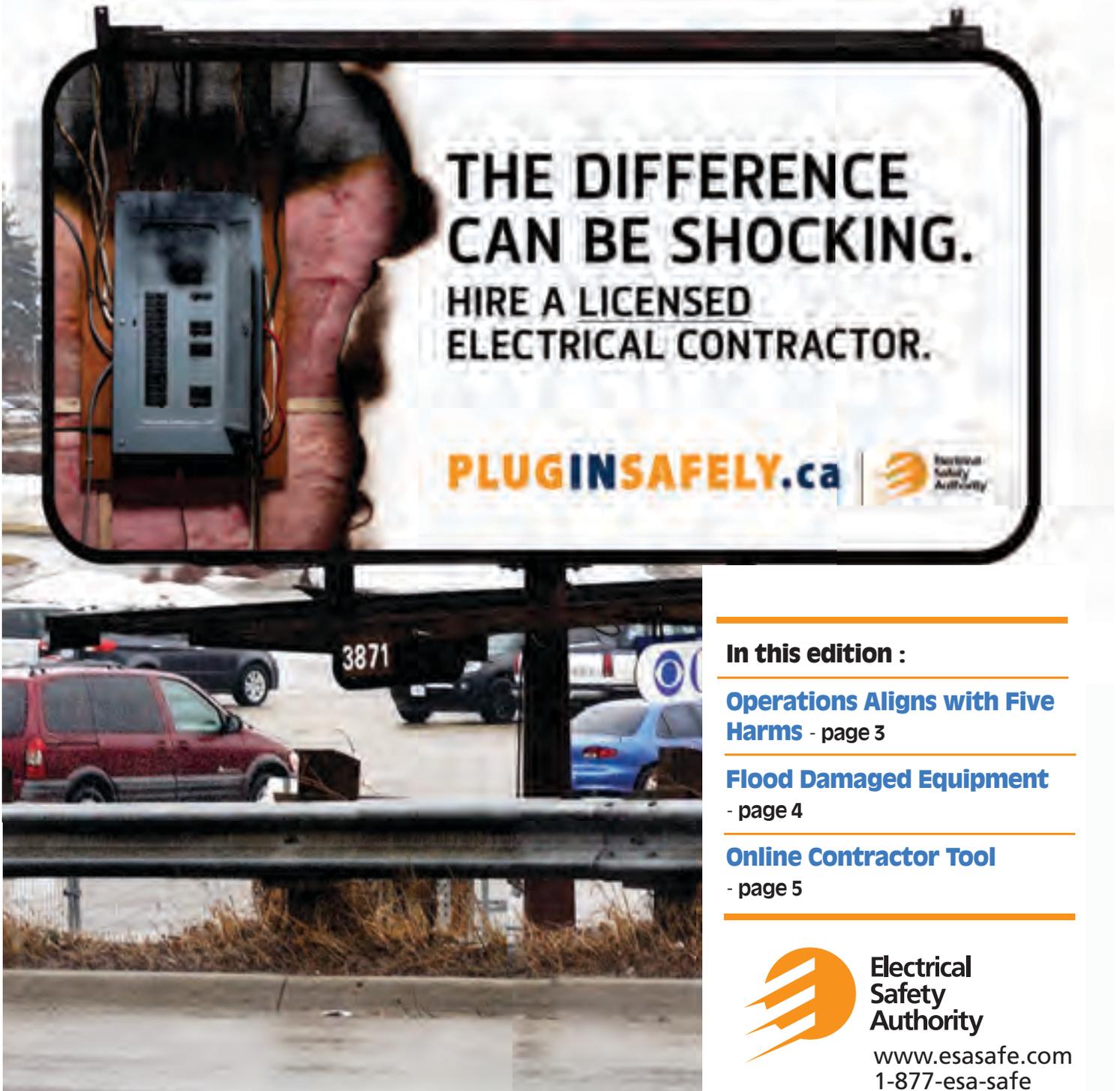


PLUGGED-IN

CURRENT NEWS FROM THE ELECTRICAL SAFETY AUTHORITY **SPRING 2011**

ESA launches consumer awareness campaign



**THE DIFFERENCE
CAN BE SHOCKING.
HIRE A LICENSED
ELECTRICAL CONTRACTOR.**

PLUGINSAFELY.ca | 

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 **Electrical
Safety
Authority**
www.esasafe.com
1-877-esa-safe

