

# 2022 MIDWEST DAMAGE PREVENTION TRAINING CONFERENCE

Building Awareness & Engagement for Your Brand

WASTY DAMAGE



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**ON THE SPOT**  
UTILITY RESOURCES LLC

# UTILITY DEFENDERS



The Utility Defenders safeguard our neighborhoods, friends, and families by protecting underground utilities and encouraging everyone to **“Wait! Locate! Before you dig.”**

- The Utility Defenders give you the opportunity to educate parents and kids about the industry with content created specifically for families.
- They are a diverse team that is relatable to a wide range of kids and families
- **It’s the only program designed to raise awareness and meaning of EVERY UTILITY IDENTIFICATION COLOR in the APWA Color Code.**

**Wait! Locate! Before you dig.**





# UNIFORM COLOR CODE

		<b>WHITE</b> - Proposed Excavation
Zap ....		<b>PINK</b> - Temporary Survey Markings
Vapora ....		<b>RED</b> - Electric Power Lines, Cables, Conduit and Lighting Cables
Signal ....		<b>YELLOW</b> - Gas, Oil, Steam, Petroleum or Gaseous Materials
Marina ....		<b>ORANGE</b> - Communication, Alarm or Signal Lines, Cables or Conduit
Mixy ....		<b>BLUE</b> - Potable Water
Bio-boy ....		<b>PURPLE</b> - Reclaimed Water, Irrigation and Slurry Lines
		<b>GREEN</b> - Sewers and Drain Lines



# Why did One Call Concepts create the Utility Defenders?

- We want to help you build better awareness with families in your community.
- The industry needs material created for kids that help you engage with families so they can learn more about underground utility damage prevention and safety.



 **The Utility Defenders**  
Published by Hootsuite · December 10, 2021 · 

What will you do to help keep your home, neighborhood and community safe this holiday season?

Buried gas lines allow us to use heat in our homes for things like cooking and baking. But just like with the underground gas pipes that Mia protects, getting too close to something hot can be dangerous. So she is helping make sure that the kids in her family stay far from the oven while they're helping grownups with holiday cookies. Decorating treats away from the stove is a kid-safe activity—and it's fun!

Season's greetings to all the holiday helpers out there!



# The Utility Defenders are fun!

- The program has been built from the ground up to engage and educate kids and their families.
- Diverse character with unique traits and backstories allow any kid to relate to the super-heroes and their “normal kid” alter-egos.
- **Follow the Utility Defenders on Facebook for FREE kid-focused content. @TheUtilityDefenders**
- **Visit the Utility-Defenders.com website for FREE coloring pages, activity sheets and character templates**



# Build More Awareness and More Engagement

- Build on your existing relationships within your community
- **Engage with families across your state**
  - Are families aware of your service?
  - Are they engaged with your messages?
- The Utility Defenders were created to help your business be more relevant and useful to families in your community



# The Utility Defenders Wide-Ranging Content

We have a library of fun, age-appropriate damage prevention content that is organized into 3 content categories:

- **Guard the Yard** - digging scenarios in the neighborhood (Ex: installing a swing set, planting a tree, etc)
- **All About Utilities** - facts and explanations about each facility
- **Real Heroes** - industry professionals (Ex: locators, excavators, facility owners,





