

If You Publicize It, They Will Learn

National Elevator Escalator Safety Awareness Week -- November 14-20, 1999

National Elevator Escalator Safety Awareness Week (Safety Week) began in November of 1993, six years ago. Being familiar with other national weeks, the Elevator Escalator Safety Foundation (EESF) Board of Regents recognized the opportunity to reach millions of riders through a national celebration. Realizing the difficulty of obtaining necessary federal legislation, it was decided to declare and celebrate Safety Week on an industry and local level, relying on the state and local government officials to proclaim the week for their constituents. Safety Week is a promotion of public safety awareness in their use of the industry's equipment. Everyone is invited to make this special week a huge success in cities throughout the U.S. Safety Week provides a focal point for the industry to join together (as individuals, companies and organizations) to spread the word about public safety in the elevator and escalator industry. At the same time, Safety Week provides an opportunity to celebrate the contributions made by the industry to quality of life. Companies and organizations throughout the U.S. celebrated in many different ways in 1999. The following describes each effort. For many, this was their first year □ for others, their seventh year, celebrating annually since 1993.

CONNECTICUT

Otis Elevator Supports Safety Week Otis □ Hartford, Connecticut Office

Otis □ Hartford office celebrated 1999 Safety Week by reaching approximately 50 children. Otis Maintenance Supervisor Mike Brogan presented the Safe-T Rider □ program to the members of Cub Scout Troop 57 in East Hampton, Connecticut. The Otis field force also participated, with Otis mechanic Andrew Deane reaching Cub Scout Troop 807 in Vernon, Connecticut and Otis helper Pierrette Moreau reaching the 4th grade class at Southside School in Bristol, Connecticut. Positive feedback has led Otis to plan to increase involvement in future Safety Weeks. To help in the Hartford area, contact Jessica Enxuto at Otis; 242 Pitkin Street; East Hartford, Connecticut 06108; phone: (860) 290-3351.

WASHINGTON, DC

Washington Metropolitan Area Transit Authority (WMATA) Makes Safety Fun For Young Riders

In their third year recognizing Safety Week, WMATA safety staff distributed free elevator/escalator safety coloring books, crayons and stickers at the Smithsonian Metrorail Station, one of the most popular Metrorail stations. An estimated 800 young riders received the coloring books, produced by the EESF. In addition to the giveaways, WMATA □s new mascot, Max the Metro Dog, greeted riders of all ages, and Safe-T Rider □, offered safety advice to young riders. In the coming year, WMATA □s safety office plans to add more staff to the campaign and increase the number of stations they

visit. Information on WMATA's elevator and escalator safety program is available by contacting Fred Goodine at phone: (202) 962-2297.

MARYLAND

Oakleigh Elementary Participates in Safe-T Rider Program Course Thyssen General Elevator in Parkville (Baltimore), Maryland Office On Thursday, November 18, 1999, Kevin Gibbons-O'Neill of Thyssen General Elevator's Baltimore office, presented the Safe-T Rider program to Mrs. DePetris's second-grade class at Oakleigh Elementary. The students enjoyed learning about elevator and escalator rules just prior to the holiday shopping season. Each child was given the Safe-T Rider booklet for completion at home and upon completion was given the Safe-T Rider sticker. Maryland Proclaims Safety Week On October 17, 1999, a request was made to Maryland Governor Parris N. Glendening to proclaim November 14-20th as Safety Week. A proclamation was received from Governor Glendening and, on November 15th, was read into the records of Maryland. The same request was made to Howard County Executive James N. Robey. On November 18th, Bernie O'Neill, vice president of Ace Consulting Associates, Inc. stated, "It was a real reward for the county executive to take time out from his busy work day to do this . . . he was very concerned about our industry and wanted to know more about it."

