

# internef



## ELECTRIC SAFETY



National Energy Foundation

Industry Spotlight:  
Starting Young  
Boosts Electrical  
Safety - page 8

# New Electric Safety Video



[bit.ly/electricsafetyvideo](http://bit.ly/electricsafetyvideo)



NEF is excited to announce a new electric safety video. The animation tells the story of a squirrel's deliberation about retrieving an acorn from the danger zone of downed power lines.



NEF's science guru brings the smarts to program materials and presentations.

Kelly, Program Curriculum







Electric safety programs at the National Energy Foundation (NEF) cover safety outside and inside the home. Electrical safety is an important priority for everyone as the use of electricity in the average home continues to increase over time. Each year, there are thousands of fires and hundreds of deaths involving electrical systems and electronic devices.



# ELECTRIC SAFETY EDUCATION

Stop, turn around and go the other way!



Volter spends his time striking poses on NEF's take-home materials and custom websites. He supports Energy Safe Kids as they teach family and friends how to be safe around electricity.



In the thick of it all, NEF's zen puzzle master puts the pieces in place.

Suzie, Fulfillment

NEF's idea muse throws down newfangled outreach solutions for utility partners.



Ian, Business Development

# AN EDUCATOR'S EXPERIENCE WITH ELECTRIC SAFETY

**97%**

of teachers are ready to participate in the program again.

Teachers realize there is a gap that needs to be filled and their participation in Energy Safe Kids shows that schools are recognizing the importance of safety education. At the end of the day teachers care deeply about the safety of their students and want to do what it takes to keep students and families safe.



## Safety Discussions

"Parents do not always think to have safety discussions with their children and this (ESK program) opened the door for a lot of questions about electricity and safety."  
- Educator from Michigan

## In School Presentations

Energy educators present 45 minutes of safety knowledge and activities, leaving behind student and teacher materials.



## Teacher Directed Delivery

Material packets are distributed to teachers, allowing integration into lesson plans and unit topics.

## Science Standards

"It is necessary, meets so many science standards, and the speakers connected how if kids are interested in this career and not college, they can still do certain relative jobs and what those would entail!"  
- Educator from Indiana





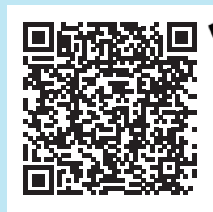
"We discussed the posters and shared stories. The students went home and looked for ways to make their home safer, and shared their new knowledge with their siblings and parents."  
 - Educator from Michigan

**Printed Materials**  
 Brightly colored posters and booklets

**93%** of teachers plan to use the printed materials and digital resources in their classrooms.



**Digital Curriculum**  
 Videos, games and printable activities  
[energysafekids.org/electric](http://energysafekids.org/electric)



"All Fired Up"  
[bit.ly/AllFiredUpActivity](http://bit.ly/AllFiredUpActivity)



"Why Is It Shocking?"  
[bit.ly/WhyIsItShocking](http://bit.ly/WhyIsItShocking)



**Classroom Activities**

Teachers participating in Energy Safe Kids programs have access to 21 electricity activities. "All Fired Up" is an exploration of the history of electricity in homes and the development of electrical safety codes. "Why Is It Shocking?" dives into the science of measuring circuit strength and the factors that create a shocking situation.





# MICHIGAN MAKES



In collaboration with a utility partner, NEF developed curriculum and designed a customized website and materials.

NEF takes care of teacher & school recruitment, presentation scheduling, materials distribution and data collection & reporting.

**NEF JOINED FORCES**  
with a Michigan utility to bring electrical safety education to communities.



## WILLIAM DIAMOND

**Fire Marshall, Hamtramck, MI**

"I had the pleasure of attending two of the presentations. Both presentations were remarkable and perfect for the age groups (3rd and 4th grade). The presenters did an excellent job keeping the kids involved, having fun and getting them to learn about electrical and fire safety. I highly recommend this program."





