

Approval Date: November 16, 2015

Parent Policy: [Environment, Health and Safety Policy](#)

Assignment of Accountability: 10.0 Program Promotion

Office of Administrative Responsibility:	Environment, Health and Safety
Approver:	Associate Vice- President (Risk Management Services)
Scope:	Compliance with this university policy/procedure extends to all Academic Staff and Colleagues and Support Staff as outlined and defined in Recruitment Policy (Appendix A and Appendix B), including Third party contractors, Visiting speakers, Volunteers, Professors Emeriti, Undergraduate Students, Graduate Students, Post-Doctoral Fellows, Visitors to Campus.

Overview

Promotional campaigns are used to encourage behaviors that contribute to safe living, learning and working conditions. Campaign materials should focus on **hazard** awareness, lessons learned from previous **incidents**, and strategies for **hazard control**.

Purpose

The purpose of this procedure is to outline **senior administrators'** responsibilities when promoting environment, health and safety activities in their respective **unit(s)**.

ACCOUNTABILITIES

Senior administrators are responsible for overseeing and endorsing promotional initiatives in the following ways:

- Define promotional objectives based on environment, health and safety program plans and evaluations
- Allocate resources for the development of promotional materials and events
- Launch and participate in promotional activities
- Distribute promotional materials from:
 - EHS committees,
 - University Environment, Health and Safety Senior Administrators Committee and
 - Department of Environment, Health and Safety
- Encourage worker participation in promotional activities
- Evaluate success of promotional campaign(s)

For detailed information, consult the standards under "Related Links."

DEFINITIONS

Any definitions listed in the following table apply to this document only with no implied or intended institution-wide use. [▲Top](#)

Hazard	Is a situation, behavior, condition or thing that may be dangerous to the environment and to the safety or health of the University community.
Incident	An occurrence, arising in the course of work, that could or did result in an injury, illness, property damage or release to the environment (includes near misses).
Hazard Control	Measures designed to eliminate or reduce the risk of hazards and to eliminate or control loss
Senior Administrator	The Provost, Vice-Provost, President, Vice-President, Associate Vice President, Dean, Chair, Executive Director, and Director
Unit	Entities that are part of the legal entity "The Governors of the University of Alberta." This would include faculties, departments, schools, operational units such as parking services and housing and food services, academic centres and institutes, and some affiliated centres and institutes.

FORMS**RELATED LINKS**