



Our Mission:
To educate the public on the safe and proper use of elevators, escalators and moving walks through informational programs.

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The Resource for Rider Safety Education
INSIDER

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2005**

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Efficacy Report Presented to the ABA

Dr. Ron Van Houton of the *Center for Education and Research in Safety* recently presented the results of the behavioral study of the Safe-T Rider program to the Association of Behavioral Analysts. He and Dr. J.E. Louis Malenfant conducted the study for the Elevator Escalator Safety Foundation (EESF) to determine if the program was effective. Dr. Van Houten found that there was a 25% to 40% positive change in the behavior of

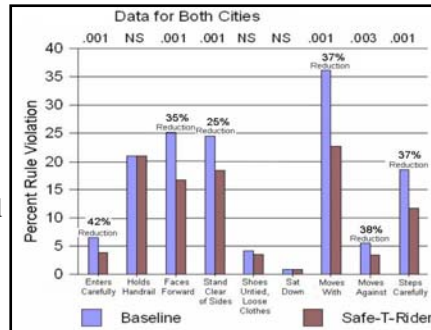
the children targeted by the study. He said, "I have not seen results that large in any program of this type before this one. This is probably the largest change that I saw and certainly nothing I would have predicted before hand. That was not what I anticipated... but it's good!" Dr. Van Houten originally wanted to include

posted signs on or near the escalators to serve as a bridge between the Safe-T Rider program implementation and application of the targeted behaviors but EESF wanted to test the program in the current form in order to determine its actual effect on the

children's behavior.

He explained that he did not expect much more than a 6% or 7% change in behavior.

Despite his initial predictions, he found a much larger change. He said, "For a straight forward educational



program that reaches a large number of children, these are major changes in behavior and very cost effective." He went on to say that he believed the study demonstrated that a similar effect could be predicted in a lot of communities.

Dr. Van Houten's presentation in its

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Welcome to EESF



We would like to take this opportunity to welcome Leslie C. Schraeder to the Elevator Escalator Safety Foundation. She has joined the foundation as the Development & Marketing Director. Many of you will have an opportunity to meet her at the upcoming UNITED conference in Toronto, Canada. We welcome her to our team. Her primary area of responsibility will be fundraising and will also help with public relations and marketing.

Schraeder is originally from St. Louis, Missouri. She relocated to Mobile, Alabama in 1992 to attend Spring Hill College where she attained a Bachelor of Arts degree. She has worked in numerous non-profit organizations while acquiring her education and most recently worked for The Salvation Army. She was the Volunteer Coordinator and later became the Director of Public Relations and Volunteer Services. In these positions she has developed promotional, fund-raising and managerial skills. Schraeder is currently a member of Public Relations Council of Alabama, the Southern Public Relations Federation and Directors of Volunteer Services. In addition, she has volunteered with the Mobile Tricentennial Office.

A Night at the Elee Awards

Get ready for all the glitz and glamour of a Hollywood award show you could ask for in Toronto, Canada. Six acts made up of your friends in the industry will be performing for your entertainment at "The Elee's" on Monday, September 26, 2005 at the Royal York Hotel.

The Elevator Escalator Safety Foundation has been granted the opportunity to produce the gala-like event for the entertainment of the conference members and to raise money for its educational programs. The Joint Leadership 2005 Team has invited the Elee Awards to be held on the opening night of the conference. The red carpet will be rolled out for everyone at 5:00 p.m. and the show will kick-off at 6:00 p.m. We encourage everyone attending to support their association representatives.

The show will feature acts by various performers including Shades of Grey (Chris Mudge, Faye Gray, Donna Mortimer, and Marilyn Skowron) of Draka Elevator Products, Inc.; T'N'T (Tom Reynolds and Todd Irvine) of Westcoast Innovative Pro Pads and Irvine Elevator; Laura Beth Walsh Moylan of New York City Transit; Kristen and Robert Schaeffer of D&D Elevator; the Stepsons of the Pioneers (Ed, E.J. and Kevin Mathis) of Asheville Elevator Company, Inc. and Bobby Dee (Bobby DeFrancesco) of Benfield Electric Supply Corporation. Plus, as an added bonus an all-star line-up has been recruited to present the Elee's to each of the

acts. Representatives from Diamond, Platinum, Gold and Silver sponsors Canton Elevator, Computerized Elevator Controls, Escalator Handrail Company, GAL Manufacturing/Hollister Whitney, Innovation Industries, The Peelle Company, ThyssenKrupp Access and Vertical Express will be official presenters at the awards show.



