

National Elevator Escalator Safety Awareness Week Celebration

by **Barbara Allen**

To reach the riding public prior to the Thanksgiving and Christmas holidays, when there is an increased use of elevators and escalators by parents and children, the Elevator Escalator Safety Foundation (EESF) selected the second full week in November as National Elevator Escalator Safety Awareness Week. In 2002, this fell on November 11-16. The first Safety Week was celebrated in 1994 with the following participants: the states of Colorado, Connecticut and Kentucky, the Metro Dade Transit Agency in Miami, the Elevator Conference of New York (ECNY), Schindler in New Jersey, the Boy Scouts in Atlanta, Fujitec in Lebanon, Ohio, Millar and the Massachusetts Bay Transit Authority in Boston, and Galleria Mall in Buffalo, New York. There was an array of scheduled celebrations in 2002 that varied from handing out material in the subway systems to Internet website links.

The California Elevator Industry Groups

On behalf of the Elevator Industry Group of Southern California (EIG/SC), the Northern California Elevator Industry Group (NCEIG) and the EESF, Davis Turner, past president of EIG/SC, and Bruce Moore, president of NCEIG, requested Governor Gray Davis sign a proclamation establishing the week of November 11-16, 2002 as Elevator Escalator Safety Awareness Week in the state of California which the governor graciously consented to do. In addition, Turner worked with Lance Wong, chief of the Department of Building and Safety Elevator and Pressure Vessel Section, City of Los Angeles, to approach the mayor of Los Angeles to likewise sign a proclamation. The Honorable James K. Hahn issued the proclamation, which urged city residents to increase their awareness of the safe and proper use of elevators, escalators and moving walks.

The EIG/SC conducted educational programs throughout the city and county of Los Angeles in recognition of Safety Week. The proclamations and letters were on display at the EIG/SC group lunch held on November 19. Turner noted, "We believe that the timing of this safety awareness program is especially important considering the upcoming 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."

The California groups are nonprofit organizations comprised of companies and individuals in or associated with the elevator industry in Southern and Northern California.



"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."
Margaret Mead, anthropologist

**Southeastern Pennsylvania
Transportation Authority (SEPTA) and
Vertical Transportation Excellence (VTX)**

SEPTA and VTX promoted elevator and escalator safety by handing out approximately 5,000 safety flyers at numerous transit stations and also made presentations to more than 1,000 children at three elementary schools. *Safe-T Rider*® was a big hit with all the children. SEPTA distributed safety handouts and showed an educational video this week at several stations, including Erie-Torresdale, 52nd Street, Olney Transportation Center, Market East and suburban stations.

SEPTA's System Safety and Infrastructure Departments worked in cooperation with engineering firm Gannett Fleming to celebrate the week with a variety of activities, including safety presentations at William Meredith, McCall and Media Elementary Schools. Each presentation stressed the importance of educating children on the correct way to ride elevators and escalators.

"Our participation in the program each year has grown and is always well received. We look forward to continued assistance in the upcoming year," David Hansen, vice president of VTX, commented.

The *Philadelphia Metro* featured a full-page color article on November 14, in the SEPTA News section, entitled "Construction Talk, Elevator Escalator Safety Week."

Continued ►



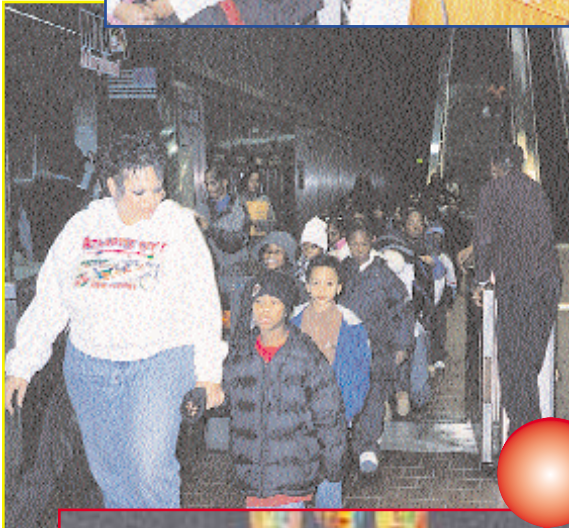
(l-r): Tom Gordon, Corey Hansen, Sue Hansen, David Hansen, Ed Shane and Ralph Sizer.



Celebration Continued



Dennis Keys,
MTA Chief Rail Safety Officer,
speaks to second
graders



The Maryland Transit Administration (MTA)

As part of Safety Week, the MTA conducted a safety demonstration for elementary school students and gave away *Safe-T Rider* kits on November 13 at the Mondawmin Metro Subway Station in Baltimore. About 40 second graders from nearby Gwynns Falls Elementary School saw a live demonstration of how to safely ride escalators and elevators, watched a safety video and received *Safe-T Rider* materials. In addition, the MTA distributed *Safe-T Rider* material to more than 7,000 second graders in the Baltimore City Public School System.

