

## **BACKGROUNDER 2014**

### **The Story Behind the Joint Utility Safety Team**

- Between 2000 – 2005 there was growing concern among the electric utility industry and government about the power line safety issues in Alberta.
- There was a high volume of incidents recorded by each utility in the following sectors: transportation, construction, farming, oil and gas, forestry and telecommunications. Incidents ranged in severity from death to long-term disability, affecting victims and their families.
- In 2006, Alberta's electric utilities and the Alberta Government formed the Joint Utility Safety Team (JUST) to collectively address the common safety issue of contact with power lines and explore social marketing efforts to help reduce power line incidents.
- In 2007, JUST evolved to include six active partners: AltaLink, ATCO Electric, ENMAX, EPCOR, FortisAlberta and the Government of Alberta.
- All of the partners committed to pooling their resources to help the utility electric industry foster a "culture of power line safety" in Alberta over the long term.

### **MANDATE**

JUST's mandate is to positively affect change in attitudes and behaviours toward power line safety, to help reduce power line incidents. Through ongoing safety awareness and industry education, JUST is committed to helping foster a long-term "culture of power line safety" in Alberta. This involves everyone working around overhead and underground power lines, including electric utilities, oil and gas, construction, agriculture and transportation industries.

### **EVERY DAY, THREE ALBERTANS RISK THEIR LIVES NEEDLESSLY BY COMING INTO CONTACT WITH A POWER LINE.**

Factors that make power lines uniquely hazardous:

- A worker's first instinct in dealing with a power line contact could be harmful. They often panic, get hurt trying to exit their equipment or become victims themselves when rushing to the aid of others.
- One doesn't have to actually touch a power line to be injured or killed.
- Underground lines need to be located by Alberta One Call before digging. Overhead lines can be difficult to see. When transporting high loads on public roads, application must be made to Alberta Infrastructure and Transportation to move the load and high-load procedures must be followed.
- Workers and operators are focused on moving parts and equipment, not stationary objects like power lines.

## **JUST POWER LINE SAFETY AWARENESS AND EDUCATION**

Power line safety and power line risks are 24/7/365.

Operators, typically males between the ages of 18 to 50, are at high risk for power line incidents despite generally knowing how to protect themselves. Deadlines and productivity pressures often lead to skipping safety steps. The problem is further exacerbated by an attitude of complacency born of routine tasks and procedures and a false sense of invincibility.

Safety training typically focuses on the top safety issues for a particular industry. Power line safety is usually low on the list and may, at best, be offered once a year. As such, power line safety is often not top of mind for safety leaders or their in-the-field crew.

Ongoing communications that "interrupts and reminds" workers and Operators "in the moment," while they're in the field, is critical to influence attitudes and behaviours about power line safety.

### **OBJECTIVES**

- Change attitudes and behaviours related to power line safety.
- Positively influence the power line incident rate across Alberta.
- Create champions among influential stakeholders and secure strategic partners to help JUST achieve its mandate.

### **INITIATIVES**

#### **IN 2007**

- JUST launched its "WHERE'S THE LINE?" brand and sustained advertising campaign for all its power line safety initiatives. "WHERE'S THE LINE?" is meant to be a reminder to always ask oneself this very important question and to know the answer before starting any work. Its bottom-line implication for workers and operators: "It's your right and obligation to be safe around power lines."

#### **IN 2008**

- A variety of high-profile promotional tools (cab stickers, bumper sticker, etc.) featuring "WHERE'S THE LINE?" were added to the campaign and distributed to priority industries.

#### **IN 2009**

- The sustained "WHERE'S THE LINE?" advertising campaign focused on driving home the "7 Metres Safe" message (the minimum safe distance between one's equipment and power lines) and the dangers of complacency on the jobsite.
- JUST's advertising campaign (radio and TV) was expanded to include strategically-located outdoor billboards. Communications efforts included the introduction of an industry newsletter as well as expanding its website to include educational materials.

## **IN 2010**

- In January 2010, "WHERE'S THE LINE?" launched an attention-grabbing 1950's-style "monster" TV commercial to reinforce the "7 Metres Safe" message and to show how quickly power lines can become deadly – *no matter how invincible one thinks they are.*
- JUST, in partnership with NAIT, declared Monday, May 3 as Alberta's first annual Power Line Safety Day, tying into the 2010 North American Occupational Safety and Health (NAOSH) week.
- After two years of collaboration between JUST, CAPP and Enform, a new industry standard for power line safety training for the oil and gas and construction industries was introduced in September 2010.

## **IN 2011**

- The Employer Engagement program was developed to target safety leaders and managers, critical to influencing power line safety behaviours among Operators.
- Based on input from safety managers, wherestheline.ca was redeveloped to include downloadable power line safety training materials, power line safety demonstration videos and safety news and an industry events calendar.
- In December 2011, JUST launched a business-to-business advertising campaign consisting of print, online and search engine marketing.
- On May 25, 2011, JUST successfully hosted its Second Annual Power Line Safety Day event at Calgary's Fire Training Academy.

## **IN 2012**

- The Community Building Program was launched to focus on pursuing and leveraging relationships with stakeholders directly and indirectly influenced by the issue of power line safety.
- In March, 2012, a social media strategy was developed to launch "WHERE'S THE LINE?" accounts on Facebook and YouTube. The JUST Facebook page has become a source for industry and power line safety information with links, event photos, videos and power line safety news.
- On May 23<sup>rd</sup>, 2012, JUST hosted the Third Annual Power Line Safety Day at Edmonton's Firefighter Training Facility.

## **IN 2013**

- In May, 2013, wherestheline.ca was redeveloped again to evolve the site, optimize user engagement and to encourage active employer engagement in alignment with user goals.
- In June, 2013, "WHERE'S THE LINE?" launched a Twitter account to further act as a source of power line safety information and to serve as an educational network.

- On May 22<sup>nd</sup>, 2013, JUST hosted the Fourth Annual Power Line Safety Day at ENMAX South Service Centre Training Lab in Calgary.

## RESEARCH HIGHLIGHTS

Research is conducted each year against the 2007 benchmark research to measure various stakeholders' attitudes and risk behaviours in relation to power line safety. The findings are incorporated into JUST's communications.

## KEY FINDINGS – 2013

- 62% of Operators in fall 2013 reported having awareness of the "WHERE'S THE LINE?" program prior to taking the survey.
- 59% of Operators who heard a "WHERE'S THE LINE?" radio ad thought about the ad's message at or en route to the jobsite.
- 35% of Operators in fall 2013, who said they knew the safe working distance, correctly cited seven metres as the safe working distance between equipment and power lines of unknown voltage versus 9% in 2008.

FOR MEDIA INQUIRIES, PLEASE CONTACT:

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