

Edison Electric Institute

**Public Safety
Group**

History

- **EEL previously had an established Public and Off the Job Safety Subcommittee**
- **Operated under auspices of the EEL Occupational Safety & Health Committee**
- **Sub-committee was dissolved**
 - **-- Industry downsizing**
 - **-- Deregulation**

Why We're Here

- Short survey of the EEl Occupational Safety & Health Committee members was conducted
- Unanimous support for re-incarnation of a Public Safety Group
- Survey indicated that a national voice is needed with a clear consistent message on public safety

PSG Objective

To establish baseline industry and safety information on public safety issues that will assist in the creation and distribution of standardized language and messaging nationwide.

Purpose and Goals

- **Promote appropriate legislation that strives to meet public safety goals and objectives**
- **Share best practices, communication programs and industry resources**
- **Build national safety alliances with key trade associations and labor unions**

Purpose and Goals cont'd

- Offer regional safety workshops
- Develop safety training materials
- Issue PSAs and programs for industry use
- Promote public safety through the media
- Provide expertise for research

Different Utilities, Similar Issues

- **All utilities struggle to address similar issues:**
 - **Customers with do-it-yourself projects being unaware of the dangers around utilities**
 - **Contractors' inexperience working near utilities**

How Can PSG Help EEI Members?

The Public Safety Group will help support sustainability goals for member companies by providing support for initiatives to contribute to the health and vitality of the communities member companies serve.

How Can PSG Help EEI Members?

- Programs/materials can be developed to assist utilities in the promotion of safety in key target groups:
 - All customers
 - Contractors
 - Emergency Responders
 - School Children

Different Utilities, Similar Issues

- Emergency Responders providing emergency assistance with electrical fires, vehicle accidents involving our facilities and using their equipment in close proximity to energized utilities**
- Curious children around facilities**
- Copper Theft**

Different Utilities, Similar Issues

- **One of the biggest issues regarding public safety outreach is measuring the public safety efforts of a utility**

Who is ESFI?

- The Electrical Safety Foundation International (ESFI) was established in 1994
- Founders include the Consumer Products Safety Commission, National Electrical



How will the Public Safety Group partner with ESFI?

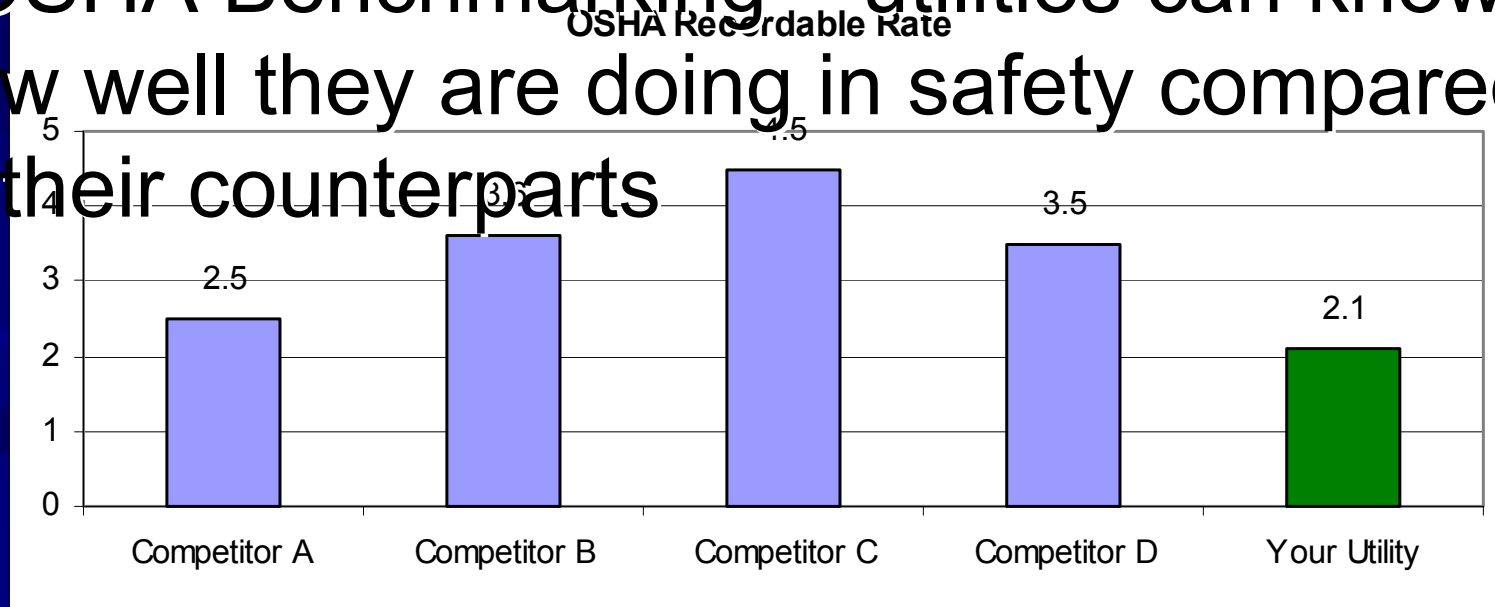
- Fill electrical safety gaps that exist in the home and at work
- Increase consumers, contractors and workers' exposure to electrical safety using non-biased education and information
- Leverage EEI's and ESFI's dissemination channels to reach the broadest audience possible
- International and bi-lingual materials
- Promotion of May as Electrical Safety Month
- Encourage adoption of 2008 NEC
- National electrical safety campaign experience
- Leading resource for safety beyond the meter
- Online resources
- Virtual Home
- Kid's Corner
- Multiple brochures
- Various safety campaigns



Research – OSHA Benchmarking

■ ESFI has conducted national surveys on electrical safety of consumers & plant managers

■ OSHA Benchmarking – utilities can know how well they are doing in safety compared to their counterparts



Conclusion

1

- **Work with utilities to develop clear, consistent messaging**
- **Leverage relationships to reach the widest possible audience – use retailers, homebuilders, distributors, etc.**
- **Become a clearinghouse for best practices and communications strategies – copper theft, contractor safety, etc.**
- **Disseminate information across other Utility sub-sectors – Utility Public Safety Alliance, NRECA, etc.**

Conclusion

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Capitalize on campaigns and efforts being undertaken by other organizations or industries to increase consumer exposure to electrical safety:

- A. Disaster Safety
- B. Fire Prevention Week/Month
- C. Holiday Safety

The Public Safety Group will be Public Safety Champions who lead their communities

Public Safety Group Structure

