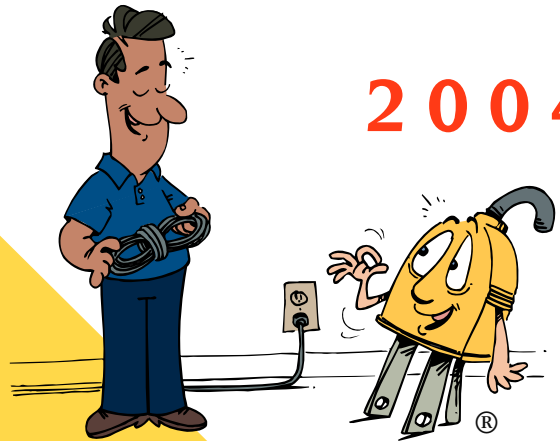


from the Electrical Safety Foundation International

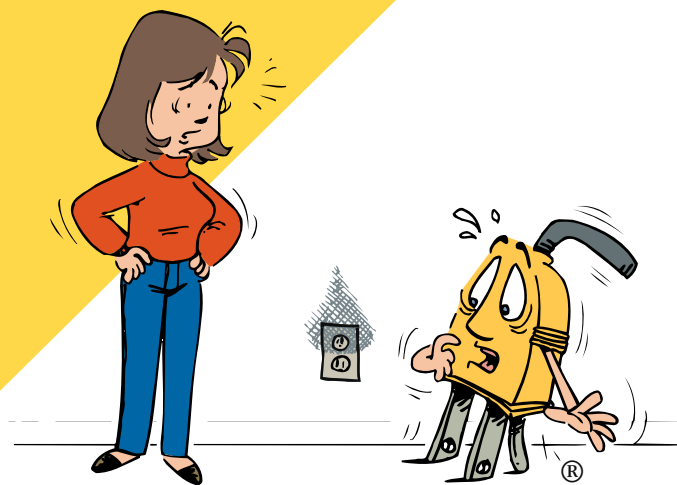
May is National Electrical Safety Month

2004 CAMPAIGN KIT



MR. PLUG SAYS...

**"Make Safe
Connections...
Plug into
Electrical Safety"**



ESFi

Electrical Safety Foundation International

THE ELECTRICAL SAFETY FOUNDATION INTERNATIONAL

Salutes

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WELCOME

Of all the hazards we face in daily life—at home, at school, and on the job—there is perhaps none quite so insidious and uniquely unforgiving as electricity. You won't see it coming, and when it strikes, it will likely strike hard, killing, disfiguring, or disabling someone, or destroying property. While electrical-related fires were the third largest cause of home structure fires, those fires resulted in the greatest amount of property damage.

We're pleased to see the statistics generally show a trend downward in the number of deaths and injuries related to electrical accidents, whether by electric shock or electrical fire. This is a testament to efforts like yours and the use of tools like this National Electrical Safety Month campaign kit. Education and awareness of the hazard are critical to avoiding and preventing electrical accidents. By continually supporting the effort to keep electrical safety top of mind, in May and throughout the year, we can together keep the numbers going down.

In this kit, you will find everything you and your organization will need to create and conduct an effective electrical safety awareness campaign, for your community, your organization, your school, or your own house. In the following pages, you'll find lots of interesting and useful facts, figures and safety tips for the home, school and workplace, plus some tools you can use to promote the month and the issue of electrical safety.

Feel free to make use of these tools, attaching your company or organization's name and spokespeople to the title and quotes. Let us know about your campaign, how you're using these materials and what more ESFI can do to help.

As always, when it comes to electricity, **better to take one too many precautions, than one too few.**

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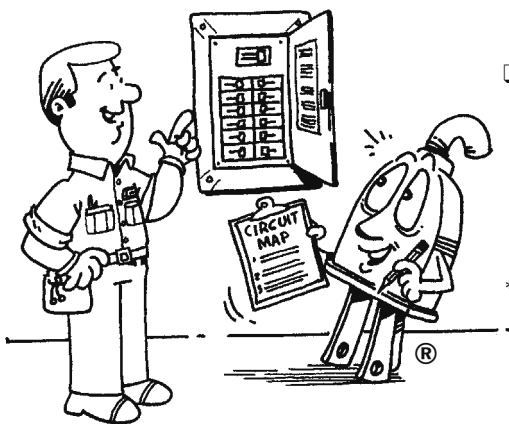
May is National Electrical Safety Month. To help you launch your own electrical safety campaign, the Electrical Safety Foundation International has developed this campaign kit that includes a campaign action plan, facts about electrical safety, sample public service announcements, news releases, and other tips. You can demonstrate your commitment to electrical safety by involving members, clients, customers, and community volunteers in this public awareness effort.

ELECTRICAL SAFETY CAMPAIGN ACTION PLAN

Ways to Promote Public Awareness of Electrical Safety

- Conduct educational programs and demonstrations at your workplace or in your community.
- Provide handouts and/or paycheck stuffers to employees, and send educational bill stuffers and mailers to customers.*
- Conduct basic electrical safety audits at your office, workplace, schools and other community facilities, checking for ground fault circuit interrupters (GFCIs) and the safe use and good condition of outlets, electrical cords and extension cords.
- Encourage the use of public service announcements (PSAs) by your local TV, radio and print media.*
- Have your top local official, mayor or governor proclaim May as Electrical Safety Month in your city, county or state.*
- Conduct mall or convention demonstrations testing electrical equipment, showing how GFCIs work and explaining the correct use of electrical and extension cords.
- Use literature, video programs and demonstrations in hardware, electrical supply and department stores or other retail outlets.
- Ask grocery stores to display electrical safety information in their store windows and consumer displays.
- Develop programs for high-risk populations, such as rewiring/repair programs for senior citizens or low-income families.
- Send copies of news releases to local newspapers.*
- Submit electrical safety articles to your newsletter, newspaper or journal.
- Schedule appearances on radio or television talk shows by experts who can show people how to check their homes for electrical safety, check wiring in older homes, etc.
- Encourage everyone you meet to order their own copy of ESFI's *In Home* and *Outdoor Electrical Safety Check* booklets, the *Wired For Safety* video from the U.S. Consumer Product Safety Commission, and other publications from the Electrical Safety Foundation International (ESFI). An order form is at back, or go on line at www.electrical-safety.org to view and download free copies.

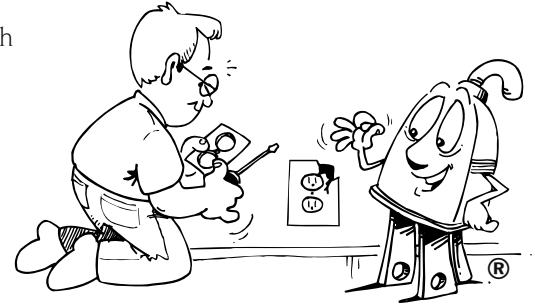
* Samples can be found in this kit



VISIT OUR WEBSITE AT www.electrical-safety.org

Encourage Youth Organization Involvement in Electrical Safety

- ❑ Encourage your schools and teachers to access and utilize the electrical safety module of the National Fire Protection Association's RiskWatch® school outreach program.
- ❑ Conduct seminars and demonstrations on electricity and electrical safety for all age levels, in school assemblies and after-school clubs.
- ❑ Conduct contests in your schools and communities, giving awards and public recognition for the best electrical safety posters, inventions or ideas.
- ❑ Encourage youths to conduct a basic electrical safety check of their own home with family members.
- ❑ Enlist primary grade students as Electrical Safety Sleuths, "deputizing" each with a button or sticker and giving each a list of electrical hazards to identify and point out to an adult around the home and neighborhood.



