will strive to keep our members up to date on the various safety initiatives, safety events around the province, types of injury trends, or any other safety-related information pertinent to our industry.**

- Weekly Announcements were created and shared with our members through Constant Contact.
- Weekly Announcements were added to the website for members to access up to the last six months.
- Current safety initiatives were shared, upcoming training dates, webinars, and where we are going were communicated weekly.
- Our "X" account, formerly Twitter, @Motorsafetysk was updated weekly through Hootsuite.
- The virtual museum was updated with new pictures and content communicated on the website.
- Bronze level sponsor at Access Cable Car Show Regina; proceeds raised went to Regina Food Bank. See Appendix A for the marketing poster that was used to communicate this event.

## TARGETING STRATEGY

**Targeting companies and injury trends is a crucial component when trying to make a difference in a large industry. The use of a targeted approach assists our organization in making sound decisions about where to focus our attention.**

**The targeted strategy for 2023 was to focus on the prevention and reduction of:**

- 1. Serious injuries (SI)**
- 2. Hand injuries in our industry**

**Targeted Serious Injury (SI) Initiative:**

C61 and C62 averaged 113 serious injuries/year for the past 4 years. MSA's goal is to lower the number of serious injuries in our industry by 10% by year-end 2023.

**Through our efforts, we were able to meet this goal and ended the year with 93 serious injuries, which was an 18% decrease in serious injuries from the four-year average.**

Our process used to meet this serious injury goal included:

- New WCB claims that are tending towards SI and claims that meet the SI definition are quickly reviewed and allocated as we receive information from the WCB.
- The targeted trending and SI claims/companies were divided among the MSA Safety Consultants, taking into consideration the logistics, who, if anyone they had previously worked with, as well as the type of work to be performed at their place of business.
- WCB statistics were reviewed for trending and SI claims for follow-up by MSA Safety Consultants.
- Members with serious injury claims were surveyed and the results will be used by MSA as leading indicators to aid us in preventing further serious injuries in our industry.
- Below is a recap of our collected Serious Injury Surveyed data:

<b>Serious Injury Survey Data Results</b>	
1. Is this your company's first serious injury?	Yes 55% No 45%
2. Was the employee:	Full time 92% Part-time 7% Seasonal 1%
3. Were they performing a routine task?	Yes 92% No 8%
4. Was an investigation performed and documented?	Yes 52% No 48%
5. Has an incident happened before while performing the same task?	Yes 10% No 90%
6. Do you feel an unsafe act contributed to the incident?	Yes 26% No 74%
7. Does your company have a designated person to manage WCB claims and the RTW program?	Yes 84% No 16%
8. Do the employees know about the RTW program?	Yes 68% No 32%
9. Is the injured employee back to work?	Yes 55% No 45%
10. Are Managers/Supervisors trained regarding their responsibilities when dealing with the safety of employees in the workplace?	Yes 62% No 38%

**Targeted Hand Injury Initiative:**

**Hand injuries have historically accounted for over 25% of reported injuries to our member’s employees.**

**The 2023 goal was to reduce the average total number of hand claims by 20% compared to the previous three-year average.**

Below is a three-year summary of total hand injury claims in our industry:

2020	243 Total Claims
2021	256 Total Claims
2022	234 Total Claims
<b>3 Year Average</b>	<b>244 Total Claims</b>

**Despite our best efforts, our industry experienced 254 reported hand injuries in 2023; therefore, we did not meet our goal. The process we followed in an attempt to meet this goal was:**

- Present Hand safety toolbox talks, webinars, online training, handouts, in-house training and any other form of marketing strategies within our means to prevent hand injuries.
- MSA once again declared March as Hand Injury Month using our weekly update as the marketing device.
- A hand injury poster was included in the member blitz package as well as downloadable on our website. See Appendix B.
- Members that allowed us to consult with them about hand injuries completed surveys. This leading indicator survey data will be used in future planning to reduce hand injuries.

