

**April 11<sup>th</sup>, 2024, Town Hall**

## **Cracking the Code on Successful Public Awareness Campaigns: What Works and Why**

[2:43 PM] Doug Beck (External)

How do you register or trademark them the slogans and tag lines?

[2:45 PM] Albert Taylor (Unverified)

Jacksonville, Florida represented...thank you all for raising awareness and continuing to facilitate the conversations of safety!

[2:45 PM] Fiona Bowen (External)

what is the website addy for the Trench Safety page

[2:47 PM] Mike Sovereign

ThinkInsideTheBox.info

[2:47 PM] Fiona Bowen (External)

thx

[2:50 PM] Levi Mills

I used to wake up very early to watch State of Origin games

[2:50 PM] Doug Beck (External)

Aussies and Europeans are better at the shock and awe messages than the US

[2:51 PM] Kemp Garcia - Linescape of WA (Unverified)

We have Major League Rugby in the US now. It is getting bigger every year

[2:52 PM] Debbie Clyne (Unverified)

**Doug Beck (Guest)**How do you register or trademark them the slogans and tag lines?

OR do you want to share your brilliance to further the education and awareness of the logo you choose by allowing others to use it? I.e., spread the good word... In Canada, Ontario created the DigSafe" logo so, when BC wanted to use DigSafeBC! wording, Ontario CGA decided to allowed others to use "DigSafe" because we're all in the same business.

[2:53 PM] Steendahl, Denise (Unverified)

Similarly, how Volvo shared the patent for seatbelts!

[2:55 PM] Doug Beck (External)

I have shared several stories and taglines over the years. "The Legend Of Bad Bigger Bob, D.I.Y Dave, Carnation Karen, are some of them

[2:55 PM] Glen Cook (Unverified)

lookupandlive.com

[2:55 PM] Jerome - MCSnet (Unverified)

Has anyone experienced or seen a utility owner (Canadian Telecom for this context) introducing a new locate policy where the cost and liability of the locates will be passed on to the excavator ?

[2:55 PM] Marino, Tony@EnergySafety (External)

**Debbie Clyne (Unverified)** OR do you want to share your brilliance to further the education and awareness of the logo you choose by allowing others to use it? I.e., spread the good word... In Canada, Ontario created the DigSafe" logo so, when BC wanted to use DigSafeBC! wording, Ontario CGA decided to allowed others to use "...

In the US, Dig Safe Systems, Inc sent us a cease and desist letter for using Dig Safe Board as a government entity b/c of their trademark

[2:56 PM] Mike Sullivan (External)

We ran into a helluva trademark issue with ClickBeforeYouDig but thankfully sorted that out.

We've also used the "Don't Dig Blind" campaign with ATCO a few years back. Similar looking advertising!  
like 4

[2:59 PM] Fiona Bowen (External)

Georgia 811 trademarked the International Utility Locate Rodeo when we created it. We had people sign a document when they opened up a regional version of it and had approval of their logo and if they incorporated our logo in their logo design.

[2:59 PM] Doug Beck (External)

**"If you contact 811 you may not have to call 911"**

**"Unsafe digging ain't worth dyin' for"**

**"Before you get down and dirty..Contact 811"**

"Get Fired up and Damage Prevention before the Excavator does"

[2:59 PM] Doug Beck (External)

"Get Fired up about Damage Prevention before the Excavator does"

[3:02 PM] Steendahl, Denise (Unverified)



[3:02 PM] Steendahl, Denise (Unverified)

Can you show a picture of the sticker?

[3:03 PM] Mell Greenall (External)

<https://www.youtube.com/watch?v=ASSLLpplDtw>

[3:05 PM] Mike Sullivan (External)

Utility Safety Partners submitted a Best Practice to the CCGA to incorporate the ClickBeforeYouDig QR code on buried utility markers and has equally submitted the suggestion to the Canadian Standards Association. The QR code brings scanners directly to ClickBeforeYouDig.com

[3:10 PM] Brent Saltzman (Unverified)

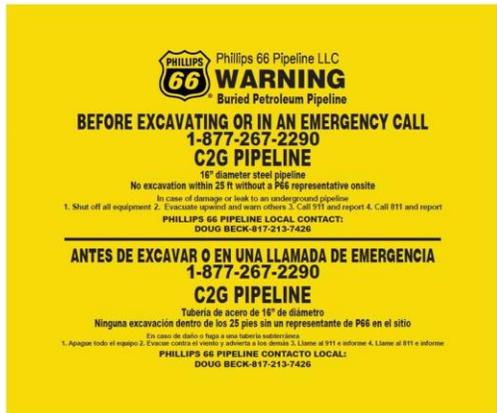
Our ad agency came up with some catchy phrases for our digital ads and billboards such as: "Can you dig it?", "Get the Scoop", Safety from the ground up, and "You know the Drill" all followed by Call 811 before you dig.

[3:11 PM] Mitchell Argall (External)

I have always said "call 811 for the 411 instead of dialing 911"

[3:12 PM] Doug Beck (External)

Agree Mell, One Cal ticketing in US is mostly in English but the multitudes of excavators are English as a Second Language.



[3:12 PM] Matthew Wood (Unverified)

This is a great session!

