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Parent Policy: Health, Safety and Environment Policy

Assignment of Accountability 10.0: Program Promotion

Program Promotion Procedure

Office of Administrative Responsibility:	Health, Safety and Environment
Approver:	Director, Health, Safety and Environment
Scope:	Compliance with this University policy extends to all academic, support and excluded staff, postdoctoral fellows, and academic colleagues as outlined and defined in the Recruitment Policy (Appendix A and Appendix B : Definitions and Categories); undergraduate, graduate and Faculty of Extension students; emeriti; members of the Board of Governors; visitors to campus, including visiting speakers and scholars; third party contractors; and volunteers.

Overview

The University of Alberta is responsible for promoting and encouraging behaviors that contribute to a healthy, safe, and environmentally responsible work and learning environment. To achieve this goal and to meet legislative requirements, the university mandates and supports health, safety, and environment (HSE) program promotional activities that focus on **hazard** awareness, strategies for **hazard control**, and lessons learned from previous **incidents**.

Purpose

The purpose of this procedure is to provide **senior administrators** with guidance in promoting health, safety, and environment program resources, activities, and initiatives in their respective **unit(s)** and to outline the roles of other HSE providers and stakeholders as it relates to HSE program promotion.

Procedure

Senior administrators

Senior administrators are responsible for endorsing and overseeing promotion of HSE programs and initiatives as follows:

- Define unit promotional objectives that align with and advance unit HSE goals overall and document them in the annual plan
- Allocate resources for promotional activities (e.g., costs to print materials, time and personnel for events, etc.)
- Distribute and promote materials, programs, and events as requested by the following HSE stakeholders:
 - Department of Health, Safety and Environment (HSE)
 - Health, Safety, and Environment Senior Administrators Committee (HSESAC)
 - Faculty/portfolio health, safety, and environment committees
 - Government HSE providers (e.g., Alberta OHS, etc.)
- Champion and encourage supervisor and worker participation in HSE programs and initiatives
- Champion and encourage safety moments as part of unit, department, faculty and portfolio meetings
- Establish metrics and periodically evaluate success of promotional efforts, adjusting strategy as necessary

Department of Health, Safety and Environment

- Build and continuously improve U of A health, safety, and environment management system (HSEMS) (including policy, procedures, program materials, eLearning and in-person training content, etc.)
- Share HSEMS resources with HSESAC members and HSE committee liaisons for distribution to faculty/portfolio HSE committee members
- Host and attend events at the university to promote HSE services and resources to members of the university community
- Provide advice and consultative services to assist with unit promotional efforts

Health, Safety, and Environment Senior Administrators Committee (HSESAC)

- Share HSEMS resources and information about HSE events and initiatives with faculty/portfolio committees

- Provide feedback to HSE regarding opportunities for resource improvements or new resources where gaps exist
- Participate in and encourage committee participation in HSE events and initiatives

Faculty/portfolio health, safety, and environment committees

- Review HSEMS resources and information shared by HSESAC and HSE and distribute to members of faculty or portfolio
- As needed and appropriate, host unit-level events to build safety awareness and encourage alignment with safety requirements and best practices at the U of A

Promotional Methods

The university will promote the HSEMS, expectations and resources (including those found on the HSE website) through a variety of methods including but not limited to:

- Written and electronic messages (e.g., email distribution, newsletters, websites/pages, intranet, videos, social media, etc.)
- Posters, banners, hard copy handouts, etc.
- Campaigns, communication plans, events, celebrations, recognition programs, symposia, presentations, online information sessions
- HSE committees, In-person meetings, networking; stand downs, toolbox talks and other engagement opportunities

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.
Hazard control	A measure designed to eliminate or reduce the risk of hazards and to eliminate or control loss
Incident	An undesired, unplanned, or unexpected event that could or did result in an injury, illness, or damage to property or the environment.

Senior administrator	President, Provost, Vice-President, Vice-Provost, Deputy Provost, Associate Vice-President, Dean, General Manager, Chief of Staff, Chair, 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.

Related Links

[HSE Policy Appendix B: Health, Safety, and Environment Responsibilities](#)

If any of the links are broken, please contact uappol@ualberta.ca

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