MINNESOTA

Proclamation Stimulates Interest in Minnesota Elevator Consulting Services, Inc. in Minneapolis, Minnesota

The office of the Governor of Minnesota, Jesse Ventura, granted a proclamation recognizing Safety Week. With this, Elevator Consulting Services, Inc. believes promoting the various safety programs related to the industry will start to grow. To help in the Minneapolis area, contact Philip Cleminson at Elevator Consulting Services; 17595 Italy Court; Lakeville, Minnesota 55044-9640; phone: (612) 435-2429.

CALIFORNIA

Elevator Industry Group of Southern California (EIG/SC) Members Actively Participate in Educating Grade School Youths with Safe-T Rider Program EIG/SC President Davis L. Turner worked with Lance Wong, chief elevator inspector for Los Angeles, to get city support for safety awareness week. Soon after Wong submitted the suggestion, a proclamation signed by the mayor was received. EIG/SC believes the timing of this safety awareness program is especially important considering the holiday season and the anticipated high usage of elevators and escalators in shopping malls and retail establishments, as well as airports and other public transportation centers.

NEW YORK

New York Celebrates for Sixth Consecutive Year MTA New York City Transit & Elevator Conference of New York

MTA New York City (MTA-NYC) Transit and the Elevator Conference of New York (ECNY) presented Safety Week 1999 in New York City for the sixth year in a row. The group was able to distribute to the general public over 10,000 vertical transportation safety information flyers, Safe-T Rider coloring books and stickers at various locations

in and around the city. Director Jackie Mortman of J.M. Associates was able to get New York Governor George Pataki and MTA-NYC Transit President Lawrence G. Reuter for the fifth year in a row to proclaim November 14-20, 1999, as Safety Week. The volunteers that made the week a success by distributing packets of safety materials included: MTA-NYC Transit General Superintendent Herman H. Hausmann and Superintendent/EESF Alternate Regent William E. Boppert and their staff; ECNY President Richard Dalvano Sr. and directors Robert Merlo, Bobby DeFrancesco, Matt Jackson and ECNY member Mike Ryan from Peelle Co.; the Port Authority JFK Maintenance Unit Supervisor Ken Pietrowski and a member of his staff, Joe Delaney. Staci Williams of the MTA-NYC Transit and Chris Manno of Garden State Elevator deserve special thanks for playing Safe-T Rider □ and for their efforts in standing in the cold on Saturday morning, November 13, 1999, at the NBC Studio in order to get Safe-T Rider □ on The Today Show. Both were seen at various times with the Safety Week sign behind them during the 7:00-9:00 a.m. show. During the celebration at JFK Airport, volunteers were instrumental in stopping various unsafe acts of passengers using the escalators. The group reported that this week once again provided an opportunity to get the EESF message out to the general public. For information on becoming involved in the New York area, contact the ECNY at phone: (718) 767-5866.

ILLINOIS

Sanders Expands Volunteer Efforts Amtech Elevator Services □ Chicago, Illinois

After many years serving as a Safe-T Rider □ volunteer, in 1999 Jo Ann Sanders of Amtech Elevator Services sent a letter to Mayor Richard M. Daley requesting a Safety Week proclamation. The Amtech staff shared in the celebration by accepting the proclamation as a group.

Student of the Week Activities Incorporated with Safety Week Adams Elevator □ Barrington, Illinois

During Safety Week, John Koshak of Adams Elevator presented the Safe-T Rider □ program to his daughter □s second-grade class at Countryside Elementary School in Barrington, Illinois. The teacher, Maureen Gries, said, □The video was great for keeping the attention of young people! □ She also planned to present the program at a future teacher staff meeting. Koshak plans to present the program again next year to his daughter □s third-grade class.