Suzanne Bond, director of Transit Communications, interviewed Bernadette Bridges, acting MTA deputy director of Safety and Risk Management, on the weekly radio program "This Week with the MTA." The public affairs program explores state and national transit and transportation issues on two local radio stations, WZBA-FM and WRNR-FM. Bridges and the Safety Week were also featured in an eight-minute segment of the MTA cable TV public affairs program "In Touch with the MTA." The first eight minutes of the program that aired throughout the month of October on several Maryland cable systems was devoted directly to elevator and escalator safety issues. Combined, the programs potentially reached thousands of Marylanders.

Bridges covered safety issues associated with elevators and escalators and shared some inappropriate behaviors that have a tendency to cause problems on the equipment.

Organizers for the MTA celebration in addition to Bond and Bridges included: Pamela Goins-Watts, Special Events & Promotions specialist; Marc Jones, manager, Broadcast Operations; Linda Astwood, senior transit analyst; Phillip Bass, supervisor, Elevators/ Escalators; Frank Bowles, Customer Information officer; and Byran Tomilson, Customer Information officer, all with the Maryland Transit Administration, Department of Transportation.

Safety Week has been designated by the EESF as an opportunity to educate the public on the safe and proper use of elevators, escalators and moving walks. Through nationwide events, the message can reach millions of riders and help to increase public safety awareness. The celebrations also highlight the contribution made by the industry to this nation's quality of life.

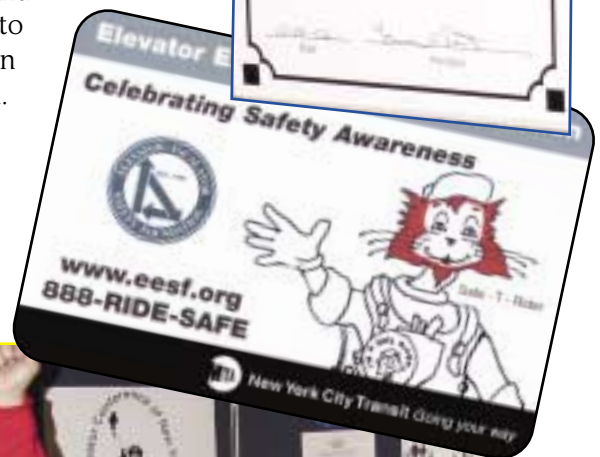
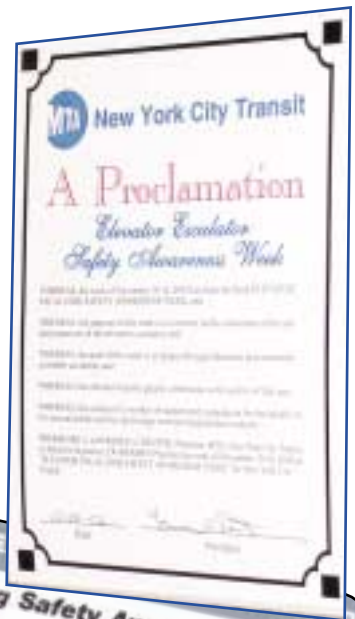
New York City Transit (NYC Transit) and the Elevator Conference of New York (ECNY)

The president of the NYC Transit, Lawrence Reuter, signed a Safety Week proclamation as in past years. Herman Hausmann, general superintendent, Elevator and Escalator, DOI, NYCT, was instrumental in obtaining the proclamation again this year.

The NYC Transit Elevator and Escalator section of the Electro-Mechanical Group in conjunction with the ECNY celebrated Safety Week by placing displays in stations throughout the NYC Transit system. Both transit personnel and invited guests distributed 10,000 coloring books to children and 12,000 MetroCard holders for the mature rider, both depicting EESF motifs. This was the second year for the MetroCard holders, which were designed and printed by NYC Transit. It is hoped that more transit systems will print cards to help spread the safety message. The holders protect the metro card and remind riders of the safety rules as printed on the inside. The front depicts the *Safe-T Rider* character and gives the consumer the phone number and website address of the EESF (www.eesf.org). Material was distributed to patrons in the following subway stations: Jay Street Boro Hall, Penn Station, Broadway Junction & East New York and Parsons Boulevard. Also, escalator safety signs were displayed in over 100 subway stations.

This year's participants were: William Boppert (superintendent, NYCT), Kevin Moylan (superintendent, NYCT and EESF regent), Matthew Jackson (ECNY president, AFD Industries), Jackie Mortman (ECNY vice president, JM Associates), Humberto Iglesias (NYCT, *Safe-T Rider*), Michael Young (NYCT), Keith Sappe (NYCT) and Yves R. Dominique (NYCT).