Revitalize Your Campaign Each Season

- ❑ Spring: Focus on the proper preparation, use and maintenance of power tools, such as electric sanders, saws and drills, that are coming out of wintertime storage. Remind everyone to be careful of overhead power lines when carrying ladders around the home, and buried power lines when doing the landscaping. Remind children not to play around neighborhood utility equipment such as switchgear and transformers.
- ❑ Summer: Focus on the proper preparation, use and maintenance of fans, air conditioners, electric grills, electric lawn mowers and tools, outdoor rated extension cords, safety around overhead and buried power lines, and lightning safety.
- ❑ Fall: Focus on checking and repairing home wiring, overhead power line awareness when cleaning gutters and trimming trees, and proper use of space heaters and electric blankets.
- ❑ Winter: Focus on proper use of space heaters and electric blankets, the proper preparation, use and maintenance of holiday lights, and safety around downed power lines.

Share Your Ideas and Successes

- ❑ Provide ESFI with a testimonial on your electrical safety campaign. Tell us what worked for you, including pictures, stories and program descriptions. With your written permission, ESFI may share your story with others on our website and in other ESFI publications.

Suggested Organizations to Partner With or Contact Regarding Demonstrations and Expert Advice

Local fire department

Local utility

Local consumer affairs office

Local safety council

Local licensed electricians and electrical contractors

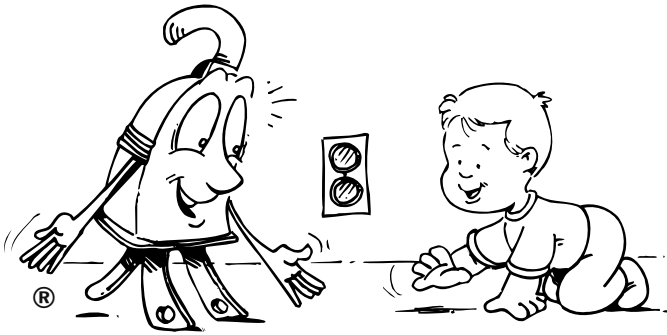
Local electrical inspectors

Local electrical retail/wholesale

Local electrical manufacturers

Local chapter of the International Brotherhood of Electrical Workers (IBEW), National Electrical Contractors Association (NECA), and Independent Electrical Contractors (IEC).

Local offices of the U.S. Consumer Product Safety Commission (CPSC), U.S. Occupational Safety and Health Administration (OSHA), National Fire Protection Association (NFPA), and National Safety Council (NSC).



What are the latest statistics on residential electrical safety injuries?

The latest figures from the U.S. Consumer Product Safety Commission (CPSC) indicate that there were 400 total accidental electrocutions in 2000, 150 of which related to consumer products. Twenty-nine of those related to large appliances like air conditioners, pumps, water heaters, furnaces and clothes dryers. Another 22 involved ladders contacting overhead power lines. Seventeen involved small appliances such as microwave ovens, electric fans, extension cords and televisions, 15 involved power tools, 12 involved lighting equipment, 10 involved contact with installed household wiring. Another 30 involved a variety of other products such as sports and recreational equipment, lawn and garden equipment, antennas, pipes, poles and fences.

But that is only part of the story. The CPSC estimates there is an annual average of 165,380 electrical-related home structure fires, taking an average of 910 lives, injuring nearly 7,000 and causing nearly \$1.7 billion in property damage.

How can consumers help protect themselves from electrocution and electrical-related injuries?

Consumers should check for problems with their home electrical systems, and be ever vigilant for electrical hazards around the home and the workplace, like cracked or fraying cords, overheating cords and wall plates, and the presence of overhead and buried power lines when working outdoors. Check outlets and circuits to be sure they aren't overloaded. Make sure to use only the proper wattage light bulbs in light fixtures and lamps. Use extension cords only on a temporary basis, and be sure

they are properly rated for their intended use. And always follow appropriate safety precautions and manufacturer's instructions on all electrical items.

Consumers should also remember to test their smoke alarms and ground fault circuit interrupters (GFCIs) monthly. Replace smoke detector batteries twice a year. Make sure GFCI protection covers all circuits that come near water sources, such as bathrooms, kitchens, and outdoors, and consider it for whole house coverage. Consider also having arc fault circuit interrupters (AFCIs) installed in your home's electrical panel, particularly for older homes.

Consumers can use ESFI's *In Home Electrical Safety Check* and *Outdoor Electrical Safety Check* booklets to conduct an electrical safety audit of their homes. And visit www.electrical-safety.org for all these and other electrical safety tips.

If you have an old house with old wiring, how do you know if repairs are necessary? How extensively and costly can such repairs be?

Electrical systems age and deteriorate just like any man-made product, and as they get older need to be monitored more frequently. As homes grow in their dependence on electricity with the addition of rooms, appliances large and small, and entertainment and computer equipment, electrical systems designed to handle lower electrical demands expected at an earlier point in time can become overburdened and problems can develop.

The CPSC and ESFI recommend electrical inspections for the following:

- any house more than 40 years old,
- any house 10 years old and older that has had any major renovation or major appliance added, and
- for any home at the time of resale, by the new owner who can then begin their relationship with the new home with a clear understanding of the home's electrical system's capacity, limitations, potential hazards and opportunities.

An “electrical inspection” is different from a “home inspection” in that it comprehensively covers only the electrical system, whereas the home inspection goes skin-deep on the structure, plumbing, electrical system and other aspects of the house. Your local city, county or state should have an electrical inspector’s office, or a qualified, licensed electrician can do the inspection.

The inspection will help identify problems like frequently blowing fuses or tripping circuit breakers, loose connections at outlets, older and deteriorated wiring, and outdated and overburdened electrical service. Repairs could be minor and nominal in cost, such as the cleaning and tightening of connections or the addition of outlets, or more involved running into several thousand dollars, such as the addition of circuits and subpanels, replacement of degraded wiring, or, particularly with older homes, a “heavy-up” — that is, upgrading the electrical service from, for example, 60 amp or 100 amp service to the home to 200 amp service better able to handle today’s electric demands. A qualified, licensed electrician can determine if repairs or upgrades are necessary and can estimate the cost.

How does a three-prong plug work? What is the benefit of using it?

The third prong on a plug provides a path to ground for electricity that is straying or leaking from a product. This helps protect the equipment and can help prevent electric shock. Consumers should never remove or bend the third prong to fit a two-slot outlet. An adapter may be used safely only if the grounding wire or tab is physically connected to an electrical ground. A safer approach is to find or have installed an appropriate three-slot outlet.

How does a polarized plug work? What is the benefit of using it?

