

Powerline Safety Campaign – Landscape and Tree Trimming launched in June.

The powerline safety campaign for 2009 is the landscape construction trade and tree trimming. In line with the Powerline Safety Strategy that ESA has developed with the Utility Advisory Council, this campaign will focus on:

- Re-educating and reminding the landscape/arborist trade to “Look Up-Look Out” for overhead powerlines when working trimming trees.
- Educating homeowners to point out overhead powerlines to contract landscapers, and to contact their Local Distribution Company to trim trees around overhead powerlines.

Landscape/ Arborist Trades

Working with the Ontario Landscape Association, and researching listings of Landscape/Arborist businesses, ESA is working to reach as broad a market as possible. The industry will be targeted with two direct mail packages this summer and through packages distributed by the Ontario Landscape Association that will include the following materials.



A “look up-look out” safety stickers for ladders.



A hard hat sticker

A vehicle or bucket/aerial lift sticker – UV protected for rear windows/ bumper, etc. encouraging workers to “look up–look out” for overhead powerlines



Homeowner Campaign

In addition to the direct targeting of the high-risk landscape industry, ESA will also target the public to help keep homeowners and contract workers safe by encouraging homeowners to locate overhead powerlines on their property and point them out when hiring contract workers.

To promote this powerline awareness campaign ESA is running a “Look Up – Look Out” Respect the Power at Home” advertisement in local community papers and key Ontario media. The ad encourages the public/homeowners to “Remember to point out overhead powerlines to family, visitors and contracted workers – and to contact their Local Distribution Company to arrange for tree trimming around overhead powerlines. The total circulation reach associated with this ad media campaign will be 3 million from June to August 2009. ESA will also provide homeowner information cards and ladder stickers to Local Distribution Companies at their request for them to share with their customers.



Ladder Sticker

Information on the powerline safety campaigns continues to be supported in publications with ads and editorials, and can be found by visiting our corporate website at www.esasafe.com.