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THE 70th YEAR OF THE NATIONAL SAFETY COUNCIL

*Since 1913, when the National Safety Council was established:
(per 100,000 population)*

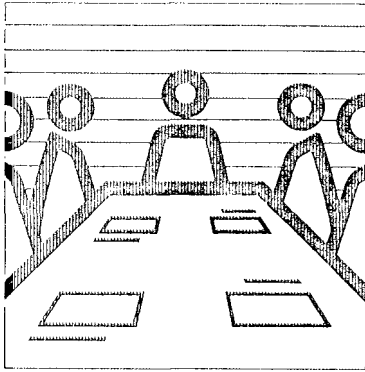
... the total accidental death rate declined **51%**
... the work death rate declined **76%**
... the home death rate declined **68%**
... the public death rate declined **73%**

while the U.S. population increased from 97.2 million to 231.5 million in 1982.

The motor vehicle death rate per 10,000 registered vehicles has declined 91% since 1913. In 1913, there were 77 people versus 1 vehicle. Today there is 1 vehicle for every 1.4 persons.

Highlights of 70 Years of Safety Progress

1912	October — First Cooperative Safety Congress held in the Pfister Hotel, Milwaukee, by a small group of men concerned about occupational safety.	1950	Moved to quarters at 425 North Michigan Avenue, Chicago. On one floor of 128,000 square feet. Later added two more floors.	1971	Development of new technical manuals to aid companies in complying with OSHA Act.
1913	September — Second National Safety Congress attended by 200 people in New York City. The <i>National Council for Industrial Safety</i> opened a one-room office at 72 West Adams Street, Chicago, with three staff members.	1953	Granted a charter by U.S. Congress, charging Council with responsibility to "arouse and maintain the interest of people in safety and accident prevention, and to encourage the adoption and institution of safety methods."	1972	First National Defensive Driving Week observed, April 30-May 6.
1914	Name changed to <i>National Safety Council</i> .	1955	Women's Conference of Volunteers (later Women's Division) organized. Labor Division created.	1973	New program started under Department of Labor contract to educate employers and employees regarding OSHA. With passage of the Consumer Product Safety Act, the Council widened its activities in this area.
1918	First National Safety Council <i>Calendar</i> published.	1957	Council creates the Church Safety Activities Division (changed to Religious Leaders Division in 1980). Eighty-two Chapters operating.	1974	Reacting to the Mideast oil embargo and the call for a national 55-mile per hour speed limit, the Council joined in the effort, citing energy and life-saving potential of reduced speeds.
1919	Volume One, Number One, of the magazine, <i>NATIONAL SAFETY NEWS</i> , was distributed on November 24.	1958	President Dwight D. Eisenhower makes appearance at the National Safety Congress and Exposition. Regular annual appraisals of Chapters established.	1975	First National Forum on Traffic Records Systems was held.
1921	First issue of "Accident Facts."	1959	Council staff cooperated with President Eisenhower's Committee for Traffic Safety in training 65 leaders in sessions at Northwestern University Traffic Institute.	1976	Headquarters moved to 444 North Michigan Avenue, after 26 years at 425 North Michigan.
1924-28	Three new magazines: <i>SAFETY EDUCATION</i> , <i>PUBLIC SAFETY</i> and <i>SAFE WORKER</i> were introduced.	1960	Service agreement contract established for Chapters.	1977	Council offered new Carter Administration a blueprint for a Safer America. Federal Affairs office of Council opened in Washington, D.C. Council served as authority on NBC's "Big Event" special presentation, "The National Disaster Survival Test."
1929	Motor-vehicle deaths and injuries had become so serious, separate Traffic and Transportation Safety Division formed.	1961	Youth Activities Division created.	1978	Council convened a national symposium in Washington, D.C. of top-level leaders of government, business, labor and academia to consider program to improve occupational injury information. Council sent "Economics of Safety" letter to President Carter suggesting means of reducing inflation rate by all-out cooperative nationwide effort to reduce accidents and occupational illnesses.
1930-41	<i>INDUSTRIAL SUPERVISOR</i> magazine started in 1935. 1932 — National Traffic Safety Contest organized.	1964	Defensive Driving Course started, using techniques developed in training professional drivers.	1979	First National Safety Sabbath observed. New national programs launched to seek wider use of occupant restraints and to encourage use of child restraints in automobiles. Council serves as national coordinator for Operation Lifesaver Program, an educational effort to reduce fatalities and injuries at railroad-highway grade crossings. Fulltime directors of Occupational Health and Product Safety added to staff. The Safety Training Institute began on-site presentations at customer locations. Product Safety Department created.
1941	Heeded President Franklin D. Roosevelt's call to "mobilize its nationwide resources in leading a concerted and intensified campaign against accidents."	1965	Developed and produced in cooperation with CBS "The National Drivers Test."	1980	First Professional Development Seminar Program presented at Annual Safety Congress and Exposition. State and Local Safety Organization name changed to Chapter and Affiliate Division (78 Chapters and 19 Affiliates).
1942	The Trustees Fund for off-the-job safety was established. Council Trustees initiated this fund to help reduce the alarming accident toll impeding war production.	1966	Submitted 18-point program to save 25,000 lives each year to Ribicoff Committee and other Congressional committees studying motor-vehicle safety. Most of its 18 points were reflected in Highway Safety Act of 1966.	1981	First annual "Make it Click" campaign launched.
1943	HOME SAFETY REVIEW first published. Distinguished Service for Safety Award established, first National Home and Farm Safety Conferences held. Farm and Home Division established. Women's Staff Division established.	1967	Headquarters staff now expanded to 450, with intensified effort to develop new tools and strengthen others. Public Safety Division created. First Volunteer Seminar held for Chapter and Affiliate Presidents.	1982	Council participates in newly formed Presidential Commission on Drunk Driving.
1944	National Farm Safety Week established.	1968	Development of the Highway Safety Program Services which provides staff serving as consultants on highway safety to states, counties and municipalities.	1983	Council initiates comprehensive campaign against drinking drivers. First satellite video-conference held on subject of back injuries. National symposium held on product safety issues. Marketing and sales training initiated for Chapters' professional staff. First safety seminar held combining the Council, the U.S. Army, and industry safety experts, to assist Army safety programs.
1945	National Conference on Home Safety held in New York.	1969	The Council broadens its philosophy to undertake studies in the system safety discipline. The Safety Training Institute becomes a separate department.		
1946	Accident Prevention Manual published. The Safety Training Institute started its presentation of formal classes.	1970	In testimony presented to a House public works subcommittee, the Council		
1947	Green Cross for Safety becomes official emblem of the National Safety Council. Field Service Department established.				
1948	National Conference on Home Safety dissolved; Home Division created.				
1949	Council establishes a classification of Chapter and Non-Chapter memberships.				



