# ANNUAL REPORT 2023

## Building for the Future

National Safety Council
NEBRASKA CHAPTER
3111 Oak View Drive
Omaha, NE 68144
SafeNebraska.org

National Safety Council
NEBRASKA CHAPTER
Safety first, always.

## A note from the CEO

As we reflect on the past year's achievements and strides toward our mission, we are thrilled to share with you the exciting developments at the National Safety Council - Nebraska Chapter.

Our focus continues to be on keeping Nebraskans safe from harm while they are at work, at home or on the road. This year, we are particularly proud to announce a pivotal milestone in our organization's history – the transition to a new facility. At the heart of our decision to move to this new space represents an opportunity to expand our impact through hands-on learning, enhance our workplace safety training programs, and deepen our engagement with the community.

I hope that you have a chance to visit our new facility and see what makes our Learning Lab a tool for training.

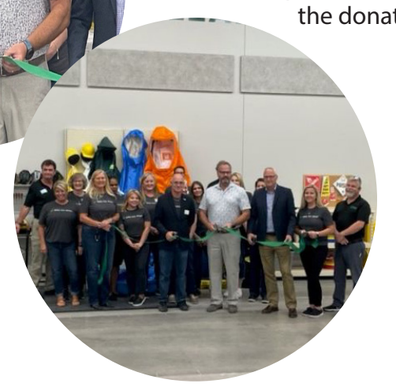
Eric Koeppe
President & CEO

## A Move Towards the Future

After 22 successful years at our previous facility at 116th and M Circle, we made the strategic decision to relocate to a new, state-of-the-art location. This move not only signifies our commitment to progress but also enhances our ability to provide comprehensive workplace safety training.

One of the pivotal additions in our new facility is the Learning Lab, designed to revolutionize our training methodologies. Research indicates that adult learners retain approximately 75% of information when engaged in hands-on training—a statistic that underscores the effectiveness of our new approach.

Within the Learning Lab, employees have access to training modules such as forklift operations, which can be simulated virtually or practiced with real equipment. This hands-on capability ensures that our workforce is not only knowledgeable but proficient in critical operational skills. A special thank you to Reikes Equipment for their support through the donation of the forklift.



## Thank You To Our Corporate Donors

## Thank You To Our Learning Lab Donors

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We thank these individuals for their time and dedication to our mission.

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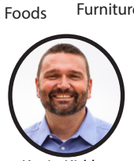
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## SAFE AT WORK

With the expansion of our facility our workplace training focus turned to the integration of hands-on training throughout all of our workplace training initiatives.

Our growth opportunity lies in advancing workplace safety training with a strong emphasis on hands-on learning, leadership development, and certificate programs.

We believe leadership development is integral to our strategic growth. In 2023, we enhanced our promotion of the certificate programs with the addition of training specific to supervisors, HR professionals, and NSC's leadership certificates. These programs, along with the OSHA education center certificates, not only validate skills but also enhance career prospects and organizational credibility.

In addition to our training, we saw an increase in our membership and engagement with our members. Our annual Celebration of Safety award luncheon included more than 675 attendees and recognized 130 member companies as *Nebraska's Safest Companies*.

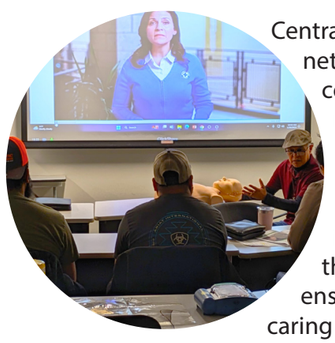
**900+ People**
Trained in Workplace Safety Training

**300+ People**
Trained In OSHA Regulatory Classes

**975+ People**
Trained in Custom Workplace Courses

## SAFE AT HOME

We are committed to promoting a culture of safety at home, as well as at work through our First Aid/CPR/AED and Mental Health First Aid training programs.



Central to our efforts is the expansion of our first aid training network, which aims to certify more trainers in our community. These certified instructors play a pivotal role in sharing the life-saving knowledge to a broader audience.

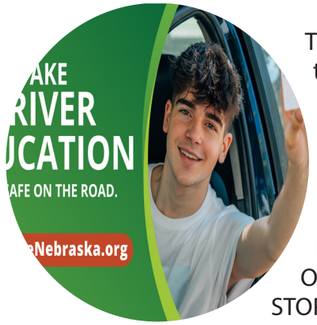
Additionally, we are dedicated to training babysitters in first aid techniques, basic babysitting skills, provide them knowledge about marketing their services, and ensure that they are prepared to handle emergencies while caring for children.

**3978 People**
Trained in Adult & Pediatric First Aid/CPR

**426 Teens**
Trained in Babysitter Safety

**53 People**
Trained as an Emergency Care Trainer

## SAFE ON THE ROAD




The Safety Council remains steadfast in our commitment to promoting roadway safety through comprehensive driver education and traffic ticket remediation training.

Our driver education program includes classroom and behind-the-wheel training for teens and adults.