The EESF's night at the Elee's will feature six acts for guests listening pleasure. Pictured are Bobby Dee (above) who will sing Frank Sinatra's "My Way" and Shades of Grey (below) an a cappella quartet who will perform a "Dream Medley. Please plan on attending this fun and worthwhile event.



Other sponsors include: Abell Elevator International, Inc; Adams Elevator Equipment Company; Benfield Electric Supply Corporation; Courion Industries; Draka Elevator Products; Formula Systems North America, Inc.; J.M. Associates, Ltd., Leistriz Corporation; Magnetek; Maxton Manufacturing Company; Minnesota Elevator, Inc.; Monteferro America; Westcoast Elevator Pads. Thank you to all our contributors and attendees for their continuing support for this great event.

Proceeds from the evening will go to support the mission of the Elevator Escalator Safety Foundation, which includes: reaching nearly half a million children with the Safe-T-Rider program this school year; celebration of

National Elevator Escalator Safety Awareness Week; provide general safety information to the public; continuation of the two interactive programs www.asaferide.org and www.safetrider.org; development of a DVD that will include all program materials; and continued web site development.

Log on to www.unitedintoronto.com to sign up.

Safe-T Rider Hits 4 Million Mark



Partnerships continue to make inroads in promoting elevator and escalator safety in North America.

In June, 2005, the Safe-T Rider program reached the four million mark in the number of students exposed to the safe elevator and escalator riding message in North American

schools.

Led by the Elevator Escalator Safety Foundation of Canada and EESF U.S., joint efforts involving industry, manufacturers, safety authorities and educators have been driving home the elevator and escalator safety message; especially among young children and the elderly – the two groups most prone to accidents involving elevators and escalators.

On June 10, 2005, Christina Passfield of the Technical Standards Safety Authority (TSSA) delivered the Safe-T-Rider program to a group of second grade students of Holy Redeemer Catholic School in Durham that marked the four millionth child educated in elevator and escalator safety. Also in attendance were Elena Walmsley and Kevin Lavallee of ThyssenKrupp Elevator. Mr. Lavallee is currently the Chairperson of the Canadian EESF. Each child was presented with a certificate of completion. Second grader, Robert took home the T-shirt he won in a drawing; and a very excited Alexandra won the scooter and helmet set donated by ThyssenKrupp Elevator.

The EESF operates a similar program – A Safe Ride – targeted to adults and seniors. Elevator industry officials have teamed with representatives of local safety authorities to help deliver the Safe-T Rider program in schools throughout North America. In Ontario for example, a partnership between ThyssenKrupp Elevators and the Technical Standards and Safety Authority (TSSA) has been especially active with the Safe-T Rider program. Regulating the safety of elevators and escalators across the province

of Ontario is a key part of the TSSA's safety mandate.

Information compiled by the TSSA in its *State of Public Safety Report* (2003) underscores the need to concentrate on young students and the elderly with the safe rider message. Taken together, seniors and children in the 1-12 year age group were involved in nearly 39 per cent of the 489 escalator incidents reported in Ontario in 2003. Of the 178 elevator incidents reported to TSSA in 2003, nearly 40 per cent were related to rider behavior.

Ted Dance, vice-president of operations for TSSA, said the partnership between safety authorities and elevator/escalator industry associations continues to bring about significant benefits. "This was a great opportunity to work with some of our partners to deliver the elevator safety message to a key audience. Our own people have been personally involved in the delivery of the program to at least 40 classes in Ontario this past year.

The even better news is that educational programs are growing. The Safe-T Rider reached an initial 104,000 students in U.S. and Canadian schools in 1993/94. It is now made



available to 450,000 students in North America each year. Studies by the EESF indicate that students exposed to the Safe-T Rider program show a marked improvement in their behavior of elevator and escalator safety rules.

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entirety is available on the Elevator Escalator Safety Foundation web site, www.eesf.org. It may be downloaded and played on Microsoft Media Player. In addition, a full review and summary are also posted at the site.

continued from page 3 (4 Million Mark)

The program's success provides partners in the escalator and elevator industry additional incentive to highlight public education as a key component in the goal to reduce the number of elevator and escalator accidents to zero.

The EESF was created in 1991 with a mission to educate the public on the safe use of elevators, escalators and moving sidewalks through informational programs. The Safe-T Rider program includes a video presentation, a poster, program tests and supporting materials designed to educate elementary students on elevator and escalator safety habits. An interactive web-based version of the program is available at www.safet rider.org.

EESF Presents The Elee's
 At the UNITED Conference
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