

Celebration of Safety Week Covers U.S.

by Ray Lapierre

Millions of Riders Hear Industry's Safety Message

Many national week celebrations exist for various industries, and many within the elevator escalator industry had long expressed the desire for one relating to safety. In October 1992, the Elevator Escalator Safety Foundation's (EESF) Board of Regents agreed to develop an elevator industry safety awareness week and engaged a Washington, DC-based consulting firm to pursue a congressional and presidential declaration of National Elevator Escalator Safety Awareness Week (Safety Week). To reach the riding public prior to the Thanksgiving and Christmas holidays - when parents and children use elevators and escalators extensively - the Foundation selected the first full week in November. This time frame allowed for the simultaneous participation of U.S. public schools by implementing the Safe-T Rider program in the classroom.

Safety Week Planning

The program's objectives, planned during 1992, allowed elevator industry members and equipment owners to actively participate in bringing safety education to the general public while highlighting the safety of the equipment. The project makes the public more aware of safety issues concerning equipment used daily, and at the same time, profiles the industry in a positive light.

The process to move Safety Week approval through Congress began with a search for volunteers to secure sponsors in the House of Representatives, plus one in the Senate. Thanks to many in the industry participating in a letter-writing and telephone campaign, Senator Richard Shelby of Alabama and Congressman Howard Coble of North Carolina agreed to sponsor the commemorative legislation. For the legislation to pass, 217 Representatives and 50 Senators were needed to join on House Joint Resolution 231 and Senate Joint Resolution 123. Over the next several months, the industry attempted to enlist senators and representatives who were in the midst of the Health care Reform and Deficit Reduction debates. The 103rd Congress passed only 61 of 1900 requests for national commemorative legislation, Safety Week not among them. Now, Congress is considering abandoning commemorative legislation entirely.

Fortunately, in anticipation of the difficulty of obtaining the necessary Federal legislation, it had been decided to declare and celebrate Safety Week on an industry and local level, relying on the more amenable state and local government officials to proclaim the week for their constituents.

The decision to go forward with the celebration of Safety Week required the development of a planning guide for interested companies and organizations. The Foundation contracted a publicity specialist to assemble such information. Several national week celebration kits were obtained and studied to ensure nothing would be omitted from the *National Elevator Escalator Safety Week Planning Guide*.

The final product provides valuable information to the user; anyone purchasing the guide alone could produce an effective celebration. Those deciding to join the celebration - and there were many - also had safety materials of their own to augment that available from the Foundation.

Two major concerns were the industry's reaction and user's comments. Foundation staff required feedback. After all, the celebration required corporate, group, and individual sponsorships, as well as volunteers to present the program. Much involvement from the industry was required! Other industries had been successful, why not ours? Feedback from various participants would indicate a successful plan and approach.

The Foundation's major developmental effort went into creating the Safety Week planning guide. Existing Safe-T Rider materials - coloring books, posters, buttons, and stickers - were priced to sell in packages of 100. Additional materials - bus cards, special handouts for adult riders and coloring sheets for children - were developed. Only two Safe-T Rider costumes existed; three more were made to meet the expected demand. The five costumes were quickly reserved, and it turned out that twice as many could have been used.

Radio and television Public Service Announcements (PSAs) are an integrated part of other national week celebrations. Using footage from the original Safe-T Rider video, new scripts were developed, edited and spliced together to offer participants PSA messages to air during Safety Week. In addition, a double set of PSAs - designed for use throughout the year - were included on the video and audio tapes.

Foundation staff handled most of the smaller orders; High Cotton Direct Marketing of Birmingham filled the large orders. Sales totaled over \$5,400. Program sales are anticipated to gradually increase each year, with the program quickly becoming self-supporting.