2011 Licensed Electrical Contractor Campaign Launched

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On February 28, 2011 the Electrical Safety Authority (ESA) launched its 2011 Licensed Electrical Contractor public awareness campaign encouraging consumers to "Hire a Licensed Electrical Contractor". Since the introduction of Ontario Regulation 570/05 (in 2007) ESA has continued to promote the use of Licensed Electrical Contractors (LEC's) to Ontario consumers by highlighting the safety benefits of hiring professionals and reinforcing the legal requirements defined by the regulation.

This year's campaign was developed following consultation with ESA's Consumer and Contractor Advisory Councils to support the introduction of a campaign that could have a greater impact on modifying consumer behaviour when conducting electrical work. Messaging and creative concepts were tested with a series of consumer focus groups to identify those that would resonate best with consumers and have the greatest impact on their risk perception and

decision to hire a Licensed Electrical Contractor.

The campaign, which includes radio ads, a public service announcement, and billboards, ran across the province in March. The campaign also included a social media component which used a search engine optimization tool to extend messaging on electrical risks and the safety benefits of hiring a Licensed Electrical Contractor. All materials linked consumers to a dedicated landing page (pluginsafely.ca) where they could easily access information on electrical risks, safety considerations, and access a list of Licensed Electrical Contractors in Ontario.

To view the campaign materials, or hear the radio spots, please visit esasafe.com

We welcome feedback from our stakeholders on this campaign. Please forward your feedback to pluggedin@electricalsafety.on.ca

2011 Campaign Public Service Announcement

Ted is a Licensed Electrical Contractor. He's very smart about electricity.

He's fully insured to protect his customers. That's smart.

He gets permits and can offer a Certificate of Inspection when the job's done. That's smart too.

But you can be even smarter than Ted. How? By hiring someone like him - a Licensed Electrical Contractor.

Show your smarts. Find a Licensed Electrical Contractor at pluginsafely.ca

PLANNING ELECTRICAL WORK? IT'S RISKIER THAN YOU MIGHT THINK.
Pluginsafely.ca IS A GOOD PLACE TO START.

WHO CAN DO ELECTRICAL WORK IN THE HOME?

A HOMEOWNER Homeowners in Ontario can do the work themselves with a license. Safety requirements can be risky. Before you start: <ul style="list-style-type: none">1. Assess the work2. Have safety training electrical work3. Get a permit4. Arrange for an electrical inspection	A LICENSED ELECTRICAL CONTRACTOR A Licensed Electrical Contractor is the only service provider legally authorized to perform electrical work in Ontario's home or business. What to look for when hiring: <ul style="list-style-type: none">1. A valid license to do electrical work
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WHY HIRE A LICENSED ELECTRICAL CONTRACTOR.

- Fully trained to do electrical work
- Carry a minimum \$1 million liability
- Work to Ontario's standards
- Get OHS & Certificate of Inspection

FIND A LICENSED ELECTRICAL CONTRACTOR IN MY AREA



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Operations Aligns with Five Harm Strategy

Over the last three months ESA has evolved our business structure to allow us to achieve our Harm Reduction Strategy. Most significant to this change has been the alignment of our Operation's organization to support ESA in "Getting to Zero". Starting April 1st, 2011 the Operation's organization will be well positioned to meet the corporate strategic goals, including delivering an increased focus on prevention activities.

"Getting to Zero" requires that ESA work to address all electrical harms by increasing our efforts to proactively mitigate and prevent risks, in addition to inspecting and suppressing imminent hazards. To this end our Operation's organization has established four dedicated areas to respond to customer and public safety needs. These areas will focus on:

Harm Suppression Inspections to address wiring installations and increase the overall safety impact of electrical inspections.

Harm Prevention Interventions to improve electrical worker safety, reduce incidents related to aging infrastructure, maintain the Continuous Safety Services program, and develop future prevention initiatives.

Harm Mitigation Activities to reduce unsafe and counterfeit electrical products, increase powerline safety, and enforce

Licensed Electrical Contractor requirements.

