# APPENDIX B - Examples of Natural Gas Leak Response Education Best Practices (Materials, Graphics & Messaging)

As part of this project, Cyera Strategies reviewed materials, graphics and messaging used by 15 gas utility companies and industry collaborative groups to educate customers and the general public regarding how to recognize and respond to a natural gas leak.

Appendix B includes copies of materials from five companies or organizations identified as a best practice for 1) effective use of high impact media and graphics and/or 2) effective leak response messaging that emphasizes the urgency to respond.

Items included for reference include a poster distributed by SourceGas to schools in Wyoming, Colorado, Nebraska and Arkansas; a 3-D billboard in Denver used by Xcel Energy; web content, graphics and campaign materials used by the Georgia Public Utility Commission as part of their Safe Gas campaign; web content, TV PSA and graphics used by the Ohio Gas Association; and web content, graphics and materials used by the Indiana Gas Association.

Materials are included for reference with permission from the company/organization that created them.

#### B1. SourceGas School Poster (Distributed in Colorado, Wyoming, Arkansas and Nebraska)<sup>1</sup>

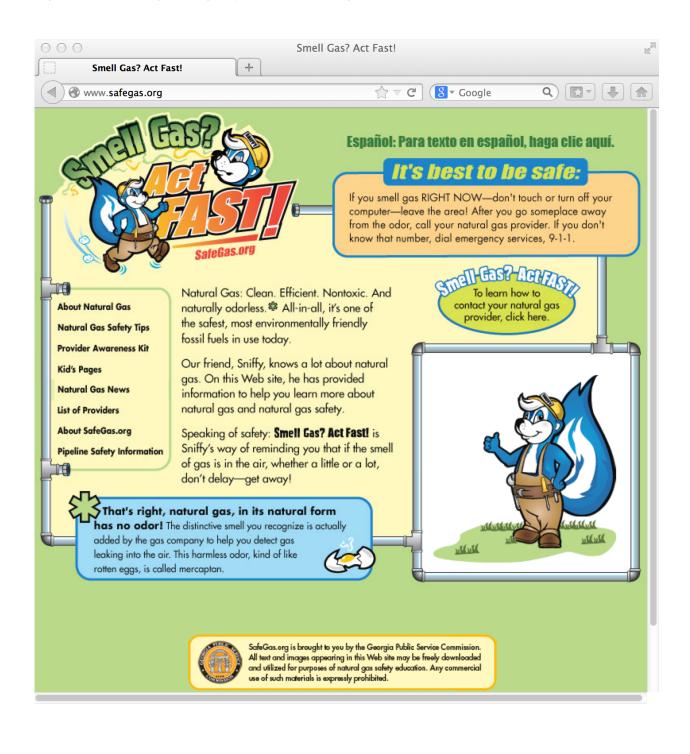
In 2013, SourceGas redesigned gas safety materials for distribution to schools within its gas service territory. The dominant text at the top of the poster emphasizes the urgency to respond to a leak – "Gas leak? Don't Delay. Get away!"



<sup>&</sup>lt;sup>1</sup> School poster created by Cyera Strategies as part of 2013 updates to gas safety communication materials.

#### B2. Georgia Public Service Commission - Safe Gas campaign materials and graphics

The Georgia Public Service Commission's Safe Gas campaign includes materials in English and Spanish for children and adults. Materials prominently feature the "Smell Gas? Act Fast!" tagline emphasizing the urgency to respond to a gas leak.







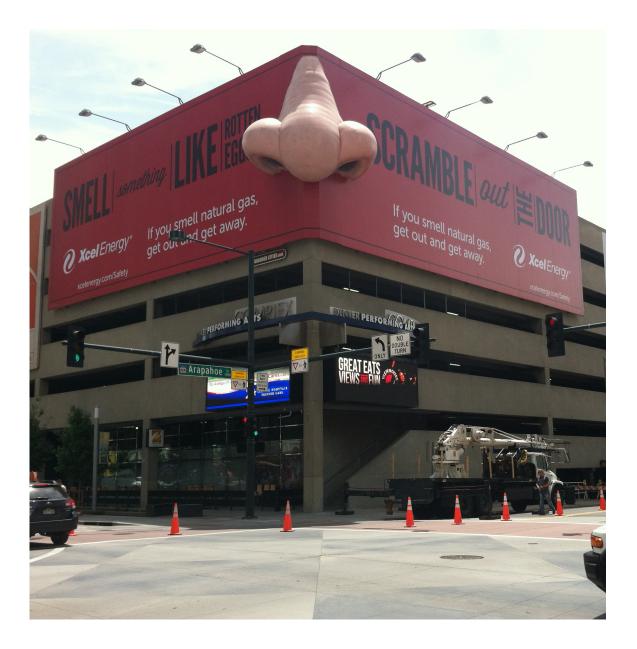
## It's best to be safe:

If you smell gas RIGHT NOW—don't touch or turn off your computer—leave the area! After you go someplace away from the odor, call your natural gas provider. If you don't know that number, dial emergency services, 9-1-1.



#### B3. Xcel Energy Outdoor Billboard (Denver, Colorado)

Xcel Energy's high-impact, 3-D billboard includes the following leak response language – "If you smell natural gas, get out and get away."



#### B4. Ohio Gas Association - Safe Gas campaign materials (graphics, messaging)

The Ohio Gas Association's Safe Gas campaign includes "..move your feet! Then call when you're down the street." leak response messaging and a campaign logo graphic that visually illustrates the desired sequence of response actions.

The campaign also includes a TV PSA for broad demographic and audience reach that visually illustrates leak recognition and response actions with emphasis on leaving the area as the first response action.



Suspect a natural gas leak?

First, move your feet!

Then call when you're down the street.

### **USE YOUR SENSES**



Use your senses of sight, hearing or smell to be alerted to the presence of a gas leak.

#### >> watch video

## WHAT TO DO IF YOU SUSPECT A GAS LEAK

If you smell a natural gas odor, hear the hissing sound of gas escaping or see other signs of a leak:

- REMAIN calm.
- DON'T light a match, candle or cigarette.
- DON'T turn electrical appliances or lights on or off or use any device that could cause a spark.
- IMMEDIATELY EVACUATE the area, and from a safe location, call your local natural gas company and 9-1-1 for emergency response.

#### B5. Indiana Gas Association - Safe Gas campaign materials (graphic)

Like the Ohio Gas Association campaign, the Indiana Gas Association's Safe Gas campaign includes high-impact graphics and text that emphasize leak response actions and the sequence of those actions.

