

Roofers, Siders and Eavestrough Installers Campaign to be launched in August.

The Electrical Safety Authority (ESA) has worked with local distribution companies and other stakeholders to develop the "Ontario Powerline Safety Strategy 2009-2013" with the goal of reducing fatalities and serious injuries as a result of contact with powerlines.

Table 1 below lists those activities that have led to fatalities and serious injury over the last few years, due to contact with powerlines.

Table 1 - Prioritized High Risk Activities		
<i>Activity</i>	<i>Equipment Involved/Contact Type</i>	<i>Sectors Involved</i>
Haulage – Materials/Waste	Dump Trucks, Cement Trucks, Garbage Trucks, Snow Trucks	Construction
Roof/Eavestrough/Exterior Work on Buildings/Structures	Ladders, Scaffolds, Man Lifts, Extension Poles, Conveyors	Public & Construction
Aerial Lifting	Cranes, Boom Trucks, Forklifts	Construction
Excavating/Landscaping	Backhoes, Bulldozers, Vac Truck, Shovels	Public & Construction
Tree Trimming/Cutting	Trimmers, Chainsaw, Ladders, Bucket Trucks	Public & Construction

The new target segment for powerline safety awareness in 2008 is roofers, siders and eavestrough installers. This segment touches the public and construction sectors as a result of incidents, fatalities and serious injury associated with ladders, eaves and human contact with overhead powerlines.

Support for the development of this targeted campaign has come from the Ontario Roofing Association and Siding and Window Dealers Association of Canada (SAWDAC). Business offering services in these areas have been cross-referenced between Canada 411 and the industry associations identifying in excess of 4,000 service providers involved in roofing, siding and eavestrough installing. The industry will be targeted with two direct mail packages that will include the following materials:



Electrical Distribution Safety

A two-sided safety information piece

POWERLINE SAFETY

LOOK UP LOOK OUT
Watch out for Overhead Powerlines

Electrical Safety Authority

www.esasafe.com

What is the Risk –
Aluminum ladders and extensions will act as conductors of electricity if they contact overhead powerlines. Contact with electrical powerlines can kill.

How to Avoid Risk –
Look Up! Always be aware of overhead powerlines when using ladders and extensions. Ladders should always be carried horizontally when moving from Point A to Point B.

LADDERS/ EXTENSIONS

What is the Risk –
Aluminum scaffolding or scaffolding with aluminum parts will act as a conductor of electricity if they contact overhead lines.

How to Avoid Risk –
Look Up! Be sure to look up for overhead powerlines before constructing or placing any scaffolding beside a building or structure that you are working on.

SCAFFOLDING

What is the Risk –
Workers who work on roofs, with ladders and/or scaffolding are at risk of contacting overhead powerlines or powerline connections (masts) on roofs. Ontario statistics identify that 33% of electrical fatalities (electrocutions) are a result of human contact with overhead powerlines.

How to Avoid Risk –
Look Up! Be sure to look up, locate and keep clear of overhead powerlines and masts before you work on roofs, eaves troughs and siding when using ladders and/or scaffolding to ensure you have the necessary clearance.

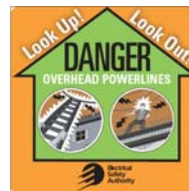
HUMAN CONTACT

www.esasafe.com FORM 0020 (01/08)

A "look up-look out" safety tag to hang on ladders



A vehicle sticker – UV protected for rear windows/ bumper, etc. encouraging workers to "look up-look out" for overhead powerlines



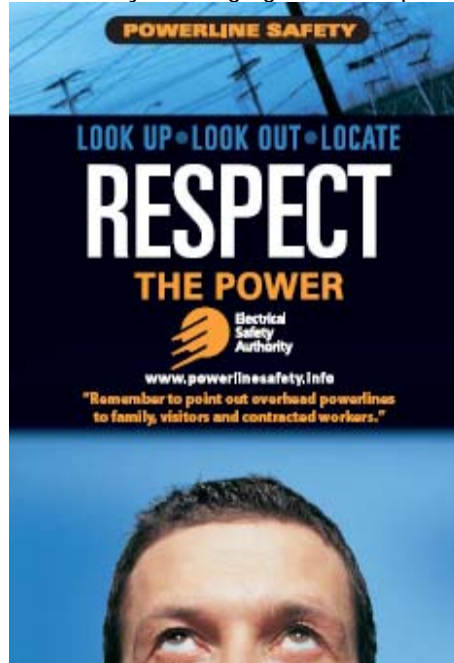
A scaffold or ladder "look up-look out" sticker warning of overhead powerline



Materials will be forwarded in a campaign designed envelope

Electrical Distribution Safety

To promote this target awareness campaign ESA has also targeted homeowners with a “Look Up – Look Out” Respect the Power at Home” advertisement that has run 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.” The total circulation associated with this ad has been 2.9 million from June to August 2008. In addition, ESA is working to incorporate powerline safety messaging into other public campaigns.



Information on the powerline safety campaigns continues to be supported in publications with ads and editorials, and has been posted on our corporate website at www.esasafe.com.

Local distribution companies can identify through Canada 411 those businesses at risk in their service territory. In addition, if you are interested in receiving any information, or in working with us to produce co-branded powerline campaign messaging for your customers please don't hesitate to contact us at: utility.regulations@electricalsafety.on.ca.

A letter enclosing a sample of printed material will be sent out to local distribution companies by the end of August.