

Promoting Awareness of Gas Safety & Carbon Monoxide

“National Grid is committed to the safety of the public and our workforce and to minimising the environmental impact of our operations.”

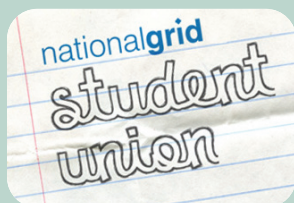
Our Initiatives in 2009-10...

Student Gas Safety Campaign

In response to feedback on our 2008-09 campaign, National Grid's 2009-10 strategy built on our previous partnership with the National Union of Students (NUS). We invested around £90,000 in setting up and promoting gas safety and the dangers of CO poisoning to the student population by using the popular and well established social networking medium “Facebook”.

Why Students Again?

As well as being new to life away from home and potentially vulnerable for that reason, the student population is also transient and re-telling our gas safety message to this group is therefore vital. Further research, carried out for the 2009-10 campaign, indicated that over 50% of students didn't know what to do in the event of a gas leak and were unaware of the dangers of CO, thus highlighting the potential vulnerability of many thousands of students moving into private rented accommodation.



Our Approach

For 2009-10, National Grid created and managed a Facebook Fan Page – “National Grid Student Union”. This was the centrepiece of a 3-month multi-faceted campaign to

maximise our safety dialogue with students through a well established social media setting.

High profile...

The NUS-backed Facebook campaign was fronted by the actor Alan Fletcher, a cult figure among students for his role as Dr Karl Kennedy in the TV soap Neighbours, who made exclusive video clips for the Facebook page giving the vital gas safety messages and other tips for university life. Alan also carried the campaign to his fan-base

through his personal blog, Facebook and Twitter pages.



...and wide multi-media promotion

National Grid carried out a series of media interviews with Alan Fletcher to direct students to the Facebook site and to help broaden gas safety and CO awareness. These were broadcast via 135 stations including This Morning, Radio One, Talk Sport, BBC 6 Music and BBC Asian Network, with a potential audience reach of 58 million. We also initiated other partnership activities with Student Unions, including direct emailing of students and ran a video across 12 major websites featuring Alan touring a student flat, highlighting gas-related dangers and solutions.

Analysis & Feedback...

Post campaign analysis and research showed that over 10,000 students had viewed the gas safety video within the first two weeks of the campaign alone. It was also established that 43% had gained more awareness of CO poisoning and gas safety issues via recent media and 34% were more aware of the legal requirements on landlords to obtain a safety certificate for their property.

“The NUS was very pleased to partner National Grid's student gas safety campaign as it was an extremely effective programme of communications. It managed to target a hard to reach group about a subject which students initially weren't interested in. However, due to its innovative content, celebrity endorsement and targeted social media approach National Grid was able to raise awareness about the potential dangers of CO and the importance of gas safety.” Nick Emms, Sales & Marketing Manager, NUS.

Cub Scouts Home Safety Badge

National Grid has been working with the Scouts Association in sponsoring The Cub Scout Home Safety Badge for around two years. At an annual cost of around £30,000 to the total UK business, we have helped to provide a wide range of resources, including activity packs, competitions and celebration events, a number of which we have attended with our incident response vehicle.



“By engaging Cub Scouts, we can feed the gas safety message directly back into young families...”

With over 100,000 children having taken part so far, our home safety pack, which includes a key gas safety and CO awareness element, has been extremely popular. We have done qualitative research with Scout leaders from which we have gained some very encouraging feedback. As a result of this, we have extended our badge campaign into 2010.

"We used the National Grid home safety pack and thought it was excellent..."

"The young people find the packs exciting and different...it makes the pack/badges more relevant to them."

We recently announced the results of our 2009-10 cub scouts' safety competition, with each of the three winners receiving vouchers and a cash prize for their packs to spend on equipment.

"This is one of the most successful competitions that a badge sponsor has run with the Scout Association."
(Nikki Mason, Scouts Association)

OSGEM applies a defined risk assessment to each escape job, and enables us to quickly and consistently identify immediate emergency situations and prioritise our non-immediate repair work to manage fluctuations in emergency workload whilst meeting our legal requirements under the Gas Safety (Management) Regulations.