Sears Tower Skydeck Salutes Safety Week Schindler □ Chicago, Illinois

Sears Tower □s Skydeck saluted Safety Week November 14th, by presenting a safety program targeted toward children. All children between the ages of 4 and 12 that took part in the presentation in the skydeck □s Jackson Boulevard entry pavilion received free admission to the 103rd-floor Sears Tower Skydeck. Scott Rowell, a representative of Schindler, which maintains all of Sears Tower □s elevators and escalators, gave safety tips to Skydeck guests and presented the Safe-T Rider □ video to nearly 1,000 interested guests. Rowell, along with his daughter Lisa as the Safe-T Rider □ mascot also part of the presentation, handed out special safety coloring books, Safe-T Rider □ stickers and Sears Tower Skydeck crayons to the children. Safety booklets Ups and Downs and A Safe

Ride□ were also handed out to the parents. Rowell was also successful in getting a proclamation signed by the mayor of Darien, Illinois.

OREGON

Governor Acknowledges Safety Week Salem, Oregon

The governor of Oregon, John A. Kitzhaber, signed a safety awareness proclamation declaring Safety Week. James Runyan, elevator inspector for the state of Oregon, was the volunteer who led this effort.

MASSACHUSETTS

Massachusetts Bay Transportation Authority (MBTA) and KONE

MBTA participated for the sixth consecutive year in support of Safety Week. The MBTA, in partnership with KONE Escalator/ Elevator Co., sponsored safety awareness booths at Government Center and Harvard Stations on November 16th and North and Downtown Crossing Stations on November 17th. MBTA and KONE personnel distributed literature on proper escalator use and showed videos describing safe-riding techniques. The MBTA has also launched a □Safety First□ mission, taking a proactive approach to accident prevention. It focuses on identifying safety initiatives designed to resolve potential hazards that pose a risk to passenger safety, thereby preventing accidents or recurrences.

TENNESSEE

Dover Observes Safety Week Thyssen-Dover Elevator □ Middleton, Tennessee

The Bulletin-Times of Hardeman County, November 10 & 17, 1999, publicized Middleton□s Thyssen-Dover Elevator presentation of an elevator safety awareness program. Gary Meyer, of Thyssen-Dover, made the Safe-T Rider□ presentation to Hardeman County schools□ second-grade classes. The program reached 416 students and 22 teachers, who all received training kits, in six Hardeman County schools. County Executive Sammy Nuckolls declared November 14-20, 1999, as Elevator Escalator Safety Awareness Week.

OHIO

Fujitec Presents Elevator/Escalator Safety Lebanon, Ohio

Once again, Fujitec presented Safety Week to local elementary schools. On November 15-17th, 200 students from South Lebanon Elementary and Butlerville Elementary enjoyed the educational antics of Safe-T Rider□ along with a Powerpoint□ presentation. The children greatly enjoyed the video starring Safe-T Rider□. Of course, the students couldn□t resist the coloring books, crayons, balloons and Frisbees presented by Fujitec at the end of the presentation. Teresa Williams presented Safe-T Rider□ to the South Lebanon students on the 15th and to the Butlerville students on the 17th. Angela Seitz was Safe-T Rider□ for the Butlerville students on the 17th, Steve Gainey, Service Parts supervisor, was kind enough to take the day out and present Safety Week to South Lebanon, along with the assistance of Kathy Stephens and Liz Brech. On the 16th and 17th, Vic Harada presented Safety Week to the Butlerville students □ again with the assistance of Stephens and Brech. Fujitec is exploring the idea of expanding the Safety Week presentation to include their local senior citizen groups. This will give them

another way to further reach their community on the importance of safety awareness when using elevators and escalators.

HAWAII

Great Keiki Fest in Hawaii Expands Children's Safety Awareness Schindler/HIOSH in Pearl City, Hawaii

The Elevator Inspection Section of the Boiler/Elevator Bureau of HIOSH set up a booth at the Great Keiki Fest in partnership with Schindler to disseminate information on the safe use of elevators and escalators. Over 700 children visited the booth, and each was given a coloring book on elevator/escalator safety. In 1999, Schindler in Pearl City, Hawaii went to the following schools to present the Safe-T Rider program: Mae Mae Elementary School, Nuuanu Elementary School, Pearl Harbor Kai Elementary and Momilani Elementary School. Pat Okazaki of Schindler presented the program. An inspector from the state of Hawaii accompanied her to answer the many questions the children had.