In 2023 we extended our STOP program (Safety Training Option Program) to include two additional counties. The STOP program is instrumental in promoting responsible driving behaviors empowering individuals with the knowledge and skills to navigate the roads safely.

**5850+ People**
Completed Driver Education and the STOP Training Program

**890+ People**
Court-ordered Behavior Training Courses

## DRIVING IN THE WORKPLACE

According to the Bureau of Labor Statistics, 65% of all workplace fatalities in Nebraska* were transportation related. This holds true across the U.S. as transportation related fatalities are responsible for 38% nationwide.

As part of fulfilling our mission, NSCN provides online driver training to businesses. This training is focused on delivery truck, car drivers, sales employees, and other team members that spend time behind the wheel during their day to day business. The program is modular and trackable.

In addition to our training programs, through a grant funded by the Nebraska Office of Highway Safety, NSCN augments our roadway advocacy efforts through a dedicated website, marketing, and in-person presentations.

The website, developed to provide information and free resources to Nebraskans, effectively promotes safer driving practices. In addition, the "Our Driving Concern" program offers in-person presentations to businesses and organizations. This year that program reached more than **4,500+** individuals through presentations, digital marketing, social media and out-of-home marketing initiatives.

*based on the latest BLS 2022 statistics

**www.NeDrivingConcern.com**

## Partnerships and Advocacy

In 2023, our commitment to our partnerships and advocacy continued to drive impactful initiatives across our community. Partnering with OSHA, we prioritized safety initiatives throughout Nebraska which included a proclamation by the Nebraska Governor for Safe and Sound week. This collaboration underscored our dedication to fostering a safe work environment for all employees.

Advocacy efforts reached a poignant milestone with our event commemorating the World Day of Remembrance for Road Traffic Victims, hosted at our new facility. Joined by families who have tragically lost loved ones, along with the Office of Highway Safety and local police departments, we highlighted the importance of road safety and support for those affected by traffic accidents. This event not only raised awareness but also promoted meaningful dialogue on how we can collectively work towards safer roads and communities.

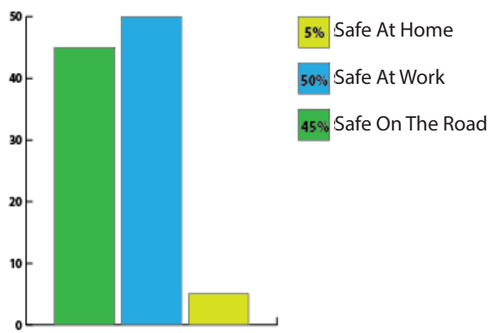
Additionally, our longstanding partnership with the Metro Omaha YMCA culminated in the 9th Annual Healthy Kids Day event, emphasizing both safety and wellness among youth. Together, we engaged more than 5,000 children and families in activities promoting physical health and education on safety practices, reinforcing our commitment to nurturing healthy habits from an early age.

These partnerships and advocacy efforts exemplify our dedication to making a positive impact and fostering a safer, healthier community for everyone.

## 2023 Financials

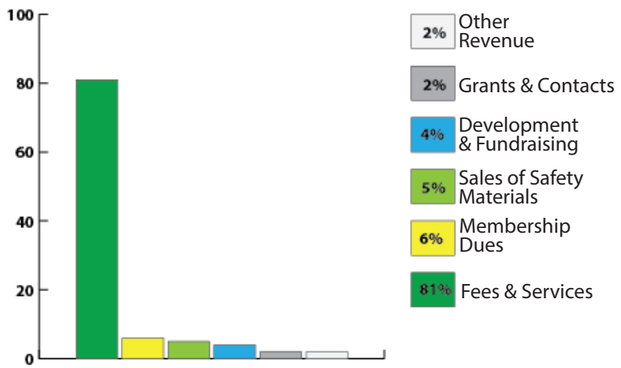
**2023 Year End Statement Activities (000s)**

| | |
|---|---|
| Revenue, Gains, & Other Support | $3,737 |
| Program Costs | $3,173 |
| Management & Fundraising | $ 519 |




**Use of Funds**

| | |
|---|---|
| Program Costs | 86% |
| Management & Fundraising | 14% |




## The Learning Lab - Where Knowledge Meets Action

Our new facility also includes dedicated spaces for specialized safety training, including a Confined Space Room and areas for HAZWOPER (Hazardous Waste Operations and Emergency Response), and fall protection training. These areas are equipped with equipment graciously donated by some of our vendor partners. This equipment enables us to provide realistic and immersive training experiences that prepare employees for real-world challenges.

The facility not only serves as a hub for advanced safety training but also enhances our community engagement through monthly networking events hosted onsite.

By incorporating our networking events into our new headquarters, we provide an environment where professionals can gather, share insights, and develop new partnerships. Our monthly breakfast meetings include motivational, inspirational, or safety speakers. This initiative promotes knowledge exchange while cultivating an atmosphere that is conducive to innovation and growth.

The move stands as a testament to our dedication to innovation and continuous improvement, ensuring that we remain at the forefront of safety training for years to come.