A polarized plug is a plug with one large or wide prong and one narrow one. It ensures that the plug is inserted correctly in a socket for proper flow of electric current, and reduces the risk of electrical shock. Consumers should never force a polarized plug into a non-polarized outlet, or shave the wide prong down to fit. Use an adapter or find an appropriate polarized outlet.

What is the device now found on the plugs of such appliances as hair dryers?

The large box-like device found on the ends of some appliance cords could be an appliance leakage circuit interrupter (ALCI), an immersion detection circuit interrupter (IDCI) or a ground fault circuit interrupter (GFCI). Though they work in different ways, they all protect the user against accidental electric shock and electrocution by acting immediately to shut off power to the appliance upon the detection of a “leak” of electric current as may happen when a hair dryer falls into a sinkful of water. Even with these devices, if that happens, unplug the device or shut off power to the circuit *before* reaching in to retrieve the appliance.

What size extension cords should a consumer use? How can you tell if an extension cord is appropriate for the intended use?

Before purchasing or selecting an extension cord for use, consumers should consider how the cord will be used. Make sure the rating on the cord is the same as or higher than the number of watts needed by the product that will be plugged into the cord. Extension cords should only be used on a temporary basis, and unplugged and safely stored after every use. Outside the home, use only cords rated for outdoor use, and consider using a portable GFCI.



According to the National Fire Protection Association (NFPA), in 1999 there were an estimated 38,400 total electrically-related home structure fires, with electrical wiring including switches, receptacles and outlets accounting for 16,300, and cords, plugs and extension cords accounting for another 6,400. As a result, the ESFI is working to raise safety awareness related to outlets and cords by encouraging consumers to **“Make Safe Connections: Plug Into Electrical Safety.”**

MAKE SAFE CONNECTIONS...

Outlets

The outlet, or receptacle, is perhaps the most commonly used and least thought of device in the home. Every electrical appliance, tool, computer and entertainment center component we use is powered through one. We just plug in and forget about it, assuming all our power needs will be met. And that’s true if we follow some simple but important safety principles.

- Check outlets regularly for problems, including overheating, loose connections, reversed polarity, and corrosion. Consider having an electrical inspection performed by a qualified, licensed electrician to help determine the integrity of your outlets and your entire electrical system.
- Check for outlets that have loose-fitting plugs, which lead to arcing and fire.
- Avoid overloading outlets with too many appliances. Never plug more than one high-wattage appliance in at a time in each.
- Make sure there are safety covers on all unused outlets that are accessible to children.
- Check for any hot or discolored outlet wall plates. Look from across the room; sometimes you’ll see darkened area in a tear-drop shape around and above the outlet that may indicate dangerous heat buildup at the connections.
- Warm to the touch is okay, hot is not. If an outlet or switch wall plate is hot to the touch, immediately shut off the circuit and have it professionally checked.
- Replace any missing or broken wall plates.

Power Cords

We can sometimes get so caught up in the safety awareness of our appliances and lamps that we forget about the safety principles that relate to its power cord. An appliance can look like it’s in good operating order and yet still represent a hazard if its cord is damaged.

- Make sure all power cords and extension cords are in good condition, not frayed, cracked or cut. If the power cord to a lamp or appliance is damaged, take the item to an authorized service center, or cut the power cord and dispose of the item safely. Cutting the cord helps ensure that no one else will pick up the item and take the hazard home with them.
- Never attempt to repair or splice a cut cord yourself. “Electrical” tape, as commonly referred to—usually black vinyl tape—is not rated for the heat generated by electricity running through wires. The tape will melt and burn.
- Make sure all electrical items, including appliances, extension cords and surge suppressors, are certified by a nationally recognized independent testing lab, such as Underwriters Laboratories (UL), CSA, ETL or MET.
- Do not coil power cords when in use.
- Do not place power cords in high traffic areas or under carpets, rugs or furniture.
- Power cords should never be nailed or stapled to the wall, baseboard, or another object.
- Make sure appliances are off before connecting cords to outlets.
- Never remove the ground pin (the third prong) to make a three-prong plug fit a two-prong outlet; this could lead to an electrical shock.
- Never force a plug into an outlet. Plugs should fit securely into outlets, but should not require much force to fit.
- Make sure to fully insert the plug into the outlet.
- Unplug appliances when not in use to conserve energy but also to minimize the opportunities for electric shock or fire.

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PLUG INTO ELECTRICAL SAFETY

Extension Cords

Extension cords are temporary solutions only, and yet the majority of homes have at least one extension cord plugged in and left in place. Continual use can cause the insulation to rapidly deteriorate, creating a dangerous shock and fire hazard. In addition to the same safety tips that apply to power cords, keep the following principles in mind when using extension cords.

- Extension cords should only be used on a temporary basis; they are not intended as permanent household wiring.
- A heavy reliance on extension cords is an indication that you have too few outlets to address your needs. Have additional outlets installed where you need them.
- Make sure extension cords are properly rated for their intended use, indoor or outdoor, and meet or exceed the power needs of the appliance or tool being plugged into it.
- Assume 125W per amp when converting to determine if the extension cord you intend to use is properly rated for the appliance being connected to it.

Power Strips and Surge Suppressors

Power strips give us the ability to plug more products into the same outlet, which can be a help but also a hindrance to safety if used inappropriately. Power strips and surge suppressors don't provide more power to a location, just more access to the same limited capacity of the circuit into which it is connected. The circuit likely also still serves a variety of other outlets and fixtures in addition to the multiple electrical items you might be serving with the power strip. In addition to the tips above, keep these safety principles in mind when using power strips and surge suppressors.

- Be sure you are not overloading the circuit. Know capacity of the circuit and the power requirements of all the electrical items plugged into the power strip and into all the other outlets on the circuit as well as the light fixtures on the circuit.
- A heavy reliance on power strips is an indication that you have too few outlets to address your needs. Have additional outlets installed where you need them.

- Understand that a surge suppressor only protects the items plugged into it, not back along the circuit into which it is connected.
- Surge suppressors can manage the small surges and spikes sometimes generated by the turning on and off of appliances. They may even protect against a large surge generated from outside sources like lightning or problems along the transmission lines to the neighborhood and house. In the event of a large surge or spike, the surge suppressor is a one-time-use protector and will likely have to be replaced.
- Consider purchasing surge suppressors with cable and phone jacks to provide the same protection to your phone, fax, computer modem and television.
- Not all power strips are surge suppressors, not all surge suppressors can handle the same load and events. Be sure the equipment you buy matches your needs.

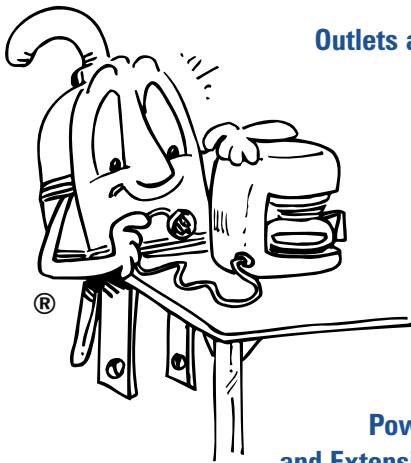
GFCIs and AFCIs

Ground fault circuit interrupters (GFCIs)—which protect against accidental electric shock or electrocution by acting immediately to shut off the circuit if they sense a ground fault, or “leak” of current off the circuit—have been in homes since the early 70s on circuits that come within six feet of water. Homeowners, however, should consider having GFCI protection throughout the home with the exception of circuits that serve major appliances, such as air conditioning units, furnaces and heaters, refrigerators, dishwashers, and laundry machines. Appliances like those may send a surge through the circuit that can trip the GFCI unintentionally. Remember also to test your GFCIs monthly and after every major electrical storm.