GREATER SUPPORT SERVICES THROUGHOUT THE COUNCIL

The services represented on these two pages are essential supports to all of the Council's departments, divisions, and to senior management. During the year, a greater amount of such support services was developed to assist the aggressive, forward-moving plans of the Council and the Chapters and Affiliates.

Technical Information Services Group Research

The Research Department analyzed the results of management's decision-making efforts in each phase of the President's five-year planning process; completed an in-depth, historical review of attendance at the National Safety Congress to supplement the Congress surveys conducted in the preceding year; evaluated participant reaction to the Council's recently conducted back injury teleconference; prepared the entry and evaluation criteria for the forthcoming product safety award program, which the Council is administering in cooperation with the National Association of Professional Insurance Agents and, in conjunction with the Statistics Department and the Library, prepared an in-depth report on the role of the Technical Information Services Group for the Board of Directors Research Committee.

For the third consecutive year, the Research Department conducted a National Symposium on Traffic Safety Effectiveness (Impact) Evaluation Projects under the sponsorship of the National Highway Traffic Safety Administration. Topics at the symposium, held in Chicago, included alcohol and driving, the use of child and adult occupant restraints, and the influence of legislation on driver behavior. Highway and traffic safety program researchers, planners, and administrators from across the country attended.

The Journal of Safety Research is in its 14th year of publication. Research

staff is responsible for the Journal's content, editorial board and policy, while publication, promotion, and distribution are handled by Pergamon Press.

Statistics Department

Nearly half of the Statistics Department staff time is devoted to administration of the Industrial Section Safety Contests, the Industrial Award Plan, and the National Fleet Safety Contest. About one third of this time is required for the normal monthly and annual estimates of accidental deaths, injuries, and costs that appear in such publications as *ACCIDENT FACTS*. The remaining time is used to review and improve estimating procedures and to support Council programs.

Over the past year the Statistics Department supported the Industrial Division's five-year injury and illness reduction goal by tabulating incidence rates for each of the sections and analyzing work injury data for various industry-occupation combinations. It also provides technical support for the five-phase back injury study and inflight injury survey being done by the Air Transport Section.

Statistics personnel also guided the ANSI standard on Classification of Motor Vehicle Traffic Accidents through a fourth revision and assisted a national school transportation organization to develop a new standard school bus accident report form.