<b>Hand Injury Survey Data Results</b>	
Have you had an injury to your lower arm (elbow, wrist, fingers) before?	Yes 68% No 32%
How would you describe your injury?	Acute 78% Chronic 22%
What was the cause of the hand injury?	Fall 18% Doing a task 52% Result of a task 4% Repetitive Motion/Ergonomics 24% Other 2%
What is your job position?	Service Technician 48% Parts Technician 29% Sales Associate 4% Office Staff 10% Other 9%

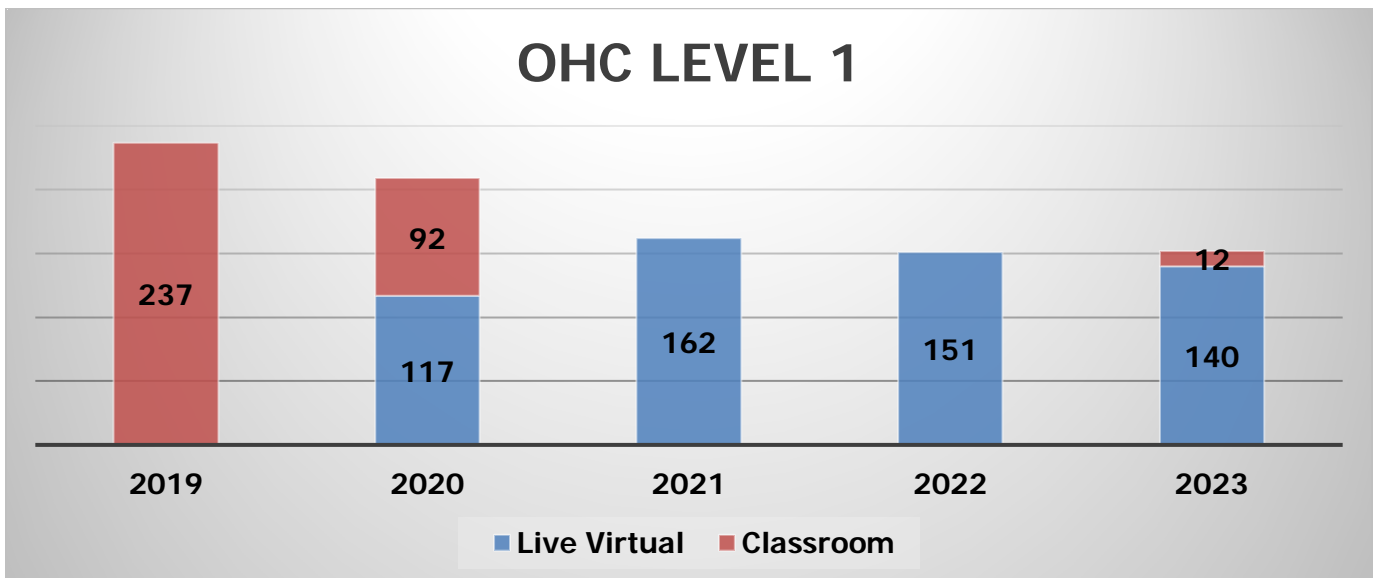
How often do you wear gloves while working?	Never	14%
	Rarely	22%
	Once a month	4%
	Once a week	12%
	Daily	48%
How many hand injuries have you had that resulted in a WCB claim?	0	74%
	1	18%
	2	4%
	3	2%
	3+	2%
Have you lost time at work due to a hand injury?	Yes	25%
	No	75%

## EDUCATION/ TRAINING

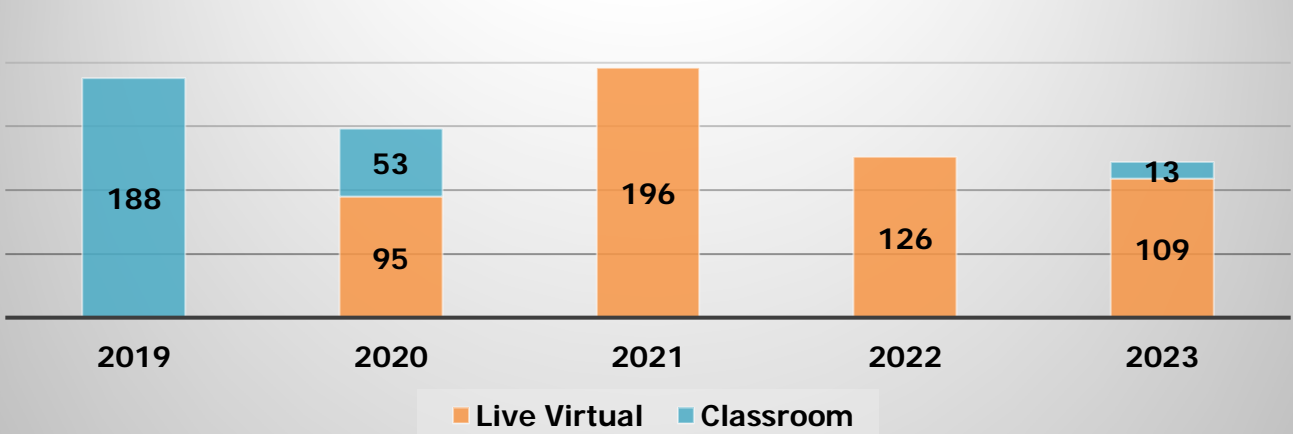
Many studies show that education and training are two of the most important factors in successful businesses. Good leaders understand the importance of educated employees when it pertains to safety and efficiency.