Newer arc fault circuit interrupters (AFCIs) can help prevent fires that often result from problems at the outlets, switches and frayed and cracked cords connected to the circuits. The AFCI senses the particular signature of an arc—where electricity has to jump a gap—and, like the GFCI, acts immediately to shut off the circuit, thus depriving the hazard the opportunity to start a fire. AFCIs are currently required by the National Electrical Code® in new home construction in the bedroom circuit, but should be considered in all homes, particularly older homes, and in all circuits that don't serve a major appliance.

RESIDENTIAL SAFETY

Outlets and Plugs



Power Cords and Extension Cords

Check for outlets that have loose-fitting plugs, which can overheat and lead to fire. Never remove the ground pin (the third prong) to make a three-prong plug fit a two-conductor outlet; this could lead to an electrical shock. NEVER FORCE A PLUG INTO AN OUTLET IF IT DOESN'T FIT. Plugs should fit securely into outlets. Avoid overloading outlets with too many appliances. Replace any missing or broken wall plates. Make sure there are safety covers on all unused outlets that are accessible to children. Check for any hot or discolored outlet wall plates; that may indicate dangerous heat buildup at the connections.

Make sure all power cords and extension cords are in good condition, not frayed or cracked. Cords should never be nailed or stapled to the wall, baseboard, or another object. Do not place cords in high traffic areas or under carpets, rugs or furniture. Extension cords should only be used on a temporary basis; they are not intended as permanent household wiring. Make sure extension cords and electrical products are listed by an independent testing lab such as UL, CSA, ETL or MET labs, and are properly rated for their intended use, indoor or outdoor, and meet or exceed the power needs of the appliance or tool being plugged into it.

Light Bulbs

Check the wattage of all bulbs in lamps and light fixtures to make sure they are the correct wattage for the lamp or fixture. Replace bulbs that have higher wattage than recommended; if you don't know the correct wattage, check with the manufacturer. Make sure bulbs are screwed in securely—loose bulbs may overheat.

Circuit Breakers and Fuses

Circuit breakers and fuses should be the correct size current rating for their circuit. If you do not know the correct size, have an electrician identify and label the size to be used. Always replace a fuse with the same size fuse. Create a circuit map that clearly identifies all outlets, fixtures and the major appliances each circuit serves.

Appliances

Make sure your appliances are all certified by an independent testing laboratory such as UL, CSA, ETL, or MET Labs, and read and follow the manufacturer's instructions carefully.

Entertainment/Computer Equipment

Check to see that the equipment is in good condition and working properly. Look for cracks or damage in wiring, plugs, and connectors. Use a surge protector bearing the seal of an independent testing laboratory such as UL, CSA, ETL or MET labs.

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Space heaters are meant to supply supplemental heat. Keep space heaters at least 3 ft. away from any combustible material such as bedding, clothing, draperies, furniture and rugs. Don't use space heaters in rooms where children are unsupervised and remember to turn off and unplug when not in use. Plug space heaters directly into the outlet; **do not use an extension cord**. Use a circuit with as little else on it as possible; space heaters can take a lot of power.

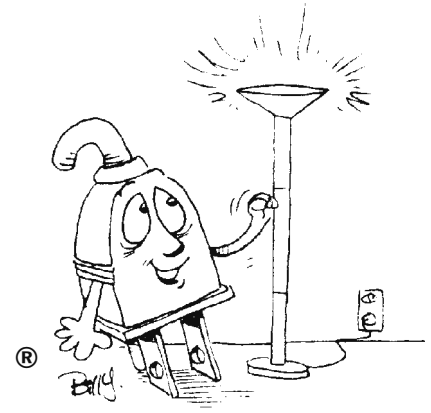
Halogen floor lamps operate at much higher temperatures than a standard incandescent light bulb. Never place a halogen floor lamp where it could come in contact with draperies, clothing or other combustible materials. Be sure to turn the lamp off whenever you leave the room for an extended period of time and never use torchiere lamps in children's bedrooms or playrooms. Floor lamps that use cooler, more energy-efficient fluorescent bulbs are available.

Electric-powered mowers and other tools should not be used in the rain, on wet grass, or in wet conditions. Inspect power tools and electric lawn mowers before each use for frayed power cords, broken plugs, and cracked or broken housings. If damaged, stop using it immediately. Repair it or replace it. Be sure you have GFCI protection on all outdoor outlets; portable GFCIs are available from most hardware and home improvement stores. Always use an extension cord marked for outdoor use and rated for the power needs of your tools. Remember to unplug all portable power tools when not in use. When using ladders, watch out for overhead wires and power lines.

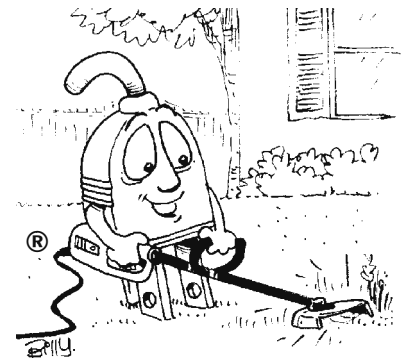
During an electrical storm, do not use appliances (i.e. hairdryers, toasters, radios) or telephones (except in an emergency). Do not take a bath or shower. Keep batteries on hand for flashlights and radios in case of a power outage. And use surge protectors on electronic devices and appliances. For areas with a high occurrence of lightning, consider installing a surge arrestor for whole house protection.

Don't leave plugged-in appliances where they might come into contact with water. If a plugged-in appliance falls into water, NEVER reach in to pull it out—even if it's turned off. First turn off the power source at the panelboard and then unplug the appliance. If you have an appliance that has gotten wet, don't use it until it has been checked by a qualified repair person.

Space Heaters



Halogen Floor Lamps



Outdoor Safety

Remember—Water and Electricity Don't Mix

WORKPLACE SAFETY



Adapt this list of reminders to your working environment. Be sure to consider company policies and local, state, and Federal codes before establishing a written electrical safety program.

- Plan every job and think about what could go wrong.
- Use the right tools for the job.
- Use procedures, drawings, and other documents to do the job.
- Isolate equipment from energy sources.
- Identify the electric shock and arc flash, as well as other hazards that may be present.
- Minimize hazards by guarding or establishing approach limitations.
- Test every circuit and every conductor every time before you touch it.
- Use personal protective equipment (PPE) as a last line of defense in case something goes wrong.
- Be sure you are properly trained and qualified for the job.
- Work on electrical equipment and conductors only when deenergized, unless procedures and safeguards have been established to ensure zero exposure for the worker and other people in the area.
- Lockout/tagout and ground (where appropriate) before working on equipment.
- Treat deenergized electrical equipment and conductors as energized until lockout/tagout, test, and ground procedures (where appropriate) are implemented.
- Wear protective clothing and equipment and use insulated tools in areas where there are possible electrical hazards.
- Deenergize and visibly guard (where possible) whenever contact with uninsulated overhead power lines is possible.

