

Locator Safety Awareness Week

The 2017 Locator Safety Awareness Week (LSAW), held June 18-24, was a great success. LSAW gave the damage prevention community the opportunity to acknowledge utility locators for the invaluable work they perform in protecting our underground infrastructure and those who rely on it every single day.

All damage prevention stakeholders were encouraged to share messages of safety and appreciation for our locators across all of their social media platforms. A social media toolkit was provided, as well as promotional web buttons, safety awareness cards, and a locator safety poster available for download. To our locators, we give a big heartfelt “thank you.” Keep up the great work!

Here are just a few of the initiatives in 2017. What did your company do? Share your stories with us for future publication.

Nulca

By Ron Peterson, Executive Director

Nulca was one of the driving forces behind the development of LSAW. Working with Infrastructure Resources, Nulca helped develop the mission of the program and counseled on the development of tools and resources available. In 2017, Nulca supported the efforts of LSAW at their booth during the Texas811-hosted International Utility Locate Rodeo. Nulca also encouraged member companies to have daily safety talks with their locators; but to also make one day of the week locator appreciation day, focusing specifically on thanking them for a job well done.

Georgia 811

By Meghan Wade, Director of Corporate Communications

Georgia 811 went digital this year. They used promotional links and graphics from the toolkit on dp-pro.com to spread awareness through their social media outlets using the hashtag #LSAW. This included GA811 on Facebook, Twitter, Instagram and LinkedIn. Additionally, they promoted the event itself and the online resources via their stakeholder eNewsletter and website, www.Georgia811.com, prior to observing LSAW. The 811 balloon also made an appearance during LSAW, adding to the festivities.

Enterprise Products

By Amber Pappas, Public Awareness & Damage Prevention Supervisor

Enterprise Products supported the annual Line Locator Safety Awareness



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Distracted drivers are out so stay alert! The majority of locator time = driving between job sites. #LSAW



Week (LSAW) by distributing targeted Safety Moment messages internally to employees each day during the week of June 18 – 24, 2017. The Enterprise Safety Moments are designed to keep safety in the forefront while employees conduct their daily activities and serve as a reminder that no task is so important that it be done at the detriment of staying safe. Safe, reliable operations are the Company’s core values.

Byron Ables, Director of Training for Enterprise Products, said, “We were happy to support Line Locator Safety Awareness Week for the fourth year in a row. Our daily Safety Moments serve as a reminder of the importance of hazard recognition and are designed to encourage safety discussions within the organization.”

Rhino Marking and Protection Systems

Karin Strub, Marketing Manager

Every year, Rhino is happy to share messages of support and appreciation with locators on our social media platforms using the social media toolkit provided by Infrastructure Resources. This year, Rhino had a tangible “thank you” for our locators, sending out hundreds of Rhino 811 NoSweat sweat-absorbing hat liners for them to use in the field. We’re doing what we can to help make their job safer and easier!!

Locator Safety Awareness Week was developed by Infrastructure Resources, publishers of *Damage Prevention Professional*, with Nulca’s endorsement, to provide locators with the safety messaging and appreciation these important industry professionals deserve. Visit our website LocatorSafety.com throughout the year for free downloads and information. **DP**

Contact us at info@emailir.com with your stories on how your company celebrated LSAW.