



A NASFM-Shell Project

# PIPELINE SAFETY:

## THE NEXT GENERATION OF TRAINING AND COMMUNICATIONS

NASFM is proud and excited to be partnering with Shell Pipeline Company on this pilot project – an initiative that delivers best-in-class training with assistance from a pipeline operator who is demonstrating its commitment to enhancing emergency responder training and public safety. What we are doing represents the next generation of technology for training emergency responders as well as for facilitating communication between emergency responders and pipeline operators.

Both training and communication are vital to the safety of the public as well as that of the nation's emergency responders. Using cutting-edge technology, we can enhance both and further the shared responsibility of safety. This pilot project will no doubt yield results that will change the way emergency responders and pipeline operators interact, a situation in which we all win!

**Jim Narva, NASFM**  
Executive Director

## LEARNING MADE EASY FOR FIRST RESPONDERS

**Shell Pipeline Company LP operates our assets responsibly, and we work hard to keep them safe, reliable and environmentally sound. However, if a pipeline incident does occur, we want emergency responders to be prepared!**

That's why the National Association of State Fire Marshals (NASFM) and the Louisiana State Fire Marshal's Office have collaborated with Shell Pipeline Company LP to create the next generation of training and communications for emergency responders – The NASFM-Shell Pipeline Safety Training and Communication Portal. This interactive, web-based curriculum gives emergency responders, as well as public officials and Shell instant easy access to *Pipeline Emergencies*, NASFM's best-in-class responder training program.

Responders can take this free course on their own schedule, at their fire stations or in the comfort of their own home, without having to hassle with training manuals that could be bulky and difficult to keep up to date!

The portal provides other benefits as well. Through "bulletin boards," email capabilities,

course discussion groups, access to experts and other communications mechanisms users can interact with NASFM experts and Shell as well as other responders in their area. In addition, its convenient notification system enables Shell to provide timely pipeline safety and public awareness information to portal users in a matter of minutes via email, voicemail and text messaging.

To test the portal's effectiveness, we're piloting this new portal in 27 Louisiana parishes. Fire fighters in these communities will be the first in the nation to have access to this innovative, state-of-the-art training and communications tool. In December, NASFM and Shell will analyze the portal's effectiveness jointly to determine if it should be continued and implemented in other states. The findings will be shared with the U.S. Department of Transportation, the NASFM membership, the pipeline industry and other stakeholders.

At Shell, we acknowledge and applaud the critical role emergency responders play in keeping our communities safe. We're committed to helping you receive the training, materials and information you need to reach our common goal –safety!

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# THE PORTAL: CHECK IT OUT!

Welcome to the NASFM-Shell Pipeline Safety Training and Communication Portal! Take this “virtual tour” and see for yourself how this informative and easy-to-use training tool can help you be better-prepared for pipeline emergencies!



## MY ORGANIZATION

### My Courses

On the portal's right-hand side, you'll find a link to *Pipeline Emergencies*, chock full of e-book readings, videos and quizzes to ensure you get the most from this online educational experience. If you enroll in other courses through this portal in the future, you can access them through this section as well.

### My Communities

This interactive discussion board enables you to communicate with others who share your interests and goals.

### My Calendar

Course facilitators can post upcoming events and deadlines on this calendar, which automatically generates a handy pop-up reminder on your screen as the date and time for each draw near. You can use this calendar to post your own activities, too.

### Tools

For your convenience, links to all the tools available to you are listed on the portal's left-hand side. You can create a task list, check the results of your training activities, search for someone in the portal users' directory, compile an address book, send global change email, update your personal information and more.

### Announcements

What's new? Where will emergency responder pipeline safety seminars and meetings be held in your area? It's easy to stay informed by checking for the latest organization and course updates.



## COURSES

This section not only lists courses in which you currently are enrolled, but also allows you to browse the course catalog – a handy feature as the portal's course list expands. You'll also be able to find a course by using the “search” function.