The objective was to provide our members with easy, affordable access to quality education/training that pertains to the safety needs in our industry. We offered a variety of training avenues to our members, including classroom training, virtual live training and online training/education. Below is the total number of education/training course attendees in 2023:

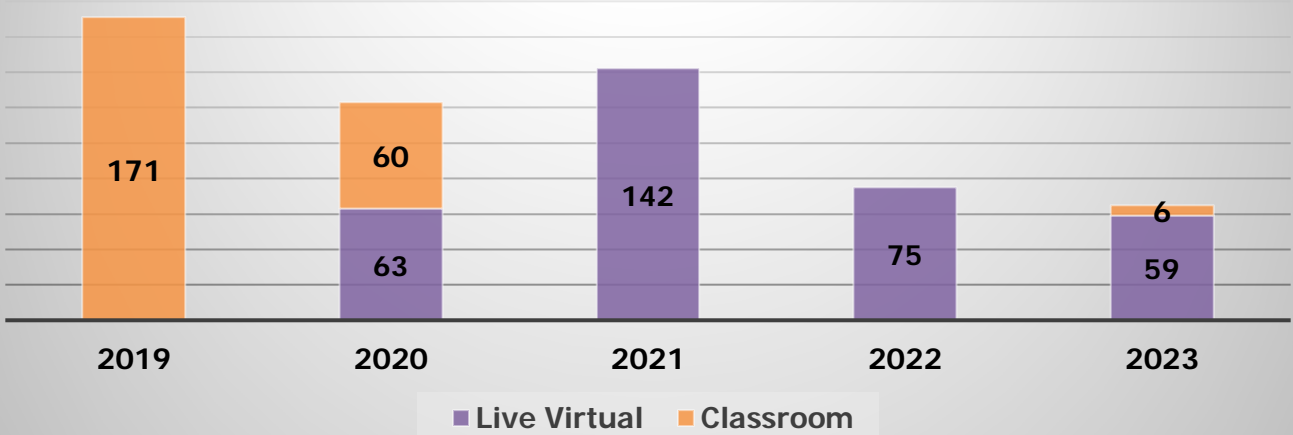
### LIVE VIRTUAL TRAINING & CLASSROOM WORKSHOPS



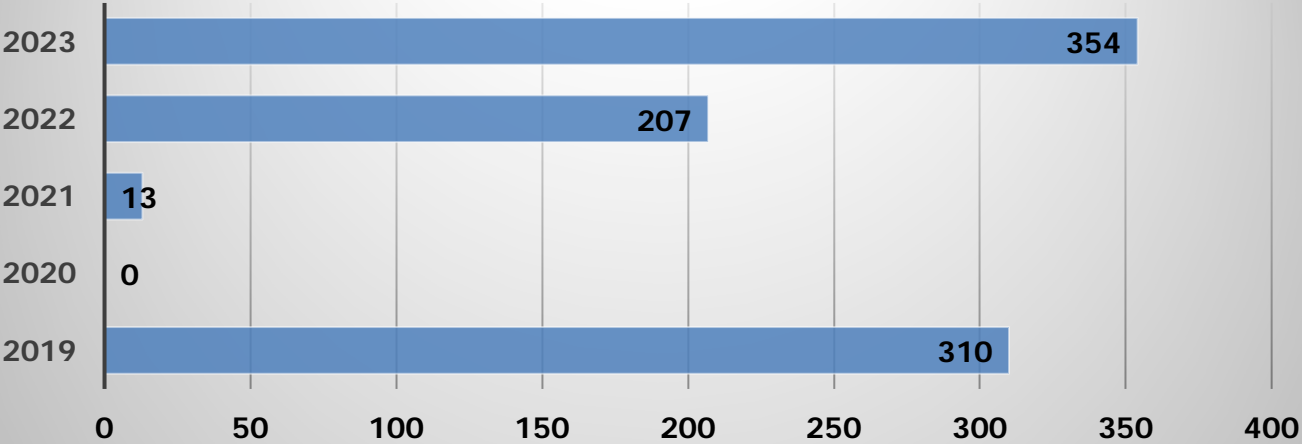
## OHC LEVEL 2



## SAFETY FUNDAMENTALS



## RIGHTS & RESPONSIBILITIES



**ONLINE TRAINING** (*Online, computer/tablet-based training courses that students can complete at their own pace.*)

<b>ONLINE TRAINING</b>				
	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
<b>Automotive Lifts &amp; You</b>	19	83	108	104
<b>Basics of Safe Rigging</b>	123	270	147	224
<b>Combine Operator Safety</b>	n/a	2	19	31
<b>Driving Defensively</b>	287	174	93	194
<b>Eye, Hand &amp; Back</b>	36	76	98	103
<b>Intro to PME</b>	n/a	47	47	6
<b>Intro to Workplace Safety</b>	78	297	215	146
<b>Lockout-Tag Out</b>	5	35	26	64
<b>Office Ergonomics</b>	17	15	37	43
<b>Operating PME Safely</b>	n/a	n/a	26	54
<b>Towing a Trailer</b>	10	31	24	43
<b>Tow Truck Operator</b>	n/a	n/a	8	41
<b>Tractor Safety</b>	n/a	20	15	15
<b>Transportation Dangerous Goods</b>	n/a	n/a	6	127
<b>Workplace Ergonomics</b>	38	28	35	46
<b>WHMIS 2015</b>	707	544	415	633

<b>MANAGEMENT TRAINING ONLINE</b>	
Claims Management	204 Registered
Safety Management	173 Registered



# PREVENTION

**The prevention of incidents should not be left to luck. There should be some type of system in place to help prevent incidents from occurring – no matter what size the company is.**

The MSA has a host of tools at our disposal to assist our members with their prevention goals/needs.