- Check and double check safety regulations when a ladder or parts of any vehicle or mechanical equipment structure will be elevated near energized overhead power lines. Call your local electric utility for assistance. People standing on the ground may be particularly vulnerable to possible injury.

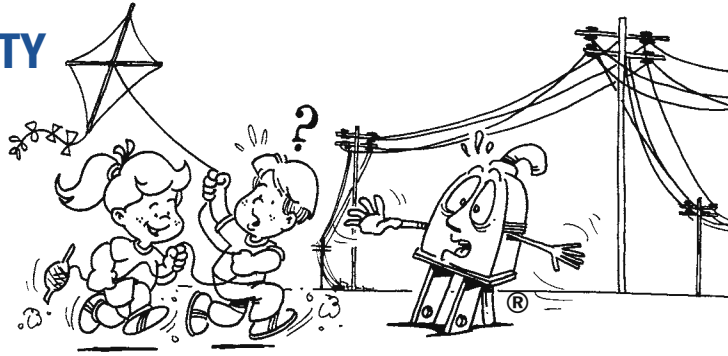
Cords, Equipment, and Tool Grounding

- Make sure all equipment and extension cords bear the mark of an independent testing laboratory such as UL, CSA, ETL or MET Labs.
- Protect flexible cords and cables from physical damage. Check cords for cut, broken, or cracked insulation.
- Keep slack in flexible cords to prevent tension on electrical terminals.
- Make sure the insulating qualities of a splice are equal to or greater than the original cord.
- Extension cords are for temporary use. Install permanent wiring when use is no longer temporary.
- Verify that all three-wire tools and equipment are grounded.
- Water, electrical equipment, and power cords do not mix! Use GFCI protection in potentially wet or damp environments.
- Ground exposed parts of fixed equipment that could be energized.
- Use non-conductive tools whenever possible.
- Always double check the operation of your voltage testers by testing a live circuit.

Other Considerations

- Verify location of all buried or embedded electrical circuits before digging or cutting.
- Determine the reason that a fuse blew or circuit breaker tripped before replacing or resetting.
- Know where your overcurrent devices are (i.e. circuit breakers and fuses) so they can be easily and quickly reached in case of emergency.
- When replacing lamps and bulbs, verify that the replacement matches fixture requirements.

SCHOOL SAFETY



Making electrical safety fun and interesting for primary and secondary students is important. Young children can learn to have a healthy respect for electricity and spot potential electrical hazards anywhere they may be. University and college administrations can educate their students about electrical hazards and electrical safety, thus helping to save millions of dollars in property loss, and most important, the lives of students and faculty members.

ESFI offers several school safety programs and projects that can be implemented in your community right now. These include:

- Mr. Plug Fun Book, coloring/activities for kids
- "Oh No! Not More Rules!" college dorm safety brochure
- Radio PSAs for college students
- Home Electrical Safety Quiz Poster

All of these items are available for viewing, download and ordering from the ESFI website, www.electrical-safety.org. Other suggestions include:

- Conduct seminars and demonstrations on electricity and electrical safety for all age levels, in school assemblies and after-school clubs.
- Conduct contests in your schools and communities, giving awards and public recognition for the best electrical safety posters, inventions or ideas.
- Encourage youths to conduct a basic electrical safety check of their own home with family members.
- Enlist primary grade students as Electrical Safety Sleuths, "deputizing" each with a button or sticker and giving each a list of electrical hazards to identify and point out to an adult around the home and neighborhood.
- Contact local utility companies and electrical worker labor union chapters for possible on site demonstrations of the hazards of electricity and electrical power lines.
- Teach children to look for the seal of independent testing labs such as UL, CSA, ETL and MET Labs when using electrical items.

The message to young children is this...

Electricity's home is in the earth. When electricity is isolated from the ground, it will always look for the most direct path back to the earth. It can be through the air, a wire, a ladder, your body, or any other conductive material. Don't get in its way!

VISIT OUR WEBSITE AT www.electrical-safety.org

Now that you understand the facts about electrical safety, you can play an important role in educating your community on electricity's benefits and hazards. Here are some public awareness tools to make your job easier.

GETTING THE WORD OUT ABOUT ELECTRICAL SAFETY

Public Service Announcements for Radio

15 seconds

#1—May is National Electrical Safety Month. It's a good time to look around your home and eliminate overloaded outlets, worn or damaged electrical cords, and appliances that spark. Be sure to test your GFCIs by just pushing the test button. You could save a life or your home. A message from [radio station name] and the Electrical Safety Foundation International.

#2—The Electrical Safety Foundation International reminds you that using ground fault circuit interrupters (GFCIs) where water and electricity may come into contact can help prevent electric shock. Test GFCIs regularly; just push the test button.

#3—The Electrical Safety Foundation International reminds you to protect your child or pet from an electrical shock. Place safety covers on unused receptacle outlets and extension cords.

#4—The Electrical Safety Foundation International reminds you that light bulbs should be the correct wattage for fixtures to prevent overheating and a possible fire.

30 seconds

#1—Electricity and toddlers don't mix. Help protect your child or grandchild from electrical shock by placing protective covers on all unused outlets within the child's reach. You can also install special devices that lock plugs into outlets so a child can't pull them out. And finally, please locate appliances so toddlers can't pull them down on themselves by grabbing the cord.

May is National Electrical Safety Month, and [radio station name], along with the Electrical Safety Foundation International, urges you to protect your child by identifying and correcting the electrical hazards around your home.

#2—Guess what I'm describing. It's invisible, it's silent, it's odorless, and it's tasteless. It's powerful. It can be our greatest friend or a very dangerous enemy. Do you know yet?

Hi, this is [announcer], and I'm talking about electricity. May is National Electrical Safety Month and [radio station name] has teamed up with the Electrical Safety Foundation International to remind you that electricity deserves our care and respect. Don't become a victim of electrical shock or fire.

60 seconds

#1—Have you ever had a friend turn against you and become an enemy? It can really hurt. Electricity is a great friend, but it can hurt, too, if you don't treat it with respect.

Hello, this is [announcer] from [radio station name]. During May, we're helping to observe National Electrical Safety Month by reminding everyone about the four R's of electrical safety:

- Respect the power of electricity;
- Read and follow the operating instructions that come with every electrical product;
- Replace worn or frayed electrical cords; and
- Relocate appliance cords so they won't get walked on and children can't pull them.

Electricity can keep your home comfortable, light the path to your door, and cook your food. Or it can shock, electrocute or start a fire. Often, the choice is yours. Make electricity your friend.

This message comes to you from the Electrical Safety Foundation International and [radio station name] in the interest of helping to keep you electrically safe.

#2—Have you ever done an electrical safety check of your home? Have you made sure that your outlets are not overloaded? Are your extension cords in good shape? How about the plugs and cords on your appliances? Are you following the instructions that come with your electrical products? Are you testing your GFCIs by pushing the test button?

