Campaign Backgrounder: 2009 National Electrical Safety Month

Buyer Beware – Counterfeit Electrical Products Can Kill

Every day, counterfeit electrical products are finding their way into our homes, businesses, and public institutions. These fraudulent products pose a serious financial and legal liability to the electrical industry, and they have become a grave safety crisis for our communities - a crisis that requires immediate action. Counterfeit electrical products pose significant safety hazards, and can cause deaths, injuries and substantial property loss in the home and the workplace if left undetected.

Unlike fake handbags, watches, or designer apparel, counterfeit electrical products such as circuit breakers, power strips, extension cords, batteries, hair dryers, and holiday lights can cause fire, explosion, shock, burns, and deadly electrocutions. Education and recognition among consumers, families, and communities will save lives and prevent devastation, injuries, and property damage.

***Buyer Beware* Anti-Counterfeiting Campaign**

The *Buyer Beware* Anti-Counterfeiting Campaign has been developed by the Electrical Safety Foundation International (ESFI) to help increase national awareness about dangerous and defective counterfeit electrical products that are threatening to harm public health and safety.

Each year, the Electrical Safety Foundation International sponsors the month of May as National Electrical Safety Month. During this time, ESFI works with its corporate and nonprofit partners to raise awareness of electrical safety issues through community outreach and media relations.

Campaign Materials

The campaign offers a wide variety of resources to help individuals and local communities take steps to protect against dangerous counterfeit electrical products. The following materials can be downloaded at no cost from the official ESFI website, www.electrical-safety.org:

- Educational materials for individuals and communities to learn about counterfeit electrical products and how to reduce their risk of exposure including:
  - Fact sheets about counterfeiting and counterfeit electrical products;
  - Broadcast public service announcements; and
  - B-roll footage featuring demonstrations and examples of counterfeit electrical products.
- The *Buyer Beware* Campaign Toolkit, a collection of resources to help organizations and individuals plan their own National Electrical Safety Month activities in local communities.

Campaign Activities

Activities to support the *Buyer Beware* Anti-Counterfeiting Campaign are aimed at educating consumers, families, and communities about counterfeit electrical products and include:

- **National and Local Media Outreach**, including an integrated approach that utilizes print, broadcast, and viral marketing channels to secure placement in traditional and new media outlets.
- **National and Local Partnership Development**, that includes collaborations with national, trade, community-based and private-sector organizations to foster cross-promotional opportunities and increase access to media, promotional and distribution channels.

To learn more about 2009 National Electrical Safety Month and the Electrical Safety Foundation International, visit www.electrical-safety.org.