## **Inspections Completed (YTD)**

- 144 workplace inspections have been performed throughout the province.

## **Noise Level Testing Completed (YTD)**

- 62 facilities have been tested for noise levels.

## **Ergonomic Assessments Completed (YTD)**

- 31 Industrial/Office assessment & activities completed.

## **Safety Management Systems and COR Certification:**

- **Our goal was to have 75 COR-certified companies by the end of 2023. Despite our best efforts, we ended the year with 41 COR certified companies.**

<p><b>Safety Management Systems (SMS) and COR Certification</b></p> <p>Promote the importance of implementing a sound SMS.</p> <p>Assist the interested parties with the implementation of a SMS.</p> <p>Promote the benefits and assist interested parties with COR Certification.</p> <p>Assist the interested parties in their attempt to become COR Certified.</p> <p>The goal was to have 75 COR Certified Companies by year-end 2023.</p>	<p>We continue to mentor companies who are either working towards COR or implementing a safety program.</p> <p><u>Baseline Audits</u></p> <p>- 15 baseline audits have been performed YTD.</p> <p><u>COR Audits/Recertification Audits</u></p> <p>- 12 COR Recertification audits were performed.</p> <p><u>Perception Surveys</u></p> <p>- All perception surveys that are due have been completed.</p> <p><u>New COR Companies</u></p> <p>- 3 new certified company YTD in 2023.</p> <p>Total - 41 COR-certified companies.</p>
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## RELATIONSHIP BUILDING/MANAGEMENT

### **Motor Safety Association Services**

**The MSA's objective will be to build and maintain healthy relationships with many parties, including our members, colleagues, government agencies, post-secondary institutes, and other safety associations. Building and maintaining healthy relationships is important to ensure trust, respect, integrity and success of the association.**