### Menu

Ready to get started? The course menu on this page's left side provides easy access to all seven chapters of the *Pipeline Emergencies* training program as well as an evaluation form for you to complete at the end of the course. For your convenience, a button on the right side of the page takes you directly to the first chapter.

### Current Events

Check out the latest news about the pipeline and emergency response industries.

### Edit Notification Settings

This is where you can change how long you wish to view the various announcements posted in this learning environment.

The center of the page serves as a table of contents – a “one-stop shop” for the *Pipeline Emergencies* course and collateral materials.



## PIPELINE EMERGENCIES CHAPTERS

Each chapter contains all of the resources you'll need for successful learning and exploration of the topics from the electronic book, *Pipeline Emergencies*, 2nd edition. Among them?

- Quick pre-test and test helps focus your attention on the key chapter concepts and measure how much you have learned when the chapter has been completed.
- A link to the e-book chapter, full of information as well as engaging illustrations, photos and videos – all ready for you to peruse at your own pace. You can mark each item as “reviewed” to track your progress.
- Each e-book chapter is summarized via a colorful slideshow, so learners can review key concepts from the e-book.
- By completing this online chapter evaluation, you can help us continuously improve this training module so emergency responders can be fully prepared for pipeline events in their communities.



## COMMUNITY

The community section is just that, an area where all users can come and share calendar events and announcements, and conduct discussions. The material in this section can be customized by you. For example, you can enter your own unique calendar events, just like an electronic organizer, or you can post your own announcements, like upcoming training opportunities.

# GETTING STARTED? HERE IS WHAT YOU NEED TO KNOW.

These frequently asked questions are designed to help users before they register and log into the portal.

## What is Pipeline Emergencies?

Shell and NASFM have made the NASFM textbook, Pipeline Emergencies, second edition, available online. This course is a nationally recognized program designed to keep responders safe during this type of event.

## How do I sign up?

Visit <http://shell.nasfmtraining.com> to enter the portal. You will need an email address to receive the directions for logging into the course.

## How long will the course take?

The Pipeline Emergencies course consists of seven modules based on the seven chapters of the textbook. Typically users will spend between two and eight hours on the course. You may enter the portal as many times as you like and revisit important concepts as needed throughout your enrollment period.

## What will I need?

You will need a computer, connected to the Internet, with a fairly recent web browser to see and interact with

all elements. The course includes multimedia components, so using a computer that enables you to experience video and Flash content is necessary. You can download the latest Adobe Flash Player at <http://www.adobe.com/products/flashplayer/> to prepare for the course.

## What if I need help?

If you have trouble registering for the course or accessing any of the course materials, contact [help@nasfmtraining.com](mailto:help@nasfmtraining.com). Once inside the course, a NASFM facilitator will be available to answer questions in the Discussions area.

## What is Blackboard?

You may see the word "Blackboard" in the web address for the course or as you enter your login credentials. Blackboard is a web software program that allows organizations to present content, quizzes and other interactive features for dynamic online learning. You can trust any Blackboard prompts or certificates you receive as you first navigate and login to the system.



## Louisiana first to test innovative training, communication technique

Louisiana has been chosen for the pilot of the new NASFM-Shell Pipeline Safety Training and Communication Portal, and H. "Butch" Browning, the state's fire marshal, is eager to get the program up and running.

"Louisiana has about 15,000 fire fighters and is very forward-thinking in terms of emergency preparedness and response," he reports. "In the southern corridor of the state, we have many pipelines that flow from the Gulf of Mexico to the north, east and west, which makes us an ideal place in which to pilot-test this program."

The beauty of the portal, Browning believes, is its convenience: This innovative, web-based training tool puts educational information about the latest pipeline emergency response techniques at fire fighters' fingertips any time, around the clock – and it's free.

