



# Look Out Look Up!

Campaign toolkit

# Introduction

Thank you for supporting the Look Out Look Up! campaign, helping farm and construction workers as well as members of the public to better-understand safety advice to prevent overhead power line incidents.

This toolkit contains a range of information and resources to help you raise awareness of Look Out Look Up! through your channels. It includes:

- 1. Information about the campaign**
- 2. Key messages for Look Out Look Up!**
- 3. Template copy**
- 4. A campaign film**
- 5. A quote from Energy Networks Association**
- 6. A case study and quote from a farmer involved in an incident**
- 7. Social media assets**
- 8. A template press release**
- 9. Consumer awareness of overhead power lines survey results**
- 10. An email for partner networks**
- 11. Additional data and information**

The assets referenced in this toolkit can be downloaded from the ENA website at <http://www.energynetworks.org/electricity/she/safety/safety-advice/overhead-power-lines-safety-campaign.html>

If you have any questions about Look Out Look Up! or these resources, please contact:

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# 1. About the campaign

The UK's electricity network operators have joined forces to create a campaign which calls on the agricultural and construction industries to follow safety advice, in a bid to reduce the number of overhead power lines incidents that take place each year.

The campaign, titled Look Out Look Up!, seeks to:

- Raise awareness of the risks of overhead power lines
- Increase understanding of how to deal with them safely
- Motivate people who may come into contact with power lines to adopt safe behaviours

The main target audiences are those who are at most risk from overhead power lines; namely construction and agriculture workers. A secondary audience is anyone who may come into contact with overhead power lines, such as anglers and balloonists.

The Look Out Look Up! campaign will launch on 17 January and national and trade media will be alerted. Through the campaign, Energy Networks Association are sharing tips and information to raise awareness of the risks of overhead power lines.

We want to work with trusted organisations to help share this information as widely as possible.

## 2. Key messages

- You could die or receive life changing injuries if you come into contact with an overhead power line.
- At high voltage electricity can jump gaps, so even getting too close to overhead power lines can be dangerous.
- If machinery or equipment you are operating touches an overhead power line, it's important to know what to do. If you don't, the electricity could pass through you to reach the earth.
- You can reduce the risk of death or serious injury by following simple safety advice, including:
  - Assess the risks – look out and look up for overhead power lines before every job starts, the yellow and black 'Danger of Death' warning sign fixed to poles is a good indication. Find out the maximum height and reach of your equipment and how this compares to the maximum working distance from overhead power lines which can vary depending on the voltage. If you're not sure contact your local electricity network operator who will provide free safe working advice.
  - Implement control measures – don't work near an overhead power line if you don't have to. Speak to your electricity network operator for advice. Select suitable machinery and equipment and implement a safe system of work in consultation with the electricity network operator which may include erecting suitable barriers to keep machinery at a safe working distance.
  - Know what's safe, and what isn't and share the knowledge with employees, contractors and others who may be affected, for example, delivery drivers. Certain work should be avoided within 10 metres of overhead power lines, such as stacking bales and potato boxes, operating telehandlers and moving irrigation pipes.
  - Know what to do in a power emergency – it is crucial everyone understands that when overhead power lines are damaged fall low or are broken, they should stay well away, keep others away if safe to do so, and contact their local electricity network operator by telephoning 105.
  - If contact is made with a power line with a vehicle or machine, stay in the cab and try to drive clear. If that is not possible, stay in the cab, call 105 and wait for help to arrive. Only in an emergency, such as the machine catching fire, should you jump clear of the machine, taking care not to hold the machine and touch the ground at the same time and take leaping strides so that one foot is off the floor at all times until you are at least 10 metres away.
  - Remember, if there is any power emergency, call 105, encourage people to save it in their phone. This is the national freephone number for power cuts and power emergencies across the UK and it will connect you to the local network operator.

## 3. Template copy

Here is some template copy about Look Out Look Up! that you may wish to use on your website or in other communications, such as newsletters or magazines.

We have provided two versions suitable for different word counts.

## **Long copy**

### Look Out Look Up! to reduce overhead power line incidents

On average, one farm worker dies each year as a result of contact with an overhead power line. In the last five years, there were 1,140 near-miss incidents involving machinery and overhead power lines where serious injury or death was a possibility.

In response to the scale of such incidents, the UK's energy network operators have joined forces to launch Look Out Look Up! – a campaign which encourages people to plan ahead to avoid contact with overhead power lines and to know what to do if contact is made.