Hello, this is [announcer] of [radio station name] to let you know that May is National Electrical Safety Month. It's the perfect time to look around your house and teach your kids some of the basic rules of electrical safety. No one wants a shock and no one wants a fire—you play a big part in preventing accidents like these.

The Electrical Safety Foundation International has safety tips for the home, school, and workplace. Contact them at (703) 841-3229 or visit their website at www.electrical-safety.org.

This message is a public service announcement from the Electrical Safety Foundation International and [radio station name].



1300 N. 17th Street, Suite 1847
Rosslyn, VA 22209

For Immediate Release:

May 1, 2004

Michael G. Clendenin

Executive Director

(703) 841-3296

ESFI ENCOURAGES HOMEOWNERS TO PLUG INTO ELECTRICAL SAFETY

(Arlington Va.) —According to a recent estimate, approximately three people die each day in residential electrical-related incidences in the home. A great many of those are related to problems at the outlets, power cords and extension cords. To help reduce those numbers, the Electrical Safety Foundation International (ESFI) is encouraging consumers to "Plug Into Electrical Safety."

According to the latest statistics from the U.S. Consumer Product Safety Commission (CPSC), between 1994 and 1998, an average of 165,380 electrical-related home structure fires accounted for an annual average of 910 deaths, nearly 7,000 injuries, and nearly \$1.7 billion in property damage. In 2000, there were an estimated 150 accidental electrocutions related to consumer products, down from an annual average of approximately 173.

"The key to preventing potentially fatal, destructive and traumatic electrical fires, shock injuries and electrocution is awareness," says ESFI Executive Director Michael G. Clendenin. "Before plugging into electricity, plug into electrical safety."

Following are just some of the safety tips offered by the Foundation:

Outlets

- Have a qualified, licensed electrician inspect your outlets and electrical system.
- Plugs should fit fully and securely into outlets, but should not be forced.
- Make sure there are safety covers on all unused outlets to protect children.
- If an outlet or switch wall plate is hot or discolored by heat, shut off the circuit and have it professionally checked.
- Have additional outlets installed where you need them instead of relying on extension cords and power strips.

Power cords and extension cords

- Check that all electrical items, including extension cords, are certified by a nationally recognized independent testing lab, such as Underwriters Laboratories (UL), CSA Group, ETL, and MET Labs.
- Extension cords should only be used on a temporary basis; unplug and safely store them after every use.
- Do not place power cords and extension cords in high traffic areas or under carpets, rugs or furniture, and never nail or staple them to the wall or baseboard.
- Never remove the ground pin (the third prong) to make a three-prong plug fit a two-prong outlet.
- Make sure extension cords are properly rated for their intended use, indoor or outdoor, and meet or exceed the power needs of the appliance or tool being used.
- All electrical items and extension cords should be kept in good condition. If damage is discovered, take the item to an authorized repair center or cut the cord and dispose of it safely.

GFCIs and AFCIs

- Make sure your home includes ground fault circuit interrupters (GFCIs), which prevent accidental electrocution by shutting off the circuit if they sense a "leak" of current off the circuit, and arc fault circuit interrupters (AFCIs), which help prevent fires by shutting off the circuit if they sense arcing where electricity has to jump a gap. Consider installing GFCIs and AFCIs on all circuits except those serving major appliances, which may cause nuisance tripping.
- Test your GFCIs monthly and after every major electrical storm.

These and other electrical safety tips are available at ESFI's website at www.electrical-safety.org or by phone at 703-841-3229.

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1300 N. 17th Street, Suite 1847
Rosslyn, VA 22209

For Immediate Release:
May 1, 2004

Michael G. Clendenin
Executive Director
(703) 841-3296

MAY IS NATIONAL ELECTRICAL SAFETY MONTH

(Arlington, Va.)—According to the latest statistics from the U.S. Consumer Product Safety Commission (CPSC), approximately three people die each day in residential electrical-related fires and accidental electrocutions in the home; between 1994 and 1998, an annual average of 165,380 electrical-related home structure fires accounted for an annual average of 910 deaths, nearly 7,000 injuries, and nearly \$1.7 billion in property damage. To help prevent more electrical-related deaths, injuries and property damage, the Electrical Safety Foundation International (ESFI) sponsors and promotes May as National Electrical Safety Month.

The electrical hazard is prevalent on the job as well. Statistics from the Occupational Safety and Health Administration (OSHA), indicate that 285 people were electrocuted on the job in 2001. Additionally, millions of dollars are lost in corporate and personal productivity along with the tremendous costs associated with health insurance and workers compensation claims and litigation.

"Technology can only do so much to keep us safe," said ESFI Executive Director Michael G. Clendenin. "The key element to electrical safety is awareness. If people are aware of the hazards present around them at home, at work, at school and at play, and of the many simple ways they can keep safe, those statistics can be dramatically reduced."

The Foundation is doing its part by educating the public about the importance of respecting electricity and using electrical products safely in the home, school and workplace, and by supporting other organizations as they get the word out in their communities. ESFI makes available online and for order several electrical safety publications, and engages in proactive public relations to have a measurable impact on reducing accidental electrical-related deaths, injuries and property damage.

Visit the ESFI's web site at www.electrical-safety.org or contact the Foundation at 703-841-3229 to receive a free promotional kit to help you establish an electrical safety campaign for May or any other time of year. "After all," said Clendenin, "electrical safety is 24 hours a day, seven days a week."

#

SAMPLE MAYORAL/GUBERNATORIAL PROCLAMATION COVER LETTER

Dear Mayor/Governor:

According to the U.S. Consumer Product Safety Commission (CPSC), between 1994 and 1998 there was an average of 165,380 electrical home structure fires claiming an average of 910 lives, injuring nearly 7,000, and causing nearly \$1.7 billion in property damage. In addition, statistics from CPSC and the Occupational Safety and Health Administration (OSHA) show that 150 were electrocuted in the home and approximately 280 electrocuted on the job in 2000. Millions of dollars are lost in corporate and personal productivity and assets because of related insurance and workers compensation claims and litigation.

As part of a nationwide effort to reduce these accidents, [name of your organization] has joined with the Electrical Safety Foundation International (ESFI) in a public education drive to raise awareness about electrical safety.

In May, ESFI kicks off *National Electrical Safety Month* to remind citizens of the electrical hazards around us at home, work, school and play, and of the simple steps we can take to avoid the personal tragedy behind the statistics. Steps like replacing old, worn or frayed electrical cords and extension cords, testing smoke detectors and ground fault circuit interrupters (GFCIs) monthly and after every major electrical storm, and performing electrical safety audits and creating circuit maps in our homes, will save lives and prevent devastation, injuries, and property damage.

[Your organization] is proud to be an integral part of moving this important initiative forward, promoting a healthy respect for electricity and the safe use of electrical products.

Your Electrical Safety Month Proclamation will greatly enhance public awareness and participation. Please join us in this important effort.