"I've never seen this type of technology deployed for this kind of training," he explains. "This will enhance the fire fighters' readiness in the event of an emergency it will also make their responses much more effective. It also will eliminate any misconceptions or miscommunication because everyone will be on the same page."

Browning also appreciates the portal's ability to contact fire fighters instantly and simultaneously. "When you can put emergency information out to thousands of people in a matter of seconds, that's powerful," he points out.

It comes as no surprise to the veteran fire fighter that when funding was needed for the portal, Shell stepped up to the plate. "I have a long history with Shell," he recalls. "When I was a local fire chief, Shell was always there to educate our people in pipeline safety.

"Shell's willingness to participate in this project tells me it cares about being a community partner," he concludes. "It cares about first responders and understands their lives sometimes are in harm's way. This initiative will enhance safety not only of the fire fighters, but also of the public."

**LOG ON TO LEARN MORE AT:**



<http://shell.nasfmtraining.com>

# PORTAL GETS THUMBS-UP FROM NASFM BOARD



Greg Smith, President of Shell Pipeline Company LP, demonstrated his company's commitment to pipeline safety by meeting personally with NASFM board members who were in New Orleans for the association's annual convention. Smith updated the leaders on the NASFM-Shell Pipeline Safety Training and Communication Portal and solicited their input on this innovative online educational tool.

"We want the board members' buy-in because they drive a lot of the emergency responders' training requirements," Smith says. "They also can help us promote the portal to fire chiefs and fire departments in their respective states."

Not surprisingly, the portal got the board members' seal of approval. "They are eager to see how much participation we get during the Louisiana pilot," Smith reports. "They also had a lot of ideas about how they could use the training tool in their states. To get a broader base of people involved, some board members suggested adding the *Pipeline Emergencies* course to fire fighters' certification requirements and expanding portal users to include other emergency responders, such as sheriff's and police departments."

The board members liked the fact that online training appeals to the younger generation of fire fighters and that the portal tracks who is taking different

chapters, so they can determine if there are areas that need additional attention, Smith explains.

"They also like the fact that users could take the training on their own schedule," he says. "So much of the training today requires fire fighters to be at the fire station. Since users can access the portal from any computer that's linked to the Internet, they can do the training anytime, anywhere."

"We want to be a leader in training and in our relationships with emergency responders around our pipelines," Smith concludes. "Shell Pipeline has a strong process safety focus, and we put barriers in place to prevent pipeline emergencies from happening. However, if an incident does occur, we depend on emergency personnel and fire fighters to be the first responders, and for their own safety and the safety of the public and any of our employees on the scene, we want them to be fully prepared."

**For more information**  
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## Portal generates excitement at Louisiana Fire fighters' Conference

There was plenty of buzz about the new NASFM-Shell Pipeline Safety Training and Communication Portal at the Louisiana State Firemen's Association annual conference in mid July. As about 800 fire fighters from across the Pelican State began arriving in Houma for the three-day event, word spread quickly that Louisiana would be the first in the nation to test what Louisiana State Fire Marshal H. "Butch" Browning calls "the new generation of preparedness, response and interaction with first responders."

A demonstration of the portal on a TV screen in Shell's booth in the exhibit hall gave conference attendees their first glimpse of this user-friendly tool.

"People at the conference got really excited about it," Jim Narva, NASFM executive director, explains. "On more than one occasion, someone signed up and then went off to get 10 other people to sign up, too."

Phil Oakes, NASFM national program manager/trainer, adds, "What they seemed to like best is the ease of access to best-in-class training information and the fact that they can do the training on their own schedule."

Christopher Boudreaux, fire chief, Chackbay Volunteer Fire Department, concurs. The online portal, he says, "moves training into the 21st century. It affords fire fighters the opportunity to still train in pipeline emergencies when they cannot attend classroom training."

By the end of the conference, fire fighters from across the state had registered to gain access to the portal. More first responders have been registering over the last several weeks as Louisiana emergency responders see the benefits this unique training and communication tool has to offer.