**KIDS STAY AWAY!**  
Do not play near natural gas meters.



# UTILITY DEFENDER



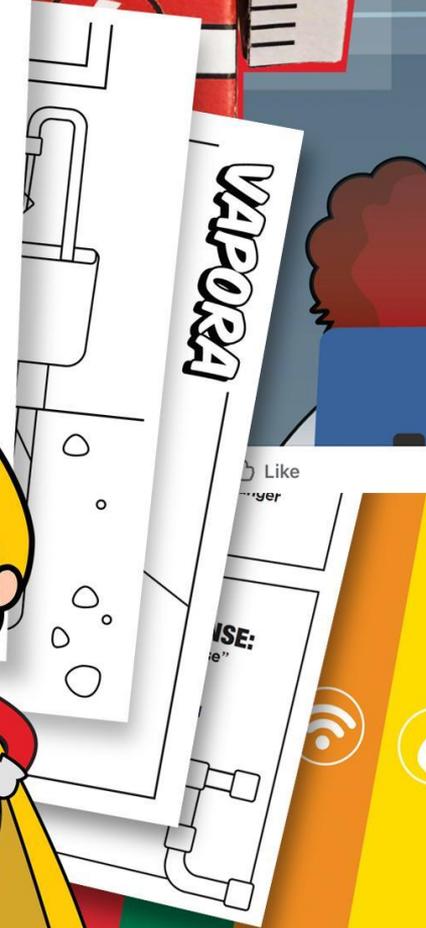
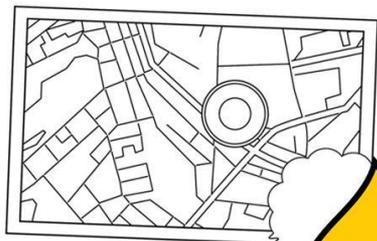
Like Comment



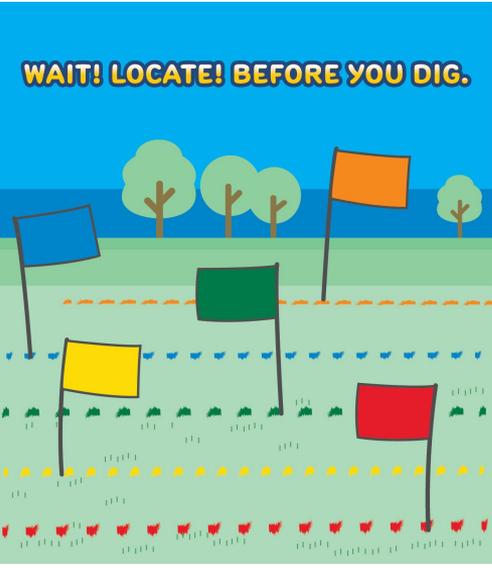
## "THE ROOT OF THE PROBLEM"

Dora the Dispatcher was hard at work in the Utility Defenders' underground clubhouse. With her many screens, she could keep an eye on what's happening in Mainville.

She noticed a pickup truck coming down Baker Street with a large tree in the back. It stopped at the Johnsons' house, and they started to unload the tree.



**WAIT! LOCATE! BEFORE YOU DIG.**



# Changes to the program

- You can put the Utility Defenders to work for you.
- The Characters are now available for you to use on your choice of promotional items. You need only agree to abide by our brand standards and appearance guidelines.
- We will continue to support the backbone of the campaign.



# YOUR brand & the Utility Defenders!

[www.Utility-Defenders.com](http://www.Utility-Defenders.com)

- Click on 'Brand'
- Enter your work email address
- Download the art files
- Create promotional items with your logo and the Utility Defenders characters
- **Print family-friendly promotional items with your logo and your vendor!**



**UTILITY DEFENDERS**

VAPORA BIO-BOY ZAP MARINA SIGNAL

### Presenting the Utility Defenders

The Utility Defenders are super-kids who protect our neighborhoods, our friends, and our families. Utilities provide our lights, heat, drinking water, wifi, and a safe place to drain away waste. These utilities are usually buried in the ground. That's why the Utility Defenders say, "always call before you dig."

### Meet the Utility Defenders

The Utility Defenders are five kid super-heroes who protect the utilities we depend on. Along with their adult dispatcher, the Defenders go wherever our utilities are at risk or safety is threatened.

Utility Defenders - Introduction



# 2022 MIDWEST DAMAGE PREVENTION TRAINING CONFERENCE

## Questions?



**2022**  
**MIDWEST DAMAGE PREVENTION**  
**TRAINING CONFERENCE**

**Thank You**



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## CEU & SCHOLARSHIP ATTENDEES:

Attendees who would like to receive CEU credit or who are scholarship recipients, please scan the QR code OR visit the link below and fill out the online form.

<https://www.midwest811conference.com/dora-parks>

