



PREPARE FOR NATIONAL ELEVATOR ESCALATOR SAFETY AWARENESS WEEK NOVEMBER 8-14, 1998

*by Barbara Allen,
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It's time to grow; ask yourself these questions.

"Do I want the citizens of my community to know that it is National Elevator Escalator Safety Awareness Week?"

"Will I prevent avoidable accidents by distributing safety material or announcing it's National Elevator Escalator Safety Awareness Week?"

"Is my local school district taking advantage of the free Safe-T Rider© program offered by the Elevator Escalator Safety Foundation (EESF)?"

"Is it worth my time to make a difference?"

If you answered yes to any of these questions, the Elevator Escalator Safety Foundation (EESF) wants to help you get this year's activities going in your community to celebrate National Elevator Escalator Safety Awareness Week, scheduled for November 8-14, 1998. If you answered no to any of the questions, you need to participate with us this year; let us help!

For many organizations and companies throughout the U.S., the second full week of November each year is a time to make the public aware of safety issues surrounding elevators, escalators and moving walks. To help prepare for this year's celebration, let us reflect on the 1997 events which could serve as guidelines for this year's celebration.

The children in the first grade at Montgomery and South Lebanon Elementary Schools in Lebanon, Ohio anxiously await Fujitec's 1998 visit to their National Elevator Escalator Safety Awareness Week. Last year, Fujitec hosted 200 area second graders at their research facility, teaching them about elevator and escalator safety, giving them a tour of the facility and passing out Safe-T Rider© coloring books, stickers, certificates and pins. Freddie Conley of Fujitec America performed as Safe-T Rider© on both days. The following Fujitec America staff also assisted: Bev Kamps, Rita Shiveley, Bill Korst, Matt Graham, Teresa Williams, John Toto, Bill Rencsok, Jill Fussner, Tom Brand, Debbie Jacobs and Jon Reischel.

Local papers Cincinnati Enquirer, Western Star and Community Press covered the story.

Reischel, who headed the Lebanon celebration, offered these comments to the EESF, "Thanks for your help! Safety Week went very well for us again this year."

Last year, Michael Chavez, chief elevator engineer for the General Services Administration in Metro-Dade Miami, Florida posted a banner over a busy city street. Chavez estimates that thousands of drivers, passengers and pedestrians saw the sign.

Representing the National Elevator Industry, Inc. (NEII) Connecticut/Rhode Island Area Code Committee, National Elevator Escalator Safety Awareness Week was headed by Laura Whaley of Connecticut Elevator Co. and Paul Farnsworth of Eastern Elevator Co. A booth display was set up at the Connecticut Post Mall. Volunteers, old and young (Steven and Samantha Rudewicz), and Safe-T Rider© (David Tafarella, nephew of Laura Whaley) handed out 1,000 coloring books and stickers to children, who were very impressed. The children were accompanied by parents and often siblings. The Safe-T Rider© video and the A Safe Ride® video were shown during mall hours.

A proclamation was signed again this year by Connecticut Governor John G. Roland.

Whaley was successful in getting Outdoor Systems to donate the monthly charge for a billboard display.

Robert Schaeffer of Montgomery KONE Inc. organized an assembly for 225 students at C.R. Hanna Elementary School in Orion, Illinois. Karla Hickey, the mother of a child at Hanna Elementary and a co-worker of Schaeffer's, attended the assembly. John Newton of Montgomery KONE Inc. played Safe-T Rider©.

Mike & Maureen Barbee, Barbee-Curran Elevator Company Inc.; Kirk Offerman and Bob Worth, Schindler Elevator Corp.; and Dana Brigham, Bill Johnston, Mike Diguissepe, Cathy Brigham, Bob Sciandra and Dan Cooksey of the International Union

of Elevator Constructors (IUEC) Local #10 coordinated efforts to celebrate safety week. At the Washington Metro Area Transit Authority (WMATA) Metro Center, Bob North dressed in the Safe-T Rider© costume and greeted subway riders for two hours as 100 coloring books were passed out by other members of the coordination. Maureen Barbee took on the task of entertaining as Safe-T Rider© for four hours as 2,000 Safe-T Rider© coloring books and Metro safety pamphlets were passed out at the WMATA Smithsonian Station.

WTOP All News Radio and WJLA Channel 7 News aired public safety announcements, reaching several thousands listeners.

As an added bonus, Maureen Barbee portrayed Safe-T Rider© for another six hours at the Winter Wonderland at the Metro Center with Santa Claus and McGruff the Crime Dog. At this event, 1,000 Safe-T Rider© coloring books and metro safety pamphlets were distributed.

Fred Goodine, Metro Safety chairman, signed WMATA as a member of EESF. They plan to include Safe-T Rider© as an ongoing part of all their safety programs.

Safety is an important issue for Schindler Elevator Corp. Employees are encouraged to commit themselves to focus on safety and increase public safety awareness throughout the year and, in particular, during safety week. Scott Rowell of Schindler Chicago at Sears Tower visited with Lt. Mark Ziemnik of the Naperville, Illinois Fire Department and asked if he could participate in Naperville's annual open house celebrating National Fire Prevention Week. Naperville donated the use of a television and VCR to display safety videos. Rowell and his 16-year-old daughter Lisa (who played Safe-T Rider©) participated in the event, handing out coloring books, pencils and other materials suited for children and the general public.