Harm Reduction Services to respond to customer needs and provide day-to-day operational support and coordination of harm reduction, inspection activities, and licensing administration.

To enhance operations planning a dedicated function will provide support to the Operation's organization. This function will streamline the activities of program coordinators defining wiring, Authorized Contractor Program, and the Continuous Safety Services program requirements to advance customer service and prevention offerings.

As ESA strives to achieve our harm reduction strategy we will continue to identify and evolve our business structure. ESA's commitment to "Getting to Zero" requires that we respond to changes to incident data and findings from our investigations and root cause analysis. Our ability to respond to opportunities to reduce harms is critical to meeting our longer-term vision.

As we continue in the upcoming year the:

Harm Prevention Group will work closely with our Regulatory Division to identify and scope future prevention initiatives as this is embedded in our long-term strategy.

Harm Mitigation Group will focus on implementing programs designed to reduce and eliminate harms as they are identified.

Harm Suppression Activities will focus on increasing the overall safety impact of Code-base inspections.

Harm Reduction Service Group will work to upgrade the On-Line Application system to improve the customer service experience.

The organization, Operations and all other business units, are aligned to achieve the harm reduction strategy. As we progress, employees and external stakeholders will continue to be engaged in the definition of new opportunities and approaches to reducing electrical harms.



Electrical Equipment & Wiring - Damaged by Flooding

Electrical equipment and wiring that has been exposed to water as a result of flooding may be dangerous. A proper evaluation, and reconditioning or replacement by qualified persons is required before systems are re-energized.

Flood water is often contaminated with soil, debris, chemicals, sewage, oil, or other substances. As a result flood water can reduce the performance of electrical wiring, equipment and/or the integrity of electrical insulation. These factors can lead to electrical fire and/or shock hazards.

A working knowledge of electrical system equipment and wiring is required to properly assess damage due to contact with contaminated water and to define required corrective action. Simply allowing equipment and wiring to “dry out” and then re-energize it is not a recommended practice. In many cases replacement of the affected wiring and equipment is the only safe alternative, even if no visible damage is apparent. Attempts to recondition equipment by unqualified persons may result in additional electrical hazards due to the use of improper cleaning agents and techniques.

The following tips are recommended for Licensed Electrical Contractors when dealing with electrical equipment and wiring damaged by flooding:

- Contact the ESA and advise that corrective work is proceeding following a flood.
- Refer to www.nema.org/papers/waterdam.html “Evaluating Water-Damaged Electrical Equipment” for information on how to evaluate electrical equipment that has been exposed to floodwater.
- Check the entire installation before arranging the reconnection of the supply service to ensure that no portions of the water damaged electrical equipment and wiring need to be isolated until corrective work is performed.

- Replace all breakers, fuses, disconnect switches, smoke and co2 detectors, GFCI's, AFCI's, and surge protective devices that have been submerged in floodwater (There is no method of insuring these life safety devices will operate as intended after they have been exposed to water).
- Have the original manufacturer or an approved representative replace or repair all electrical equipment, panelboards, switchgear, motor control centers, boilers and boiler controls, electric motors, transformers, receptacles, switches, light fixtures, electric heaters and appliances such as water heaters, ovens, ranges, and dishwashers that have been submerged.
- Review electrical wiring to determine if it requires replacement depending on the type of wire or cable, and the extent of the damage.



Solar Photo-voltaic (PV) systems require special care

- Check PV modules that have been submerged by flood waters, and safely isolate water-damaged components.
- Do not re-connect or commence work in the area of the PV modules and associated electrical wiring until you can ensure the system is electrically safe.
- Disconnect the DC supply to the inverter. This switch is located at or near the inverter. Remember, PV systems generate electricity during the day and the PV modules and associated wiring will be energized.

For more tips visit: esasafer.com

New Contractor Search Tool

Following feedback from contractor stakeholders the ESA has improved our Contractor locator tool to help consumers find Licensed Electrical Contractors, and Authorized Contractor Program participants on one powerful, flexible and user-friendly search tool. This new Contractor locator tool can still be accessed by the public at pluginsafely.ca or esasafe.com, and by Contractors at esaecra.info

The new tool allows consumers to search by type of contractor, location, municipality, and specific contractor criteria (such as business name, licence number, phone number, etc). Other new features include:



- a map that pinpoints the contractors' location, and
- "Help" buttons that explain what it means to be licensed, and what it means if a contractor is a member of the Authorized Contractor Program.