Nationwide Coverage

The Foundation provided almost 100 planning guides to individuals and companies throughout the U.S. Celebrations were held in the New England, Mid-Atlantic, Midwest, Southeast, Mountain and Far-West regions. Several industry volunteers were successful in setting declarations for National Elevator Escalator Safety Awareness Week in their states and cities. The Foundation was informed of proclamations by Governor Fife Symington of Arizona; Lowell P. Weicker, Jr. of Connecticut; Brereton C. Jones of Kentucky; and William F. Weld of Massachusetts. Richard J. Riordan, mayor of Los Angeles, also signed a proclamation for National Elevator Escalator Safety Awareness Week.

Colorado - Constructors Take the Lead in Denver

The International Union of Elevator Constructors (IUEC) Local 25 of Denver, Colorado

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 Corporation asked for and received the support of his IUEC executive board. Holt's plan was to send elevator constructors into classrooms to present the program, rather than the second-grade teachers. At the next General Membership Meeting, he presented his plan. Thirty volunteers signed up, represented companies being Centric Elevator Corp., Dover Elevator Systems, Inc., Montgomery Elevator Co., Otis Elevator Co., and Schindler Elevator Corp. Schindler and Montgomery management, as well as employees, became involved, providing additional volunteers. Not only did the companies encourage employees to participate, they agreed to pay for two hours of each classroom presentation, in addition to travel time. Holt and the volunteers promised to present the program whether paid or not.

The next step was persuading schools to accept the program. After an unsuccessful attempt to sign up school curriculum directors and superintendents, Holt and his volunteers decided to approach the schools directly. Constructors contacted schools in their residential areas. This tactic was a huge success, resulting in enrollment of over 40 second-grade classrooms for a total of 1,215 students.

Volunteers were then indoctrinated to present the Safe-T Rider Program. Training sessions were conducted after regular working hours, on the volunteers' own time. Local 25 scheduled two training sessions at night to accommodate volunteers' schedules. Training was conducted by following the Teacher's Guide and discussing the presentation. The volunteers also met with each teacher to explain their roles; how to handle testing, certificates, and individual material. The training meetings concluded with a general discussion of teaching techniques and ended with a question and answer session. "There was a lot of good discussion," Holt commented, "everyone gaining confidence to get in front of a classroom and make the presentation." Care was taken to ensure volunteers acted as guests; presenters were careful to stick to the 45 minutes allotted.

The final phase was the actual presentation. Each individual who signed up a school acted as its leader. The leaders then selected volunteers who set goals to achieve 100% participation and a good representation of the companies involved. One or two constructors went to each class.

Holt believes a positive public image resulted from their efforts, offering an excellent opportunity for the local union, in conjunction with the companies, to work on a project that both support - the safety of children.

Holt concluded: "This was a great project. Our thanks to the Foundation for letting us pilot the program in Denver. All of our volunteers want to do it again. Many schools have already asked us to come back next year. Some of those not involved have also asked."

Safety Week Celebration
Connecticut- NEII CT/RI- Area Code Committee

The National Elevator Industry, Inc. (NEII) Connecticut/Rhode Island Area Code Committee signed on early to lead a celebration in Connecticut directed by Owner and Corporate Secretary Laura Whaley of Connecticut Elevator Co.; and Code Committee Chairman Paul Farnsworth, president and sales manager of Eastern Elevator Co. The area elevator companies provided a great deal of support. Governor Lowell P. Weicker, Jr. proclaimed the week of November 6-12, 1994 as National Elevator Escalator Safety Awareness Week in Connecticut. The NEII chapter enlisted Ellen Schneider, director of communications of the Connecticut Department of Public Safety, to help with promotional efforts.

Others assisting with NEII's celebration efforts were: Louis Bialy, director of Codes and Product Safety for Otis Elevator Co.; Jonathan Shankman, district manager of Schindler Elevator Corp.; and Louis Orsini, supervisor, Bureau of Elevators, Division of Fire, Emergency & Building Services for the Connecticut Department of Public Safety.