### **Industry Associations**

- Marty Cobb attended the Saskatchewan Association of Automotive Repairers (SAAR) Conference in Moose Jaw.
- Western Canada Tire Dealers (WCTD) has restarted their safety committee. Ryan Bast attended the first meeting and Marty Cobb attended the second committee meeting. WCTD only had two meetings and the committee has not met since.
- We maintained relationships with our Industry Associations via emails, phone calls and weekly updates. All aforementioned is shared with our industry partners with the expectation they will forward to their members.
- Ryan Bast reached out to Roadside Responders for their blue lights and burger events for 2023; they hosted two events, however, MSA could not attend due to late notice of event dates/locations.
- Chris Parnitsky and Marty Cobb attended the North American Equipment Dealers Association (NAEDA) Golf tournament at Elbow, SK on June 15<sup>th</sup>.
- Ryan Bast attended the Saskatchewan Auto Dealers Association (SADA) 80<sup>th</sup>-anniversary event in Regina.

### **Saskatchewan Polytechnic Safety Practitioner Program**

- Chris Parnitsky replaced Ryan Bast on the Sask Polytechnic Program Advisory Committee. Ryan attended the April 2023 meeting and Chris attended the Dec 2023 meeting.
- MSA hosted a practicum student May 29<sup>th</sup> - June 9<sup>th</sup>, 2023.

### **Relationships/Partnerships**

- Met virtually with S2SA, our Manitoba counterpart, and discussed strategic initiatives and shared knowledge and materials of mutual benefit.
- Met with provincial Fire Marshall to discuss Electric Vehicle (EV) Safety.
- Attended Saskatchewan Common Ground Alliance (SCGA) Safe Digging Breakfast.
- Collaborated with Site Docs to offer MSA members a 20% discount on Site Docs software.
- MSA participated in the Regina District Industry Education Council to try a career event in Balgonie in May. Over 3,500 students attended the event and visited our booth for information.
- Received Mission Zero branded promotional materials from WorkSafe Sask to be shared with members.

- Attended all WCB/Safety Association quarterly meetings.
- Met with Jonathan Sherman of WCB and Marty and reviewed recommendations for the WCB OPA audit (Office of Provincial Auditor).
- Updated member discount agreement with Saint John Ambulance and communicated to members.
- Met with Case Management Canada about their Disability Management services for MSA members and set up a MSA members 20% discount for services.
- Committed to participating in the WCB-led Community of Practice – Grader Blade project.
- Explored potential Career Fairs; decided to focus our efforts on having high schools with Industry programs (e.g. Industrial Arts, Mechanics, etc.)
- Attended WCB virtual rate-setting meeting. 2024 Rates are C61 \$1.14 & C62 \$1.56.
- Presented MSA programs and services information to Commercial Vehicle Repairers of Sask.
- Met with Drew Wilby, Deputy Minister of Labour.



**Leadership – For the MSA to have any influence whatsoever on a company’s safety culture, we need to gain buy-in from the company’s leadership. Without commitment from the company’s leadership change will never happen.**

**With that in mind, the MSA’s objective is to be recognized as leaders in the province when dealing with workplace health and safety. We also want to develop our own leaders both internally as well as externally within our membership.**

**Goal: 25 Competent Safety Leaders by year-end 2023. Despite our best efforts promoting the CSL Leadership program, we ended the year with 21 CSL just short of our goal of 25.**

**Act in a leadership role for Industry-specific safety committees.**

- The Motor Safety Association hosted, coordinated, and chaired the Saskatchewan Equipment Dealer Safety Focus Group meetings. The group met twice in 2023 (Davidson & Regina).

## CONTINUOUS IMPROVEMENT

**Our objective internally is to continually improve as a business, while offering quality programs and services to our members. We will strive to identify and act upon opportunities for improvement in all our programs and services. Improvements will be based on small changes when needed or identified, not large shifts of focus.**

**In an effort to identify manners in which to improve, we will rely on our three most important stakeholders – MSA employees, members and our Board.** To support our Continuous Improvement strategy in 2023, MSA did the following:

- MSACOR Committee of Review met at the end of March – minor changes to processes were implemented.
- Continue to work with the WCB to regain the strong positive relationship needed between the MSA and the WCB.
- Board Governance training was provided by Canadian Society of Association Executives (CSAE) to MSA board members.
- Participated in WCB audit led by Deloitte as we continue to work with the WCB to regain the strong positive relationship between the MSA and the WCB.
- Updated TDG certificate to meet requirements of Transport Canada.
- Member feedback engagement survey added to our homepage to collect member feedback.
- Our members contact list was regularly updated to remove bounce-back email addresses and include students who completed our courses.
- Project management and a new project idea board were electronically created to manage and track current and pending projects.
- Programs Services Manager roles identified and distributed to existing staff.
- Environmental battery recycling program created for MSA staff.
- MSA course procedures, manuals & slides were reviewed to ensure they meet current needs.
- Updated “Safety Advisor” term to “Safety Consultant” and updated applicable templates.
- Prepared hiring plans for Saskatoon and Regina Safety Consultant positions. Saskatoon position filled September 2023. Regina position filled December 2023, with new employee starting Jan 2024.
- Participated in association guidelines process audit led by Deloitte Law.
- Contacted by Phil Germain of WCB to participate in committee setting guidelines for Safety Associations for Governance
- Printed MSA Wi-Fi login information cards for when we have visitors coming onsite to work.
- Multi-factor authentication (MFA) was added and improved our cyber/network security.
- Created time/expense reporting codes to align with all elements of the strategic plan.
- Redesigned safety consultant reporting requirement into a new monthly report template.
- Ryan Bast officially graduated from the CAE program at the CSAE conference in Montreal.

- Marty Cobb officially retired from MSA on Dec 31 2023, and Ryan Bast started as Executive Director on Jan 1, 2024. See Appendix C.
- As we worked towards continuous improvements in 2023, we offered an ongoing customer service/quality survey to our members. This survey was shared in weekly announcements, posted on the homepage banner and shared with all course attendees.
- Below is a summary of the MSA Member annual survey results:

### **MSA Member Survey Annual Results - 2023**

1. What's service from MSA do you find most valuable:

Inspections	68%
Noise level testing	27%
Ergonomic Assessments	18%
Consulting	49%

2. What program from MSA do you find most valuable?

Training courses	92%
COR Certification	26%
CSL Designation	14%

3. How do you prefer to hear from MSA?

Weekly Announcements	37%
In-person member visits	18%
Phone call	8%
Email	70%

4. All MSA programs and services are available at no charge to our members. Has your company utilized our services in the past?

Yes	88%
No	12%

5. How often do you visit the MSA website [www.motorsafety.ca](http://www.motorsafety.ca)?

Daily	11%
Weekly	36%
Monthly	24%
Not Frequently	29%

APPENDIX

Appendix A

Marketing poster MSA sponsor Access Communications Labour Day Show N Shine Event

**CAA** INSURANCE TRAVEL AUTOMOTIVE REWARDS

All proceeds go to the **regina foodbank**

*16th Annual*  
*Access Communications*  
*Labour Day*  
*Show N Shine*

**Monday September 4, 2023**  
12 - 4 PM Access Park, 2250 Park St. Regina

**Come celebrate one million meals donated!**

Admission \$5 person • \$10 family • Kids 12 and under FREE  
Rain Date • Sunday September 17, 2023

People's Choice award  
Winning Vehicle of 2022


Visit [myaccess.ca/shownshine](http://myaccess.ca/shownshine) for more details.

ARADGO BENNETT DUNLOP CO-OP Sherwood  
ADIRONDACK GARDING DEPOTA WESTERN PRINTERS  
CITY OF REGINA play 92.1 NOW

**Access** COMMUNICATIONS CO-OPERATIVE **100% SASK**

Appendix B

Marketing poster to support Hand Safety Initiative.



# PROTECT YOUR HANDS

FROM COMMON  
TYPES OF INJURIES

- Punctures
- Cuts
- Lacerations
- Burns
- Frost Bite
- Crushes
- Fractures
- Amputations
- Sprains
- Strains
- Musculoskeletal
- Dermatitis
- Skin Disorders
- Sensitization

**MSA**  
MOTOR SAFETY ASSOCIATION

MISSION:  
*ZERO*

Phone: 306.721.0688  
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## Appendix C

**Congratulations Marty on your retirement.**

**Thank you for your outstanding commitment and dedication to our members and association.**

