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Parent Policy: [Health, Safety, and Environment Policy](#)

Program Promotion

Assignment of Accountability

Office of Administrative Responsibility:	Health, Safety and Environment
Approving Authority:	Associate Vice-President (Human Resources, Health, Safety and Environment)

Purpose

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.

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

Definitions

The attached definitions table outlines the terms used in this policy document and any specific rules of interpretation that apply.

Scope

Compliance with this policy document extends to all academic staff, administrators, colleagues and support staff as outlined and defined in the *Recruitment Policy*; undergraduate, graduate, and Continuing Education students; postdoctoral fellows; emeriti members of the Board of Governors; visitors to campus, including visiting speakers and scholars; third party contractors; and volunteers.

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).

Definitions Table

<i>Any definitions listed here apply to this policy document only with no implied or intended institution-wide use. For clarity, defined terms listed here include grammatical variations thereof.</i>	
Hazard	Is a situation, behaviour, condition or thing that may be dangerous to the environment and to the safety or health of the university community.
Hazard Control	A measure designed to eliminate or reduce the risk of hazards and to eliminate or control loss.
Incident	An undesired, unplanned, or unexpected event that could or did result in an injury, illness, or damage to property or the environment.
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.
Worker	A person engaged in an occupation (includes students, postdoctoral scholars, contractors, volunteers, etc.).

Parent Policy Suite

- [Health, Safety, and Environment Policy](#)
- Program Promotion Assignment of Accountability
- Program Promotion Procedure

Related Policy Documents

- There are no related policy documents.

Related Links

- There are no related links for this policy document.

History

- November 16, 2015 Approved.
- March 23, 2025 Editorial amendment. Formatting, office name and links.

*For questions surrounding policy document interpretation or implementation,
please contact the Office of Administrative Responsibility.*

The official version of this document may be obtained from <https://www.ualberta.ca/policies-procedures/index.html>