The group - along with Safe-T Rider - was at the Trumbull Shopping Park in Trumbull, Connecticut from 10:00 a.m. to 9:00 p.m. the week of November 6th. While entertaining over 4500 visitors, they handed out coloring books and stickers promoting public safety to approximately 1200 people. New Haven's Television Channel 3 covered the event and ran a story on the 6 p.m. Eyewitness News. Nielsen ratings for the week indicated that 110,947 viewers - all potential riders - saw the three-minute story. Whaley also prepared a special handout for booth visitors, displayed Safe-T Rider posters and posted rules next to mall elevators and escalators. Whaley offered these thoughts: "Our effort in Connecticut was a display of teamwork and commitment by the industry to promote public safety. With the support of volunteers from the Connecticut Department of Public Safety, NEII, and IUEC, we were able to instruct thousands of people on the safe and proper use of elevators and escalators. The Foundation has many supporters in Connecticut and will continue to have support in the effort to promote public safety. We were able to reach thousands of people and have set our goal even higher for Safety Week 1995."

Visiting Clinton Avenue School in New Haven, Whaley watched a classroom program during which the teacher mentioned it was National Elevator Escalator Safety Awareness Week. Over 750 New Haven second graders participated in the program during Safety Week.

The NEII Main Committee endorsed Farnsworth's idea for the regional code committees to play a leading role in next year's celebration. The committee also appointed Farnsworth to lead the effort. Regarding a 1995 celebration, Farnsworth commented: "The elevator safety awareness effort in the state of Connecticut will be a continuum. The children, the elderly, and the riding public at large are the beneficiaries of this fine program. Each avoided accident is a victory for the children, the elderly, the public at large, and the elevator industry. In 1995, Connecticut will double its efforts to educate and increase safety awareness of the riding public."

Kentucky - Hitting the Air Waves

Two Kentuckians - Sterrett Lloyd, president of Abell Elevator Co., and Robert Wright, director of the Elevator Inspection Division for the Kentucky State Fire Marshall's Office - were instrumental in developing Safety Week's PSAs. The state produced over 20 PSA tapes, providing the message to television stations throughout Kentucky and surrounding cities in Ohio, Indiana, and West Virginia.

The stations represented ABC, CBS, and NBC television networks. Additional efforts included a State Proclamation, and press releases from the state of Kentucky were sent to every major newspaper, radio and television station in the state. Public Relations Specialist Carol Czirr of the state's Cabinet for Public Protection and Regulation estimates the PSAs reached 10,500 individuals in the first few days shown. Furthermore, the PSAs safety messages - without the reference to Safety Week - will continue to be aired in the state of Kentucky throughout the year.

Florida - Metro Dade Transit Agency

Laura Farr, Community events coordinator of Miami's Metro Dade Transit Agency (MDTA), set up a public safety education booth at the Banyan Arts and Crafts Festival in Coconut Grove, FL. MDTA was a local festival sponsor that saw 50,000 visitors. The booth stressed safety rules and featured Safe-T Rider benefitting both parents and children alike. Many festival attendees visiting the MDTA booth were not familiar with the Safe-T Rider program, but Farr reported, "It caught on like wildfire." She continued, "The children gleefully laughed at certain points during the viewing and danced to the rap music. Parents were pleased to see their children enjoying themselves while learning valuable safety tips."

Many parents requested information on how to implement the program in their child's school. Farr reflected that "everyone left with a smile on their face, Safe-T Rider stickers, coloring books, and some wisdom."

New York City - ECNY Takes the Lead

The Elevator Conference of New York (ECNY) presented a series of educational booths throughout New York City. ECNY President Nick Kassetas of Adams Elevator Equipment Co. Appointed a committee headed by William McLean of the New York City Transit Authority (NYCTA) and consisting of Co-Chairman Robert Lynch, senior engineering technician, Plant and Structures for the World Trade Center; Tina Drummond, branch associate, Adams Elevator; Patrick Creamer, maintenance mechanic, Millar Elevator Service Co.; Jenny Gurrieri, sales coordinator, DÑtwyler Cables (USA), Inc.; Toni Martin, owner, South Shore Elevator Co.; and Consultants Jip Chun and George Strakosch.