Library

From a file drawer in the very first office of the National Safety Council to a stand-alone database of information in

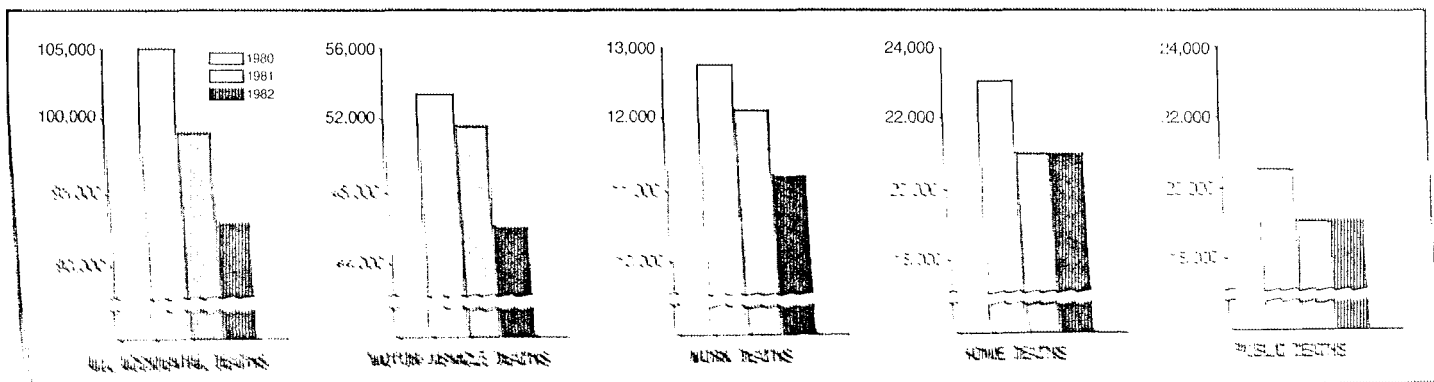
the new and sophisticated Data General computer at Council Headquarters—that is the story of the National Safety Council's library—a giant step forward in the business of collecting, processing, storing and dispensing safety-related information.

More than a depository of facts and ideas, the Library is an information resource center to staff or member, to the researcher or the curious, to the doctoral candidate or the school-aged child.

To meet those far-flung needs, the library staff selects from a wide variety of sources, safety-related materials in varied degrees of sophistication. This material is then indexed by keyword and entered into the library's in-house database where it becomes available to reference staff as they answer the inquiries of their clients.

Each year close to 500 books, 5000 general items and 1000 research reports are added to the collection of information, thus creating a database of information with over 50,000 general works and 10,000 research reports on safety-related subjects.

The library's uniqueness is highlighted by the fact that its collection contains full-text documents and not just references. Its uniqueness is also highlighted by its archival collection of National Safety Council publications and proceedings, as well as a collection of safety manuals from industry and labor organizations—a useful guide in the ongoing fight for an accident free society, and a collection of safety ideas submitted by a safety-conscious public as incentives to accident reduction in industry or off-the-job.



Figures are preliminary and subject to change. Source: National Safety Council, Bureau of Statistics, based on data from the National Highway Traffic Safety Administration, the Bureau of Census, and the Department of Labor.

(CONTINUED FROM PAGE 27)

In memory of Betty Ross West from LaVora E. Conklin

In memory of Robert M. Farrell from the National Safety Council's Labor Division

In memory of Charles Price from the National Safety Council's Power Press and Forging Section

In memory of James Militello from the National Safety Council's Power Press and Forging Section

In memory of James Militello from Dennis R. Ebens and the American National Standard Institute Bll. 19 Committee

In memory of Grace McMahon from her friends in the National Safety Council's Library

In memory of Jennifer Wellington from National Safety Council Staff

In memory of Blanche Collier from Peggy A. Brock

In memory of Blanche Collier from Tod W. Turriff

In memory of Thomas E. Burke from Peggy A. Brock

In memory of Arnold O. Maki from Fred Potenza

In memory of Elnor Wilson from National Safety Council Staff

In memory of Francis W. "Bud" Cross from National Safety Council Staff

In memory of Frank Holland from the National Safety Council's Power Press and Forging Section

In memory of Floyd B. Sandell from National Safety Council Staff

In memory of Jenieveve Muldrew from the National Safety Council's Industrial Division

In memory of Mildred Mergler from Judy Weinkauff

In memory of Mildred Mergler from Margaret Cronan

In memory of Mildred Mergler from Fayola G. Muchow

In memory of several Council friends from T. C. Gilchrest

In memory of James Rhoda Brooks from Jean Quayle

In memory of Mildred Mergler from Jean Quayle

In memory of Mildred Mergler from Donald G. White

In memory of Jenieveve Muldrew from Donald G. White

In memory of Jenieveve Muldrew from Mr. and Mrs. Robert E. Runyan

In memory of Mildred Mergler from Judith D. Jackson

In memory of Jenieveve Muldrew from Judith D. Jackson

In memory of Mildred Mergler from I. Charles Maltese

In memory of Jenieveve Muldrew from I. Charles Maltese

In memory of Mildred Mergler from Alice Murray

In memory of Mildred Mergler from Fred Potenza

In memory of Jenieveve Muldrew from Fred Potenza

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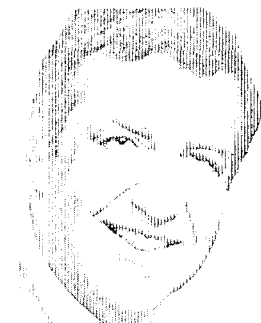
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