ARIZONA

Proclamation Signed by Governor of Arizona NAESA International in Phoenix, Arizona

Bud Rommel, retired executive director of NAESA, was able to get Arizona Governor Janet Hull to declare November 14-20, 1999 Safety Week. Rommel has been successful for the past several years in having this week declared throughout the state of Arizona.

NEW JERSEY

First and Second Grade Students Participate in Safety Program Schindler in Bloomindale, New Jersey

On Thursday, November 18, 1999, Judy Treibman and Lenny Pollara of Schindler visited the Samuel R. Donald School in Bloomindale, New Jersey to educate the first and second graders about elevator and escalator safety. The children showed a lot of interest and were very attentive.

KENTUCKY

Commonwealth of Kentucky Joins in the Celebration Kentucky

On October 25, 1999, the governor of the Commonwealth of Kentucky, Paul E. Patton, signed a proclamation designating November 14-20, 1999 as Kentucky's Elevator Escalator Safety Awareness Week. In addition to the public announcement of the proclamation, an informational bulletin was sent to state employees via e-mail. This bulletin reached over 30,000 employees.

ALABAMA

After 10 Years With Foundation, Program Director's Child Receives Safe-T Rider Program

The students at Semmes Elementary School in Mobile, Alabama received the Safe-T Rider program during Safety Week. The task of getting the school as a whole to participate was quite easy. A letter was mailed to the principal identifying my child as a second grader at Semmes and that the industry had a free program for all the second

graders. The principal passed the information to my son's teacher, and she took it from there. All four teachers signed up, and the material was shipped. Of course, I hand-delivered my son's package to his teacher and then set a time when I could come back and videotape the presentation. The Foundation is preparing to release a new video soon regarding what the Foundation does, and part of that will include the Safe-T Rider program. So, I took this opportunity to "kill three birds with one stone": 1) We made the Safe-T Rider program available to the second graders; 2) We incorporated the program during Safety Week; and 3) We have footage for an upcoming video. The children were absolutely mesmerized by the presentation. Lynn McCain, the teacher, had a thorough discussion before the video, and the children revealed they were very knowledgeable about the vertical transportation equipment. After the video presentation, the students discovered many new ways to behave safely on the equipment. The students were very excited and wanted to view the video again. (They were also very excited about being on the new video I was taping.) McCain reviewed all the rules with the children and promised they could watch the video each week until the Christmas holidays. The students took the coloring books home to their parents, had their parents sign the return test and received the certificate of completion and sticker. The students' enthusiasm makes the effort worth the while.

SUMMARY

One measure the Foundation uses for success is the number of individuals who receive the safety message. Although compiling numbers in every case is impossible, it is obvious that millions have received the message. The safety messages were received in a variety of ways through handouts, newsletters, one-on-one presentations, flyers, media coverage, local press releases and television stations. Clearly, this celebration provided safety messages to more riders during a single week than at any other time in the year. There are no local chapters to contact, so if you want to be added to this growing list next November, be prepared to lead. Choose someone from your company or organization that is an advocate for safety. Form a team, and you are on your way. The Foundation has planning guides available to help with your celebration. The Foundation needs elevator industry companies and groups to mobilize in transporting the safety awareness messages nationwide. The Foundation encourages readers to begin planning the process now by ordering a Safety Week Planning Guide. Please call, fax or e-mail your request to the Foundation and begin your groups or companys plans to make the next annual Safety Week a reality in your area. Elevator Escalator Safety Foundation, 362 Pinehill Drive, Mobile, AL 36606-1715 Phone: (334) 479-2199 or 1-800-949-6442; Fax: (334) 479-7099 E-mail: eesf@earthlink.net; Web site: www.eesf.org

NOVEMBER 12-18, 2000 □ Begin your plans in August for the 2000 Celebration!