Advice for the agricultural and other sectors, such as construction and road haulage, whose work may take place near overhead power lines includes:

- Assess the risks – look out and look up for overhead power lines before every job starts, the yellow and black 'Danger of Death' warning sign fixed to poles is a good indication. Find out the maximum height and reach of your equipment and how this compares to the maximum working distance from overhead power lines which can vary depending on the voltage. If you're not sure contact your local electricity network operator who will provide free safe working advice.
- Implement control measures – don't work near an overhead power line if you don't have to. Speak to your electricity network operator for advice. Select suitable machinery and equipment and implement a safe system of work which will ensure any working activity is undertaken at a safe distance.
- Know what's safe, and what isn't and share the knowledge with employees, contractors and others who may be affected, for example, delivery drivers. Certain work should be avoided within 10 metres of overhead power lines, such as stacking bales and potato boxes, operating telehandlers and moving irrigation pipes.
- Know what to do in a power emergency - it is crucial everyone understands that when overhead power lines are damaged, fall low or are broken, they should stay well away, keep others away if safe to do so, and contact their local electricity network operator by telephoning 105.
- If contact is made with a power line with a vehicle or machine, stay in the cab and try to drive clear. If that is not possible, stay in the cab, call 105 and wait for help to arrive. Only in an emergency, such as the machine catching fire, should you jump clear of the machine, taking care not to hold the machine and touch the ground at the same time and take leaping strides so that one foot is off the floor at all times until you are at least 10 metres away.
- Remember, if there is any power emergency, call 105, encourage people to save it in their phone. This is the national freephone number for power cuts and power emergencies across the UK and it will connect you to the local network operator.

The risk to farm workers is not only during harvest but all year round. Annually, approximately 225 reported incidents occur where farm vehicles and machinery make contact with overhead lines – typically these incidents involve equipment such as tipping trailers, lorry mounted cranes, combine harvesters and telehandlers. Not only does each incident have the potential to kill or seriously injure those workers involved, there are also financial costs in terms of damaged and destroyed equipment and lost time.

The gas and electricity network operators are urging those at risk to Look Out Look Up! Plan ahead to prevent contact with overhead power lines and know the behaviours to adopt to minimise risk of injury if contact is made.

## Short copy

### Look Out Look Up! to reduce overhead power line incidents

In a bid to reduce the number of overhead power lines incidents that take place each year, the UK's energy network operators have launched Look Out Look Up! The campaign encourages people to plan ahead to avoid contact with overhead power lines and to know what to do if contact is made.

Advice for the agricultural and other sectors, such as construction and road haulage, whose work may take place near overhead power lines includes:

- **Risk assess** – know where overhead power lines are and mark them on a map. Find out the height and reach of your equipment and how this compares to the maximum working height under overhead power lines. Share this information with workers and contractors.
- **Control measures** – don't work near an overhead power line if you don't have to. Speak to your electricity network operator for advice. Select suitable machinery and equipment and use it safely.
- **Know what's safe, and what isn't** – certain work should be avoided within 10 metres of overhead power lines, such as stacking bales and potato boxes, operating telehandlers and moving irrigation pipes.
- It is crucial that farmers, farm workers and contractors understand that when overhead power lines are damaged or fall to the ground, they should stay well away and contact their local network operator by telephoning 105.
- **Know what to do if you come into contact with an overhead power line** - if contact is made when you're in a vehicle, stay in the cab and try to drive clear. If that is not possible, jump clear of the machine, move away and don't touch it once on the ground.
- **Call 105** – if an incident occurs, contact your network operator by calling the national 24 hour emergency number 105.

## 4. Film

A film has been created, which can be downloaded from the ENA website at:

<http://www.energynetworks.org/electricity/she/safety/safety-advice/overhead-power-lines-safety-campaign.html>

## 5. Social media posts

We have provided a set of posts and accompanying copy that you may wish to use on your social media channels.

Jpegs of the posts (sized for Twitter and Facebook) can be downloaded from the ENA website at:

<http://www.energynetworks.org/electricity/she/safety/safety-advice/overhead-power-lines-safety-campaign.html>



**Copy**

On average, one farm worker dies each year as a result of contact with an overhead power line.

Be prepared in case you come into contact with an overhead power line.

#LookOutLookUp

Find out more

<http://bit.ly/2Ferk7n> |

Learn to #LookOutLookUp

The risk of death or serious injury associated with overhead power lines can be reduced by following simple safety advice.

Find out more

<http://bit.ly/2Ferk7n> |

Do you know the free emergency number to call in the event of an overhead power line incident? Dial 105. #LookOutLookUp

Find out more

<http://bit.ly/2Ferk7n> |

The UK's electricity networks have joined forces to launch #LookOutLookUp – calling on the agricultural industry to follow safety advice in a bid to reduce the number of overhead power lines incidents that take place each year.