[3:13 PM] White, Maria A. (External)

We had a firehouse campaign and one of the firehouses put "Call 811 Before you Dig your own Grave!" I couldn't find the picture, but it was cool.

[3:15 PM] Debbie Clyne (Unverified)

There are three!!! federal regulators on this call from Canada. We're from the Canada Energy Regulator and we regulate federally regulated pipelines that cross borders. We do April Safe Dig Month campaigns every year, so we're already well on board. We do external articles as well as posts in LinkedIn / Facebook / Twitter X posts. We even do internal posts so the federal regulators are all educated about using ClickBeforeYouDig.com before digging in their yards.

[3:15 PM] Mike Sullivan (External)

I can probably "dig" some of those campaigns up and send to ESA for circulation

[3:16 PM] Doug Beck (External)

YES GLEN

[3:16 PM] Mell Greenall (External)

<https://www.youtube.com/watch?v=FKuINc99jcQ>

Dial Before You Dig Vic/Tas &...

2.9K views · 5 years ago

[3:17 PM] Glen Cook (Unverified)

<https://youtu.be/iKg1STS-qkc>

[3:17 PM] Glen Cook (Unverified)

NZ campaign

[3:17 PM] Matthew Wood (Unverified)

This message is still one of my all-time favs, sorry for the faded mousepad.



[3:18 PM] Mike Sullivan (External)  
I remember that one, Matt!

[3:19 PM] Steendahl, Denise (Unverified)  
I know on the west coast of the US, we're under a significant amount of scrutiny about natural gas due to climate crisis acts mandated by the government. We have a really hard time promoting anything about natural gas, even safety messages.

[3:19 PM] Debbie Clyne (Unverified)  
I'm using that mousepad right now.. in Canada...

[3:22 PM] Stochla, Janet M (Unverified)  
Vehicle graphics are always a good idea. Rolling billboards across your service territory.

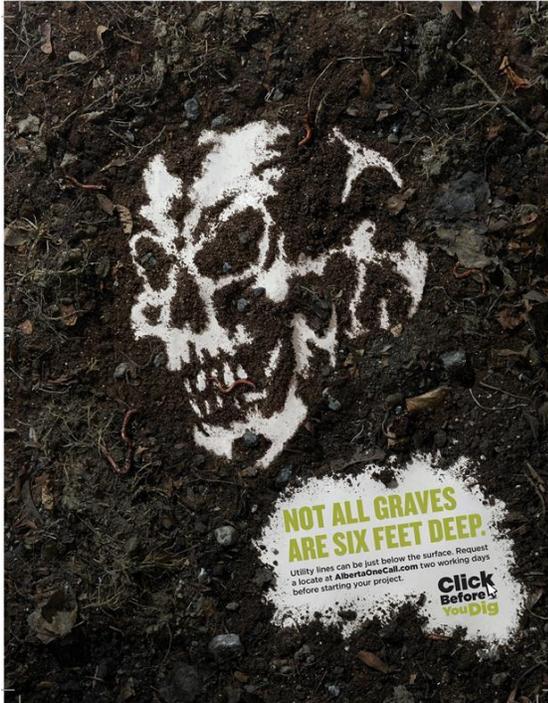
[3:22 PM] Hummel, Michael (External)  
Baseball Hats always worked very well on construction sites.

[3:24 PM] Doug Beck (External)  
Does anybody see that funding for these issues have dropped due to data showing damages are down?

[3:25 PM] Levi Mills  
Perry's webinar: <https://excavationsafetyalliance.com/mapping-utilities-with-lmx-gpr-an-excavation-safety-magazine-webinar-0>

[3:28 PM] Albert Taylor (Unverified)  
Commitment to safety can be as simple as \$20 to employees that offer safety instances , close calls, or recognitions of good practices just to keep it on the forefront and frequent in an organization

[3:29 PM] Mike Sullivan (External)



The artist who created this threw dirt, rocks, leaves and worms on the ground and 'carved away' the skull.

[3:29 PM] Glen Cook (Unverified)  
<https://youtu.be/A8mCPn313nw>

[3:29 PM] Mary Haines (Unverified)  
Thank you all from Syracuse, New York!

[3:30 PM] Glen Cook (Unverified)  
they didnt see the wire

[3:30 PM] Levi Mills  
[Levi Mills: You are invited to complete April 11th, 2024 Town Hall.](#)  
sent on Thursday, April 11, 2024 3:30 PM

[3:30 PM] Matthew Wood (Unverified)  
**Mike Sullivan (External)**  The artist who created this threw dirt, rocks, leaves and worms on the ground and 'carved away' the skull.  
Perfect a new computer background!

[3:30 PM] Steendahl, Denise (Unverified)  
**Glen Cook (Unverified)** <https://youtu.be/A8mCPn313nw>  
This is FANTASTIC! I'll be sharing this at every safety meeting!

[3:30 PM] Debbie Clyne (Unverified)  
Great workshop/Town Hall, Scott & speakers! Much appreciated.

[3:31 PM] Levi Mills  
<https://excavationsafetyalliance.com/law-home>

[3:31 PM] Grant Black (External)  
I love being a part of these things! great learning!!

[3:31 PM] Docherty, Kevin E (External)  
Thank you!  
3:31 PM Meeting ended: 1h 22m 17s

[3:31 PM] Hummel, Michael (External)  
thank you. be safe