Respectfully,

Enclosure

SAMPLE MAYORAL/GUBERNATORIAL PROCLAMATION

MAY IS ELECTRICAL SAFETY MONTH

- Whereas,** hundreds of people die and thousands are injured each year in electrical accidents;
- Whereas,** there are, on average, 910 civilian deaths related to electrical home structure fires;
- Whereas,** nearly three people are electrocuted in the home and five more in the workplace each week;
- Whereas,** property damage due to home fires caused by electrical distribution, appliances and equipment, and heating and air conditioning systems amounts to nearly \$1.7 billion annually;
- Whereas,** following basic electrical safety precautions can help prevent injury or death to thousands of people each year;
- Whereas,** citizens are encouraged to check their home and workplace for possible electrical hazards to help protect lives and property;
- Whereas,** citizens are encouraged to test their smoke detectors and ground fault circuit interrupters monthly and after every major electrical storm;
- Whereas,** the efforts of the Electrical Safety Foundation International (ESFI) and the U.S. Consumer Product Safety Commission (CPSC) promote and educate the public about the importance of respecting electricity and practicing electrical safety in the home, school and workplace; and
- Whereas,** [your organization] is actively helping to move this effort forward in order to reduce the number of electrical injuries and deaths from electrical hazards;

Now, therefore, I [Mayor/Governor's name], [Mayor/Governor] of [city/town/state/province], do hereby proclaim May as Electrical Safety Month. This month observes the importance of establishing and practicing electrical safety habits in the home, school and workplace to decrease electrical hazards, injuries, and property damage, and to prevent deaths.

I call upon the people of this [city/town/state/province] to participate in Electrical Safety Month activities and to conduct an electrical safety check of their home, school and workplace.

In witness whereof, I have hereunto set my hand this [number] day of [month, year].

May is National Electrical Safety Month, but electrical safety is an issue that should stay with us year round. One way to keep the message alive is to communicate with your employees and customers through bill and paycheck stuffers. Below are some samples that can be copied into your organization's format and used any time of year.

SAMPLE BILL/PAYCHECK STUFFERS

Plug Into Electrical Safety—Outlet Safety Tips

According to a recent estimate, approximately three people die each day in residential electrical-related incidences in the home. A great many of those are related to problems at the outlets, power cords and extension cords. To help reduce those numbers, the Electrical Safety Foundation International (ESFI) is encouraging consumers to "Plug Into Electrical Safety" with the following safety tips:

- Have a qualified, licensed electrician inspect your outlets and electrical system.
- Plugs should fit fully and securely into outlets, but should not be forced.
- Make sure there are safety covers on all unused outlets to protect children.
- If an outlet or switch wall plate is hot to the touch or discolored by heat buildup, immediately shut off the circuit and have it professionally checked.
- Have additional outlets installed where you need them instead of relying on extension cords and power strips.

For these and other electrical safety tips, visit ESFI on the web at www.electrical-safety.org or call 703-841-3229.

Courtesy of the Electrical Safety Foundation International (ESFI)

Plug Into Electrical Safety—Power Cord and Extension Cord Safety Tips

According to a recent estimate, approximately three people die each day in residential electrical-related incidences in the home. A great many of those are related to problems at the outlets, power cords and extension cords. To help reduce those numbers, the Electrical Safety Foundation International (ESFI) is encouraging consumers to "Plug Into Electrical Safety" with the following safety tips:

- Check that all electrical items, including extension cords, are certified by a nationally recognized independent testing lab, such as Underwriters Laboratories (UL), CSA Group, ETL, and MET Labs.
- Extension cords should only be used on a temporary basis; unplug and safely store them after every use.
- Do not place power cords and extension cords in high traffic areas or under carpets, rugs or furniture, and never nail or staple them to the wall or baseboard.
- Never remove the ground pin (the third prong) to make a three-prong plug fit a two-prong outlet.
- Make sure extension cords are properly rated for their intended use, indoor or outdoor, and meet or exceed the power needs of the appliance or tool being used.
- All electrical items and extension cords should be kept in good condition. If damage is discovered, take the item to an authorized repair center or cut the cord and dispose of it safely.

For these and other electrical safety tips, visit ESFI on the web at www.electrical-safety.org or call 703-841-3229.

Courtesy of the Electrical Safety Foundation International (ESFI)

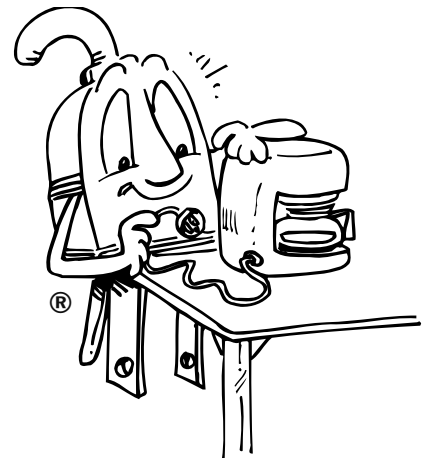
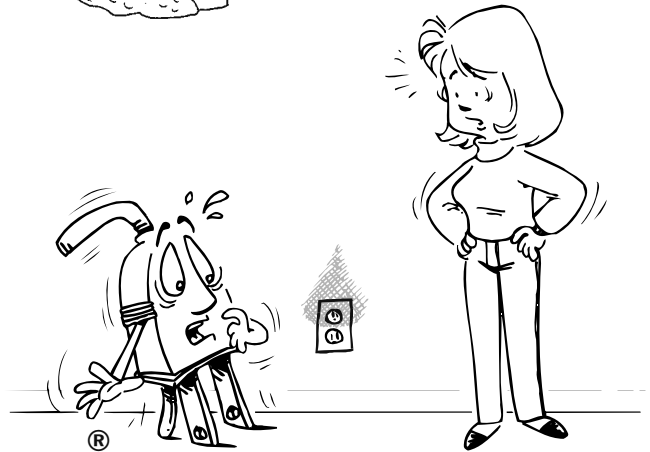
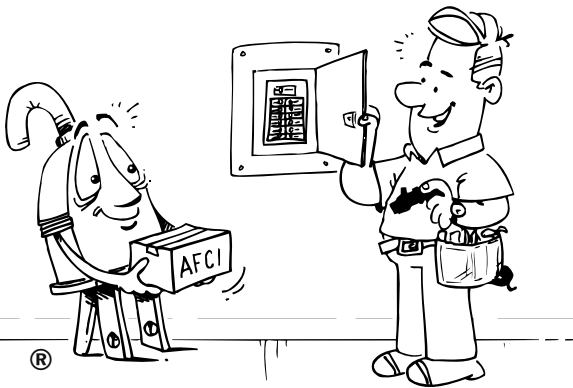
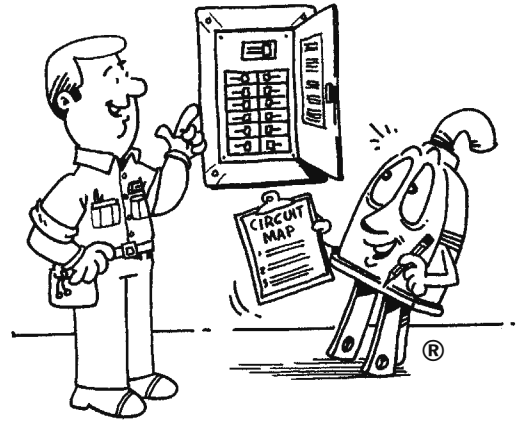
Plug Into Electrical Safety—GFCIs and AFCIs

According to a recent estimate, approximately three people die each day in residential electrical-related incidences in the home. A great many of those are related to problems at the outlets, power cords and extension cords. To help reduce those numbers, the Electrical Safety Foundation International (ESFI) is encouraging consumers to "Plug Into Electrical Safety" with the following safety tips:

- Make sure your home includes ground fault circuit interrupters (GFCIs), which prevent accidental electrocution by shutting off the circuit if they sense a "leak" of current off the circuit, and arc fault circuit interrupters (AFCIs), which help prevent fires by shutting off the circuit if they sense arcing where electricity has to jump a gap. Consider installing GFCIs and AFCIs on all circuits except those serving major appliances, which may cause nuisance tripping.
- Test your GFCIs monthly and after every major electrical storm.