Find out more

<http://bit.ly/2Ferk7n> |

## 6. Quote from Energy Networks Association

Energy Networks Association (ENA) is the organisation that represents electricity and gas network operators.

The following quote from ENA has been approved for use in any communications about Look Out Look Up!

Nick Summers, Head of Safety, Health & Environment at Energy Networks Association, said:

*“There are too many incidents involving overhead power lines and agriculture workers. When incidents happen, they are serious. If a person comes into contact with an overhead power line, it will result in death or serious injury. Our research also showed that there is a misunderstanding surrounding the dangers of overhead power lines, with over two thirds (68%) of people not knowing the minimum distance between the ground and an overhead power line, or the maximum voltage of an overhead power line (69%).*

*“That’s why we have launched this campaign and created a new information film. We want to prevent deaths and injury by making sure people know about the risks of working near overhead power lines, and how to avoid them.”*

## 7. Case study

The following quote from a farmer involved in a near fatal incident with an overhead power line has been approved for use in any communications about Look Out Look Up!

Further information on the case study can be found at:  
<http://www.hse.gov.uk/agriculture/makethepromise/farmersstories/powerlines/index.htm>

Ian Davey, a Cornish farmer who had a near fatal incident when a snap decision during combining had life-changing consequences, commented:

*“Farming can be a dangerous occupation, and there is so much to do that we rush – but that is when accidents happen. The trailer I was in had touched a power line and, as I stepped out of the tractor cab holding the metal door, 11,000 volts shot through my body. I was literally stuck to the spot. The power surge dislocated my shoulder and shattered my arm. Doctors told me that it looked as though somebody had smashed the bone with a sledgehammer.*

*“It took almost leaving behind my two children and wife to mean I’m now careful and cautious on the farm, always thinking twice before doing anything. Things could have been different for me had I known the advice within Look Out Look Up!. If the campaign helps even one farmer avoid a potentially fatal contact with an overhead power line, then it is absolutely worth it.”*

## 8. Template press release

You can use the press release copy on the following page if you would like to publicly highlight your support for Look Out Look Up!

**<Organisation> backs call for public to Look Out Look Up!**

<Organisation> is supporting a new campaign that encourages people to plan ahead to avoid contact with overhead power lines and to know what to do if contact is made.

The electricity network operators are today launching a new campaign – Look Out Look Up! – in response to the scale of incidents involving overhead power lines in farms and fields.

Advice for the agricultural and other sectors, such as construction and road haulage, whose work may take place near overhead power lines includes:

- Risk assess – know where overhead power lines are and mark them on a map. Find out the height and reach of your equipment and how this compares to the maximum working height under overhead power lines. Share this information with workers and contractors.
- Control measures – don't work near an overhead power line if you don't have to. Speak to your electricity network operator for advice. Select suitable machinery and equipment and use it safely.
- Know what's safe, and what isn't – certain work should be avoided within 10 metres of overhead power lines, such as stacking bales and potato boxes, operating telehandlers and moving irrigation pipes.
- It is crucial that farmers, farm workers and contractors understand that when overhead power lines are damaged or fall to the ground, they should stay well away and contact their local electricity network operator by telephoning 105.
- Know what to do if you come into contact with an overhead power line - if contact is made when you're in a vehicle, stay in the cab and try to drive clear. If it is not safe to stay in the vehicle, jump clear of the machine, move away and don't touch it once on the ground.
- Call 105 – if an incident occurs, contact your network operator by calling the national 24 hour emergency number 105. According to the ENA, over four in five people do not know the number to call in case of an abnormality in electricity supply in their home or workplace.

<Name> from <organisation> said: "We are backing Look Out Look Up! as it's important to raise awareness of the danger of overhead power lines. If workers are prepared, the likelihood of an accident is significantly reduced. Following the simple steps from Energy Networks Association will help ensure that they know not only how to best avoid contact with overhead power lines, but also how to react should contact be made."

Ian Davey, a Cornish farmer who had a near fatal incident when a snap decision during combining had life-changing consequences, commented:

"Farming can be a dangerous occupation, and there is so much to do that we rush – but that is when accidents happen. The trailer I was in had touched a power line and, as I stepped out of the tractor cab holding the metal door, 11,000 volts shot through my body. I was literally stuck to the spot. The power surge dislocated my shoulder and shattered my arm. Doctors told me that it looked as though somebody had smashed the bone with a sledgehammer.