# WAY FOR ENERGY SAFE KIDS

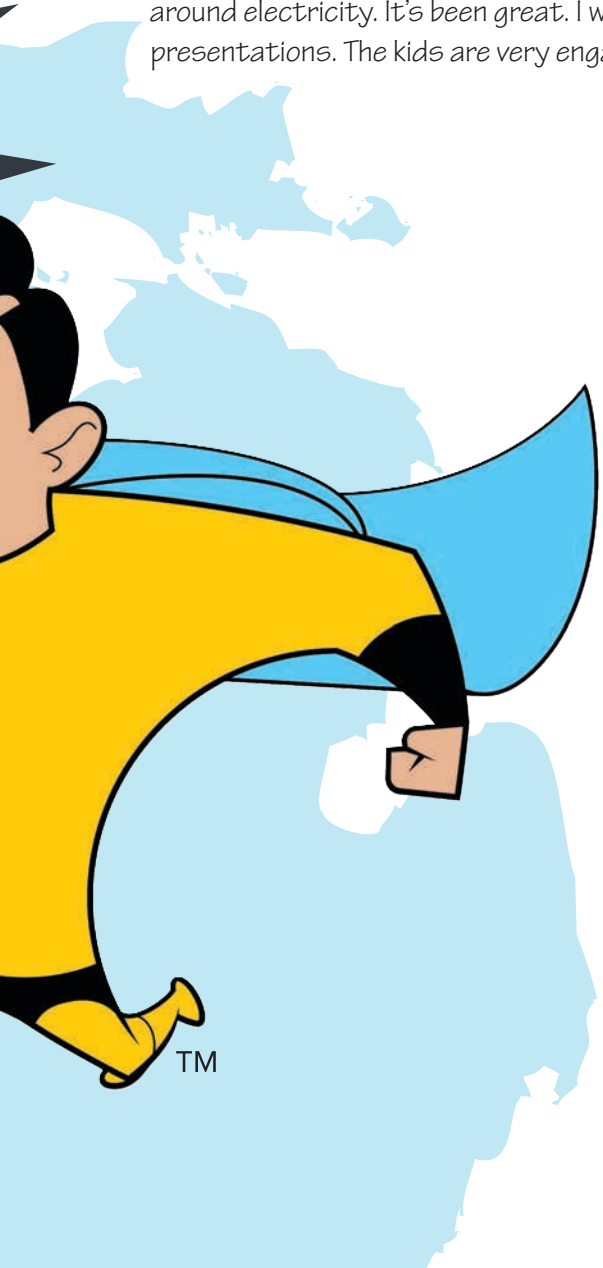
## PHYLLIS SOLLARS

Utility Program Manager

"Our main priority is safety. We wanted to create a presentation to go out into schools. To teach the safety of down wires, of how to be safe around electricity. It's been great. I was able to witness one of the presentations. The kids are very engaged. The teachers are very happy."



Spring 2019



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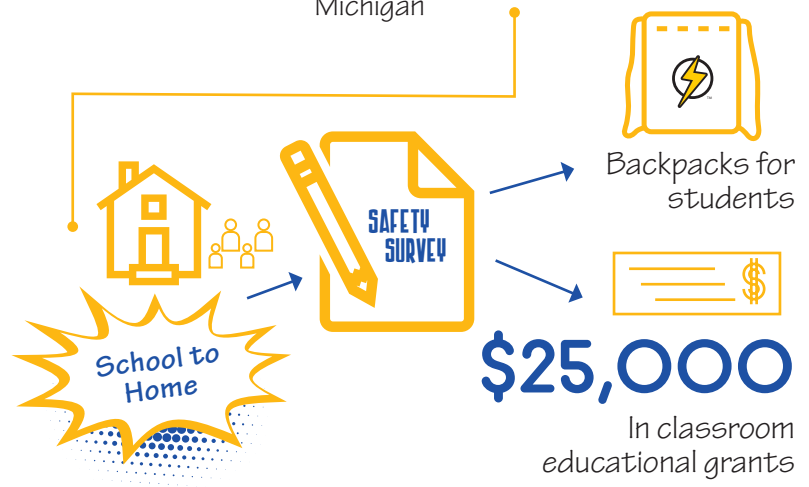


1,540



42,000

Students in Michigan



TM



4516 South 700 East, Suite 100  
Salt Lake City, UT 84107  
800-616-8326 – [nef1.org](http://nef1.org)

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Managing Editor . . . . . Emily White  
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## Starting Young Boosts Electrical Safety

*Ursula Schryver, VP, Education and Customer Programs, American Public Power Association  
Member of NEF Board of Directors*

“Safety First” has always been a key motto for public power utilities. Safety begins at home as these utilities invest heavily in training workers and maintaining equipment to high standards. The focus on safety extends to the community and many public power utilities have developed innovative programs to encourage children and adults alike to stay safe around electricity. School programs have long been a staple for safety education.

“We particularly feel passionate about educating children about electrical safety at a young age. This helps create a safer community,” says Davene Ivey, energy services coordinator at Bay City Electric Light and Power in Michigan (BCELP).

In 2016, BCELP incorporated electrical safety into its school education programs and at community events, BCELP’s line division sets up an arc demonstrator that features an exploding hotdog to discuss how to avoid contact with energized lines. Meanwhile, Edmond Electric in Oklahoma has been offering a safety presentation to fourth and fifth graders for ten years. In Florida, Kissimmee Utility Authority has been running an electrical safety calendar contest for 25 years.

Over the past five to seven years, there has been a marked increase in electrical safety messaging delivered via social media channels. Initiatives like National Electrical Safety Month, which is in May, help spread the word.

Utilities across the country have embraced the idea that electrical safety education has to start at a young age. Electricity is constantly flowing around us, powering almost all aspects of our lives, but we must not let its ubiquity lull users—especially children—into discounting its potential danger. Public power has found success in working with schools to deliver key messages in entertaining ways.