For these and other electrical safety tips, visit ESFI on the web at www.electrical-safety.org or call 703-841-3229.

Courtesy of the Electrical Safety Foundation International (ESFI)



ORDER MATERIALS FOR DISTRIBUTION

ESFi

Electrical Safety Foundation International

I'd like to order the following materials for distribution in my community:

QUANTITY	TITLE	UNIT PRICE LESS THAN 100 COPIES	UNIT COST 100 COPIES OR MORE	TOTAL
	May is Electrical Safety Month Kit (1st copy free)	\$1.50	\$.75	
	In Home Electrical Safety Check Booklet (1st book free)	\$.50	\$.35	
	Outdoor Electrical Safety Check Booklet (1st book free)	\$.50	\$.35	
	Mr. Plug Fun Book, coloring/activities for kids (1st book free)	\$1.00	\$.50	
	"Oh No! Not More Rules!" College Dorm Brochure	\$.50	\$.35	
	Electrical Safety Tips Bookmarks (lots of 25)	\$4.50	\$4.50	
	In Home Electrical Safety Quiz poster	Free	Free	
	GFCI Poster 17" X 22"	Free	Free	
	GFCI Flyer 8-1/2 X 11'	Free	Free	
	Wired for Safety Video (per order)	\$5.00	\$5.00	
			SUBTOTAL	
			SHIPPING/ HANDLING	
			TOTAL	

When ordering 100 copies or more and/or for overnight shipments, call 703-841-3229 for shipping and handling charge.

SHIP TO:

Name _____
 Organization _____
 Street Address _____
 City/State _____
 Zip _____ Telephone _____
 Fax _____ Email _____

METHOD OF PAYMENT:

Total amount due \$ _____. I've enclosed check # _____
 or a money order for \$ _____ payable to ESFI.

Charge to the following credit card: MasterCard Visa

Credit Card No. _____ Exp. Date _____

Please print cardholder's name _____

Cardholder's signature _____

2 Easy Ways to Order

FAX your order, with credit card information to 703.841.3329

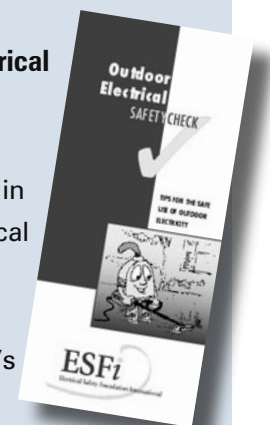
MAIL your order along with check or money order to: ESFI
 1300 N. 17th Street
 Suite 1847
 Rosslyn, VA 22209

In Home Electrical Safety Check

This 20-page booklet lists symptoms of potential electrical hazards, discusses do's and don'ts, and poses questions to help keep one's home safe. First brochure is free. Each additional brochure is 50 cents.

Outdoor Electrical Safety Check Booklet

Lists hazards in use of electrical products outdoors, discusses do's and don'ts, poses rules to keep you safe outdoors. First brochure is free. Each additional brochure is 50 cents.



VISIT OUR WEBSITE AT www.electrical-safety.org

Consumer Columns

Keep your community up-to-date on electrical safety throughout the year by regularly checking ESFI's web site for informative consumer columns like these...

- News About Appliances
- Home Safety Checklist
- An Electrical Lifesaver
- Extending Electrical Safety
- Post Holiday Safety
- Halogen Floor Lamps
- Outdoor Safety
- Selecting an Electrical Contractor
- Winter Safety Tips
- Holiday Safety Tips
- Lightning—Learn to Protect Yourself
- Temporary Means Temporary
- Sending Students Off to School Safely
- Space Heaters
- Home Office
- GFCI Helps Save Lives—Just Push the Button
- Change of Season
- Holiday Cooking Safety
- Digging Safely
- Flood Safety

ELECTRICAL SAFETY... IT'S A 24-7 ISSUE 365 DAYS A YEAR!

We wish you much success with your *May is Electrical Safety Month* campaign! We hope you'll build on that public awareness effort throughout the year, by focusing efforts on seasonal issues that are so important to electrical safety.

Here are a few ideas to keep electrical safety in the spotlight:

SPRING

- ❑ Focus on the proper preparation, use and maintenance of power tools, such as electric sanders, saws and drills, that are coming out of wintertime storage. Remind everyone to be careful of overhead power lines when carrying ladders around the home, and buried power lines when doing the landscaping. Remind children not to play around neighborhood utility equipment such as switchgear and transformers.

SUMMER

- ❑ Focus on the proper preparation, use and maintenance of fans, air conditioners, electric grills, electric lawn mowers and tools, and extension cords rated for outdoor use. Also stress lightning safety and testing GFCIs monthly and after every major electrical storm.

FALL

- ❑ Focus on checking and repairing home wiring, overhead power line awareness when cleaning gutters and trimming trees, and proper use of space heaters and electric blankets.

WINTER

- ❑ Focus on proper use of space heaters and electric blankets, and the proper preparation, use and maintenance of holiday lights.

To stay current on electrical safety information, check our web site regularly at www.electrical-safety.org or contact us at:

1300 N. 17th Street, Suite 1847

Rosslyn, VA 22209

Telephone: 703.841.3229

Fax: 703.841.3329

www.electrical-safety.org

Salutes

the following corporate contributors to the

2003–2004 ANNUAL GIVING FUND

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ABOUT ESFI

The Electrical Safety Foundation International is a voluntary participation, not-for-profit organization, recognized by the Internal Revenue Service as a 501(c)(3) educational organization. The Foundation was created in 1994 as the National Electrical Safety Foundation and enjoys the support of, and leadership from, a diverse number of corporations, organizations, and consumer representatives.

Our mission is to promote public awareness of electrical safety in the home, school, and workplace; sponsor the month of May as National Electrical Safety Month each year; and serve as a resource for electrical safety information for the public and news media.

Corporate and organizational grants and donations are used to support the Foundation's annual operations and to build an endowment to perpetuate fulfillment of our mission.

Working together through the Electrical Safety Foundation International, our entire community of manufacturers, independent testing laboratories, utilities, contractors, work-force organizations, and consumer groups can advance the cause of electrical safety.

1300 N. 17th St., Suite 1847

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Fax: 703-841-3329

E-mail: info@esfi.org

www.electrical-safety.org