Of special note, Lisa Rowell wearing the Safe-T Rider© costume not only attracted many families, but also got the attention of a celebrity. Ronald McDonald, who was also part of the event, approached Rowell and commented, "I really like your outfit." Pictures were later taken with Rowell and McDonald.

The Technical Standards and Safety Authority (TSSA) Elevating and Amusement Devices program headed by Tom Zach, manager of Communications and Marc Tevyaw, regional manager in Etobicoke, Ontario, Canada, in partnership with the Mapleview Shopping Centre, targeted the busy holiday shopping season to increase public awareness of elevating devices safety.

For the past five years, Elevating Devices' inspectors have been visiting schools through Ontario to educate elementary school children with the Safe-T Rider© program, making young children and their parents more aware of the safety rules. To date, over 5,000 elementary schoolchildren have benefited from the program in Ontario through TSSA. TSSA is currently exploring opportunities to promote escalator and elevator safety to Ontario's senior citizens.

The Massachusetts Bay Transit Authority (MBTA) marked National Elevator Escalator Safety Awareness Week with a two-day campaign to acknowledge safety accomplishments in the elevator/

escalator industry and reinforce the public's safe-riding awareness. The MBTA's safety, marketing and operations support departments, in partnership with the Millar Elevator Service Co., sponsored Safety Awareness booths

at the Back Bay and Government Center Stations on November 12th, and the Harvard Square and Downtown Crossing Stations on November 13th.

Those participating included Mike Foley, MBTA; Jennifer Meith and John O'Donoghue, Massachusetts Firefighting Academy (SAFERS); and Gregg Laufersweiler, Bill Hay, Janet Moore, Don Williams, Bill Trickett, Matt Marcone and Jim Ludwig of Millar Elevator Service Co.

Secretary of Transportation and MBTA Chairman Patrick J. Moynihan said, "It's critically important to maintain a safe transit environment through public awareness campaigns, such as this one. Customer safety has always been, and always will be, the number one priority at the T."

Since making escalator improvements and instituting public awareness campaigns, there has been a drop in the number of accidents on MBTA escalators. According to statistics from the MBTA's Safety Department, accidents decreased by 25% from fiscal year 1996 to fiscal year 1997. "The new statistics are encouraging, but the MBTA will never stop urging its customers to exercise care and caution while using escalators throughout the subway system," stated MBTA General Manager Robert H. Prince, Jr.

Massachusetts firefighters and Millar Elevator distributed material to over 40,000 riders.

IUEC Local 25 of Denver, Colorado once again took on the ambitious task of reaching all second graders during Safety Week by implementing the Safe-T Rider© program. Local 25 President Russell Holt of Schindler Elevator Corp. commented that the past volunteers are still working diligently in getting the program into the schools.

The New York City Transit (NYCT) and the Elevator Conference of New York (ECNY) presented Safety Week 1997 in New York City for the fourth year. They were able to present to the general public flyers, coloring books and stickers to over 10,000 at various subway stations throughout the city. The Honorable George Pataki, governor of New York; the honorable Rudolph Guiliani, mayor of New York City; and President Lawrence G. Reuter of the NYCT signed proclamations for the third year in a row proclaiming November 9-15, 1997 as Elevator Escalator Safety Awareness Week. NYCT distributed 10,000 flyers, coloring books and sticker safety packets to the riders of the New York City Subway System. The subway stations where the information packets were distributed were 34th and 6th Avenue Station, Grand Central Station, 42nd and 8th Avenue Station, Sutphin Blvd. and Parsons Blvd. and Archer Avenue Stations. ECNY

gave safety packets to their members to distribute over the counter to customers and clients. Bobby DeFrancesco, Central Electrical and Elevator Supply Corp., gave out 2,000 packets; Frank Reily, B.P. Elevator Co., 500 packets and Hesham Halim, Adams Elevator, New York also distributed safety packets. Jackie Mortman of JM Associates, Inc. and board member and secretary of ECNY handed out 2,000 safety packets to her clients. She was also instrumental in obtaining the New York proclamations. Nick Kassetas, ECNY newsletter editor, contributed time and effort by preparing the ECNY Safety Week flyer and announcing Safety Week in the ECNY newsletter.

The volunteers that made the week a success were NYCT Superintendent/EESF Alternate Regent William E. Boppert; NYCT Superintendent Julio Lussardi; ECNY Director/EESF Regent William M. McLean; and other members of the NYCT.

NYCT's Staci Williams played the Safe-T Rider© character. Williams has played the Safe-T Rider© character for the New York city area four years in a row during Safety Awareness Week. Jip F. Chun, honorary member and co-founder of ECNY, took photographs for the entire week. Chun has volunteered his time and equipment for each of the four years NYCT has presented the Safety Awareness Program.

These are examples of last year's activities. Plans are currently underway to celebrate for the week of November 8-14, 1998. We hope we have given some ideas on ways to celebrate in your area. The staff at EESF are here to work with you and for you. For help or to learn more about how to celebrate, contact EESF for your free planning guide at phone: 1-888-RIDE SAFE or 1-800-949-6442.