"It took almost leaving behind my two children and wife to mean I'm now careful and cautious on the farm, always thinking twice before doing anything. Things could have been different for me had I known the advice within Look Out Look Up!. If the campaign helps even one farmer avoid a potentially fatal contact with an overhead power line, then it is absolutely worth it."

More information about the campaign can be found at <http://www.energynetworks.org/electricity/she/safety/safety-advice/overhead-power-lines-safety-campaign.html>

# 9. Consumer awareness of overhead power lines survey results

ENA surveyed members of the public regarding their awareness of overhead power lines.

Data from the survey is available on the following slide and can be used to support your outreach of the campaign.

- Despite potentially fatal consequences, only 14% of people worry about getting too close to an overhead power line and 40% don't even think about it.
- Over two thirds (68%) of people do not know the minimum distance between ground and overhead power line.
- Over four in five people do not know that the number to call is 105 in case of an abnormality in electricity supply in their home or workplace.
- 88% of Great British farmers surveyed had not heard of the '105' number and 72% did not know the legal minimum height of power lines crossing farms/farm land.

## 9. Email for partner networks

We encourage you to circulate the email copy on the following page to your partner networks to explain the campaign and generate further support.

As with previous campaigns, we have set up a Thunderclap which we encourage you and your partners to sign up to.

**Embargoed until 00:01 17 January 2018**

Email subject: Dangers of overhead power lines communications campaign

Dear <<insert contact name>>,

<<Insert any relevant background info, e.g. 'Good speaking to you earlier. As promised, here is an email to explain more about the campaign and how you might be able to help.'>>

Kindred is a communications agency working with the Energy Networks Association on a new campaign around the dangers that overhead power lines present to people working in the <<agricultural / construction>> sector [*amend this for hobby groups such as balloonists*]. We would really value your support in disseminating information to your <<members/staff/members and staff>> and general contacts.

On average, one farm worker dies each year as a result of contact with an overhead power line, and many people are simply unaware of the dangers. If machinery or equipment touches an overhead power line, electricity can pass through to reach the earth – leaving people at risk of serious injury or death. Electricity can also jump across gaps, so even getting too close to power lines can be dangerous.

We're urging as many people as possible to be aware of, and to follow, some simple safety tips. A new film has been created to do just that, which you can view here <http://www.energynetworks.org/electricity/she/safety/safety-advice/overhead-power-lines-safety-campaign.html>

We've also prepared a stakeholder toolkit <<insert link to toolkit>> to help you share information simply and easily. You can get involved in a number of ways using the copy and images provided:

Share the new safety awareness film on your social media channels or internally with staff via email

Share general images and shorter video content on your social channels

Send safe working tips to anyone that they are relevant to

It would also be great if you could support a Thunderclap we're launching on 17 January on either Facebook or Twitter. Click here <https://www.thunderclap.it/projects/66475-look-out-look-up> and follow the simple steps to sign up.

If you have any questions at all, please don't hesitate to drop me an email or give me a call on <<insert phone number>>. Thank you very much in advance for any support you're able to provide.

Best wishes,

# 10. Additional data and information

- Recent incidents highlight that, as well as risks to the safety of workers, there are also legal and financial implications to consider from overhead power lines:

<http://press.hse.gov.uk/2017/north-west-farmer-fined-after-man-electrocuted/>

<https://www.shropshirestar.com/news/crime/2017/09/29/two-avoid-jail-after-worker-dies-following-electrocution-from-11000-volt-power-line/>

- ENA public safety leaflets:

[http://www.energynetworks.org/assets/files/electricity/she/public\\_safety/leaflets/Updated%20Feb%202014/ena\\_Agriculture\\_DL.pdf](http://www.energynetworks.org/assets/files/electricity/she/public_safety/leaflets/Updated%20Feb%202014/ena_Agriculture_DL.pdf)

[http://www.energynetworks.org/assets/files/electricity/she/public\\_safety/leaflets/LookoutLookup\\_070918.pdf](http://www.energynetworks.org/assets/files/electricity/she/public_safety/leaflets/LookoutLookup_070918.pdf)

<http://www.energynetworks.org/electricity/she/safety/safety-advice/public-safety-leaflets.html>

- Additional reading:

<http://www.hse.gov.uk/agriculture/topics/electricity.htm>

<http://www.hse.gov.uk/pubns/ais8.htm>

<http://www.hse.gov.uk/pubns/books/hsg270.htm>

<http://www.hse.gov.uk/pubns/g6.htm>

Thank you