

Original Approval Date: November 16, 2015

Most Recent Approval:

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Parent Policy: Health, Safety, and Environment Policy

Assignment of Accountability:

10.0 Program Promotion

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

Overview

Promotional campaigns are used to encourage behaviors that contribute to safe living, learning and working conditions. Campaign materials should focus on **hazard** awareness, lessons learned from previous **incidents**, and strategies for **hazard control**.

Purpose

The purpose of this procedure is to outline **senior administrators'** responsibilities when promoting health, safety, and environment activities in their respective **unit(s)**.

Accountabilities

Senior administrators are responsible for overseeing and endorsing promotional initiatives in the following ways:

- Define promotional objectives based on health, safety, and environment program plans and evaluations

- Allocate resources for the development of promotional materials and events
- Launch and participate in promotional activities
- Distribute promotional materials from:
 - HSE committees,
 - University Health, Safety, and Environment Senior Administrators Committee and
 - Health, Safety and Environment (HSE)
- Encourage worker participation in promotional activities
- Evaluate success of promotional campaign(s)

For detailed information, consult the procedures 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	A situation, behavior, condition or thing that may be dangerous to the environment and to the safety or health of the University community.
Incident	An undesired, unplanned, or unexpected event that could or did result in an injury, illness, or damage to property or the environment.
Hazard control	A measure designed to eliminate or reduce the risk of hazards and to eliminate or control loss.
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

If any of the links are broken, please contact uappol@ualberta.ca [▲Top]
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