Continued ►



"Naked a man comes into the world and naked he leaves it, after all is said and done he leaves nothing except the good deeds he leaves behind."
Adapted from a Jewish thinker, Rashi

(l-r): Mike Young, Jackie Mortman, Bill Boppert, Humberto Iglesias (*Safe-T Rider*), Keith Sappe, Kevin Moylan, Matt Jackson

Elevator and Escalator Safety Tips Listed in *A Safe Ride*® Workbook



Escalators

BEFORE ENTERING ESCALATORS:

- ◆ No canes, walkers or wheeled vehicles
- ◆ Don't ride barefoot or with loose shoelaces
- ◆ Check the direction of the moving steps

WHEN ENTERING ESCALATORS:

- ◆ Step on and off promptly. Take extra care if you are wearing bifocals.
- ◆ Hold children or small packages firmly in one hand.
- ◆ Grasp the handrail as you step promptly onto the moving step.

WHEN RIDING ESCALATORS:

- ◆ Stand toward the middle of the step – away from the sides and face forward.

- ◆ Keep loose clothing clear of steps and sides.
- ◆ Keep a firm grip on the handrail.
- ◆ Reposition your hand slowly if the handrail moves ahead or behind the steps.
- ◆ Don't rest your handbag or parcels on the handrail.
- ◆ Pay attention. Don't window-shop while riding.
- ◆ Don't lean against the sides.

WHEN EXITING ESCALATORS:

- ◆ Don't hesitate. Step off promptly.
- ◆ Immediately move clear of the escalator exit area – don't stop to talk or look around. Other passengers may be behind you.

(These same safety tips apply to moving walks.)



Elevators

WHEN YOU APPROACH THE ELEVATOR:

- ◆ Know your destination. Push the Up or Down button for the direction you want to go.
- ◆ Stand aside for exiting passengers.
- ◆ Wait for the next car if the elevator is full.
- ◆ Don't try to stop a closing door with anything including hands, feet or canes. Wait for the next elevator.
- ◆ Take the stairs if there is a fire in the building.

WHEN YOU ENTER AND LEAVE THE ELEVATOR:

- ◆ Enter and exit carefully. Watch your step.
- ◆ Hold children and pets firmly.
- ◆ Stand clear of the doors – keep clothes and carry-ons away from the opening.
- ◆ Push and hold the Door Open button if doors need to be held open, or ask someone to push the Door Open button for you.

WHEN RIDING ON THE ELEVATOR:

- ◆ Stand back from the doors.
- ◆ Hold the handrail, if available.
- ◆ Pay attention to the floor indications.
- ◆ If the doors do not open when the elevator stops, push the Door Open button.

Celebration Continued

In Ohio

Norman Martin, chief elevator inspector, State of Ohio, linked EESF's site to the State of Ohio's home page. Martin reported there had been a number of inquiries from elevator companies from within Ohio on how to become involved in the program. Next year, he plans to get a proclamation signed by the governor of Ohio.

Fujitec, Lebanon, Ohio

Fujitec America Inc. once again hosted Lebanon area second graders for a tour of the company's facilities, located in Warren County. During their visit, the students learned about elevator, escalator and moving walkway safety. Michelle Howard, marketing communications specialist for Fujitec, noted, "With the holiday shopping and traveling season approaching, this event could not be better timed. Our safety week program is a great opportunity for Fujitec to give something back to the community as well as introduce kids to the safe way to use elevators, escalators and moving walkways."

A costumed *Safe-T Rider* welcomed the second graders while staff members administered the entire *Safe-T Rider* program and hosted a guided tour of the 14-story Research Tower, which included hands-on demonstrations on the proper use of escalators and elevators.

The Lebanon-area schools that visited Fujitec during Safety Week were St. Frances de Sales, Lebanon Christian School and South Lebanon Elementary. In-classroom teaching materials and guides were available to area teachers who were unable to schedule visits to Fujitec.

Fujitec America not only led the campaign locally, but played a key role in the EESF's strategic planning, fundraising and recruitment. The 2002 fundraising campaign chairman was Takakazu Uchiyama, chairman and CEO of Fujitec Co., Ltd., Fujitec America's parent corporation.

Radio and television public service announcements (PSA) were an integrated part of other Safety Week celebrations. Using footage from the original *Safe-T Rider* video, scripts were developed, edited and spliced together for air time during Safety Week. The planning guide has also been updated. The PSAs and the guide are available on CD. For more information, contact EESF at www.eesf.org.

Barbara Allen is marketing director for the Elevator Escalator Safety Foundation.



Amy Carlisle ►
(background)
and
Barry Wilson
(*Safe-T Rider*)



South Lebanon Elementary School students and teachers