To view the online tool please visit, esasafe.com

Working Together to Achieve Customer Service Excellence

The Customer Service Centre (CSC) continues to identify opportunities to enhance service quality to better respond to the average 1,800 calls and 1,700 applications for inspection received daily.

You can reduce your service turnaround time. When calling in:

Ensure you are ready when you call.

1. Have your pertinent information ready:
 - ▶ ESA account number
 - ▶ Notification number(s)
2. Decrease unnecessary re-dos and follow-up with the Customer Service Centre.

- ▶ Use the most current versions of our Applications forms; download them from esasafe.com.

(These documents work in conjunction with the current Fee Schedule and assist us in processing your work accurately.)

Ensure applications are complete and include:

- ✓ An ESA account number
- ✓ An ACP number, if applicable (this ensures your ACP - eligible applications are processed in a timely manner)
- ✓ A complete site address including driving directions or main intersection
- ✓ A site contact name and telephone

number

- ✓ The status of the job, i.e. Will Notify, Rough-In, Disconnect, etc.
- ✓ If the hydro needs to be disconnected, please provide the disconnect date
- ✓ A complete description of the wiring work

Avoid duplication and increased processing times. Submit your requests only once – by phone, fax, email, or mail.

Note: An incomplete application will be returned to you for correction and re-submission. This results in processing delays for you.

Business Scorecard

SCORECARD STATISTICS April 1, 2010 – February 28, 2011	
# of Licensed Contractors (Valid Licenses as of February 28, 2011)	7,024
# of Licensed Master Electricians (Valid Licenses as of February 28, 2011)	10,203
# of calls answered at the Customer Service Centre	429,789
# of inspections	457,588
# of defects recorded	239,781
# of Hazard Investigation Requests (Z7)	8,859
# of General Inspection requests (Z8)	10,367
# of ACP contractors	2,760
% of notifications created electronically through the On-Line Application system	27.09%

Enforcement Stats

April 1, 2010 – February 28, 2011

727 Enforcement complaints generated this activity:

Notices of Violation (cost recovery fee)	541
Enforcement inspections	313
Complaints still active, pending further investigation	97
Unlicensed persons currently under investigation, involving sites	47 60 sites
Prosecutions against unlicensed persons	29
Prosecutions currently underway	18

Corrective Action and Public Notification

A significant component in advancing product safety in Ontario includes the specific guidelines associated with the corrective actions that manufacturers must adhere to when faced with a product safety issue. The term corrective action includes public notification and a range of specific steps to ensure:

- No further serious electrical incidents or accidents occur;
- Any defect that affects or is likely to affect the safety of any person or cause damage to property is corrected.
- Public safety is no longer compromised.

ESA has an expectation that the responsible parties take full accountability for corrective action in an appropriate and

timely manner. In the situation where responsible parties do not take effective corrective action, ESA has the authority to order corrective action(s). The corrective actions that are required may include some of the following measures: public notification, recalling products from consumers or providing additional information to consumers about use or maintenance of product, recommending that the product standard be reviewed or changing the product design or components.

