

# Public Education & Awareness Task Team Report

June 30, 1999

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## Public Education & Awareness Task Team

# The Challenge

- Successful public education & awareness programs & practices will yield:
  - Significantly enhanced public awareness of safety;
  - Reduction of environmental damage; and
  - Improved service reliability.

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## Public Education & Awareness Task Team

# The Challenge, cont.

- Given that, the Task Team set out to identify Best Practices in:
  - The methods used to educate the public about damage prevention, and
  - The utilization of available resources to promote public education & awareness.

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# The Goal

- To enhance damage prevention by engaging the general public
- To leverage the lessons learned from DAMQAT's "Dig Safely" campaign
- To optimize available educational resources by adopting Best Practices

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## Public Education & Awareness Task Team

# Team Composition 13 Members

- Pipeline Operators
- Federal Government
- Contractors
- One Call Centers
- Locators
- Telecommunication

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# Best Practices

### Criteria:

- Is it being done today?
- Is it cost efficient?
- Is it effective?
- Is it flexible & adaptable?
- Can it be implemented across a wide spectrum of industry?
- Is it available to & supported for use by stakeholders?

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# Practice Categories

- Use of a Marketing Plan
- Target Audiences & Needs
- Use of Structured Education Program
- Target Mailings
- Use of Paid Advertising
- Use of Free Media

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# Practice Categories, cont.

- Use of Free Media
- Use of Giveaways
- Establishing Strategic Relationships
- Measuring Public Education & Awareness Success

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# Some Key Findings

- Detailed marketing plans provide critical structure:
  - Goals
  - Resource allocation
  - Staffing
  - Timetables

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# Some Key Findings, cont.

- Strategic alliances broaden reach:
  - Reaching out to new constituencies
  - Thinking creatively about potential allies
- Measurement provides discipline & confidence
  - Determine effectiveness
  - Identify gaps
  - Monitor progress
  - Refine/adapt as needed

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# Lessons Learned

- Public education & awareness: More than just “Call Before You Dig.”
- As identified by DAMQAT for the “Dig Safely” campaign, public education & awareness must focus on 4 key messages:
  - Call Before You Dig
  - Wait the Required Time
  - Respect the Marks
  - Dig with Care

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# Path Forward

- Team recommendations:
  - The Common Ground initiative should be the foundation for continued sharing of ideas & evolving best practices.
  - The “Dig Safely” campaign should be fully supported & endorsed by both industry & government to focus on the need for damage prevention awareness & practices.

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# Path Forward, cont.

- Common Ground findings & process should be integrated into related damage prevention initiatives, such as the pilot North American Equipment Decal Program.

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