Use of "Human Factors" techniques – recognised as best practice by HSE

Human Factors

What makes the OSGEM process unique is the way in which this process and its supporting "Job Aid" documentation uses "Human Factors" techniques to ensure that our emergency engineers complete all the necessary checks, assessments and process stages, by providing the following:

- Simple, practical procedures, that set out a rigorous approach for front-line personnel, particularly when under workload pressure, with clear escalation pathways for dealing with an uncontrolled escape;
- Clear and concise guidance on the essential factors to be considered when programming emergency work;
- The "Job Aid" documents have been developed with key user-involvement throughout to effectively summarise lengthy procedural documents without omission.

Our implementation of OSGEM has also been reinforced by extensive training of front-line teams and managers in the new procedures and the use of job aids and checklists. OSGEM has played a key part in enabling National Grid to effectively manage its emergency workload, particularly during the severe weather experienced during last winter.

Public Safety & Awareness

Operating with OSGEM helps ensure that public safety and gas safety awareness around our emergency works is maximised by ensuring that:

- (a) all escape work is correctly prioritised and
- (b) customers in the immediate area of an external escape are aware of our presence, why we are there and what steps to take.

See separate document for supporting information.

nationalgrid CARBON MONOXIDE KILLS – DON'T LET IT BE YOU

ANYONE CAN BE AT RISK

Suspect CO poisoning? Turn appliances off. Open doors and windows. Get everyone outside into fresh air immediately. In a medical emergency, don't delay: phone 999

www.nationalgrid.com/uk/Gas www.gassaferegister.co.uk

what is carbon monoxide?

Carbon monoxide (CO) is a colourless, odourless, tasteless, poisonous gas which can be emitted by faulty appliances powered by any fuel that burns.

how can I protect myself?

Once a year, service all appliances powered by any fuel that burns: gas, coal, oil, petrol, wood etc. Service chimneys and flues. Landlords are legally bound to arrange annual gas safety checks and suppliers offer free yearly gas checks to some vulnerable customers.

can't I just fit an alarm?

CO alarms are important but ARE NOT a substitute for servicing or annual safety checks. Alarms DO alarm. SHOULD comply with BS EN 5802 and carry a British/European approval mark.

who can work on my appliances?

Services and checks must ALWAYS be carried out by registered installers. DO NOT call an appliance unless you are certain it's been professionally installed.

signs of carbon monoxide

I Look out for gas appliances burning with a yellow/orange flame that's normally blue, extra condensation, pilot light flicking out, soot or yellow steam round appliances.

symptoms of carbon monoxide

- flu-like symptoms
- breathlessness
- chest or stomach pains
- feeling tired or drowsy
- erratic behaviour
- dizziness/headaches
- nausea and/or vomiting
- visual problems

24-hour national gas emergency number: 0800 111 999
 Gas emergency helpline: 0800 37 01 01
 Local fuel advice number: 0845 6034 406
 Health & Safety Q&A advice line: 0800 200 303
 GP/EEC all-fired advice line: 0845 85 85 000
 Gas Safe Register information: 0800 400 500
 Chronic health problems?
 Visit your GP or phone your NHS information service
 NHS Direct: 0845 46 46 46 (textphone: 0845 466 4647)

Informing the Health Industry

We have responded to concerns expressed by the Carbon Monoxide and Gas Safety Society that more could be done to raise the awareness of gas safety and CO dangers among General Practitioners, Pharmacists and their customers by issuing a version of the GDNs' "Carbon Monoxide Kills" poster via the professional publications "Chemist and Druggist" and the "GP Newspaper".

"...This is a welcome initiative that builds on the work that National Grid has done...CO-Gas Safety supports it." (Stephanie Trotter, President, CO-Gas Safety)

On-Site Gas Emergency Management Process (OSGEM)

Implementation of National Grid's methodology for identifying and prioritising escapes that do not present an immediate threat to life and property was completed in October 2009.