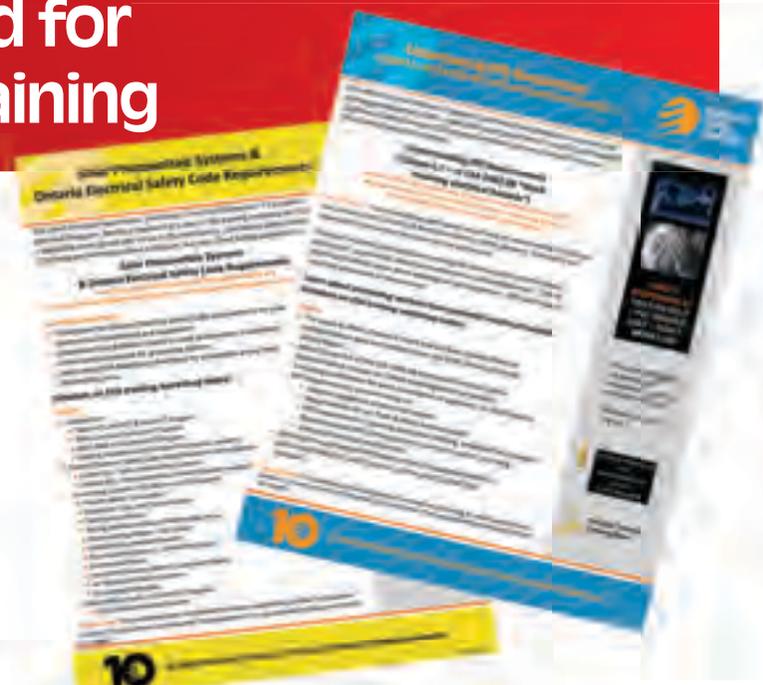
ESA established these corrective actions after a comprehensive stakeholder consultation that included manufacturers, retailers, distributors, consumers and industry associations.

Note: When reference is made to corrective action, it refers to both public notification and other forms of corrective action. The products of concern may be those in the product supply chain or those that have already been purchased. The choice of corrective action that will be followed will depend on the seriousness of the risk to the public or workers and/or to property.



The most recent product safety alerts and recall notices are also posted on the front page of the ESA website. For a complete list of the affected products visit www.esasafe.com

ESA sets the standard for Workplace Safety Training



As part of our prevention efforts, ESA is responding to findings that 66% of documented occupational electrocutions (1999 to 2008) are linked to incorrect or improper procedures. This is an alarming statistic. One where education and information can play a critical role in fostering safe work practices and preventing electrical injuries. ESA offers training workshops specifically designed to offer guidance and clarification regarding electrical safety principles and safe work practices in addition to traditional technical training based on the Ontario Electrical Safety Code.

ESA continues to develop new workshops to impact electrical worker safety in response to new developments on safe work practices, and changing needs linked to new technologies. Our recent training efforts have focused on:

Solar Photovoltaic Installations to support Ontario's Green initiative and the introduction of the Feed-in Tariff and microFIT program. Contractors and system installers learn Ontario Electrical Safety Code requirements associated with the safe installation of photovoltaic equipment.

Scheduling of 24 additional full-day training workshops on the popular Z462 Workplace Electrical Safety Standard. This workshop educates workers, supervisors, plant owners, health and safety professionals, etc. about this important safety standard. For more information on scheduled training workshops for March to July visit esasafe.com or wsps.ca/esa.

The ESA and WSPS joint-training effort has supported the delivery of over 21 full-day training workshops on the Z462 Workplace Electrical Safety Standard to more than 325 individuals over the past year. This important joint effort delivers education and information to help participants learn

how they can create electrically safe workplaces by:

- implementing flash and shock hazard work practices,
- selecting appropriate personal protective equipment, and
- meeting maintenance and installation requirements to reduce potential electrical risks.

ESA's training workshops provide relevant and practical information, and are delivered by knowledgeable, qualified and experienced ESA Inspectors. Some of our most popular training workshops include:

- Electrical Safety Awareness I
- Solar Photovoltaic Installations and OESC Requirements
- Powerline Safety
- Electrical Safety for Maintenance Staff
- Control of Hazardous Energy (Lock-Out & Tag-Out)

For a complete listing of ESA's training workshops, course descriptions, or for information on how to schedule an on-site workshop at your facility visit the "Electrical Safety Training" section of esasafe.com.

Upcoming Events



Customer Service Centre Statutory Holiday Observances:

April 22, 2011 – Good Friday
April 25, 2011 – Easter Monday
May 23, 2011 – Victoria Day
July 1, 2011 – Canada Day
August 1, 2011 – Civic Holiday
September 5, 2011 – Labour Day

Upcoming Events:

September 22, 2011-AGM, Living Arts Centre, Mississauga.
Coming Soon- Ontario Electrical Safety Awards, call for nominations

We'd like your input. Please send your comments or story ideas to: plugged.in@electricalsafety.on.ca

www.esasafe.com

1-877-esa-safe