Information booths were set up in two major Manhattan subway stations. NYCTA and ECNY staffed the booths, donated the educational material and distributed over 5,000

packets of safety information to riders in stations used by over 60,000 riders daily. Safe-T Rider also managed to make an appearance. In addition, Safety Week displays were set up by the New York City Department of General Services. Toni Martin of South Shore Elevator Co. provided a booth, and the Safe-T Rider character promoted safety at the famous Staten Island Ferry Terminal.

ECNY purchased and designed a display booth, and staffed it with volunteers from its organization and the NYCTA. Safe-T Rider appeared at many of the booths - as well as at the ECNY membership meeting - much to the surprise of Guest Speaker Howard Frank of Bethlehem Wire Rope/Williamsport Wire Rope Works, Inc. and attendees.

Committee Chairman McLean was also interviewed by New York 1 TV News, a Manhattan cable TV news channel. A report was aired on several occasions, bringing Safety Week messages to over 7,000 households.

Bill McLean commented, "The week went very well. It was viewed positively by passers-by who received information handed out. We got a lot of good comments from riders - saying the awareness celebration should be done, and that there is a need for this information. Some organizations wanted copies for their meetings. The kids really liked the cat as well. We plan for this to be an annual ECNY-NYC Transit celebration.

Jim Farmer of the National Broadcasting Co., Inc. (NBC) also set up an information booth at Rockefeller Center, providing safety rule handouts to NBC workers. You can imagine the feeling of anticipation when the Foundation received a call from NBC! Farmer was their safety-minded facilities man. The handouts sparked an additional inquiry from NBC News Anchor Tom Brokaw's staff.

ECNY was also responsible for arranging an interview on the CNBC cable channel show, America's Talking. Foundation Chairman Ricia Hendrick promoted the industry's safety record in a four-minute interview with cable access to 12 million U.S. households.

Foundation Regent Joe Marchese, representing the EESF, joined ECNY President Nick Kassetas in visiting ECNY celebrations during Safety Week. Marchese observed, "Nick did a great job for the industry in New York City. He showed a lot of interest and enthusiasm that demonstrated his strong belief in the project and the Foundation."

The success of the ECNY effort will inspire an even more ambitious program in the future. The message reached hundreds of thousands of New Yorkers, and will reach an even larger audience in future years.

New Jersey - Schindler Gives Major Boost

Many corporations presented varying degrees of programs and involvement during Safety Week. Schindler Elevator Corporation President Jim Cocca underwrote the Foundation's development effort to the tune of \$10,000. Schindler's program included safety messages in customer invoice envelopes during September, as well as in employee payroll

envelopes in October. These "stuffers" helped alert recipients to the National Elevator Escalator Safety Awareness Week celebration.

In addition, President Cocca sent a letter to 10,000 customers promoting Safety Week. The letter included a business reply card offering company safety videos and free brochures, including information on the Foundation in their At Your Service newsletter. Response to this mailing was huge; over 10,000 brochures were requested during a three-week period. The Foundation also received several direct requests for information and filled orders for celebration materials. Schindler's invoice envelopes also included a Safety Week graphic during October and November. These efforts brought improved safety awareness directly to over 6,000 employees and their families, as well as to over 10,000 Schindler customers.

The company developed an overall theme and graphics for posters and stick-ons to use at all U.S. Schindler facilities (100 local offices, three manufacturing plants and the North American Headquarters). The graphic was prominently displayed on materials and posters which were distributed at all Schindler locations, including select customer locations. In addition, 2500 service technicians received company safety videos and magazines to help them promote safety week to their customers.

Schindler's Morristown Headquarters celebrated Safety Week with a series of events held throughout the week. Highlights included:

- A quarterly business report to employees, which included a focus on safety awareness and product liability improvement.
- An update by EESF Executive Director for Schindler employees regarding the Foundation's work.
- A safety video shown continuously during lunch, with a personal appearance by Safe-T Rider , who passed out coloring books, crayons and stickers to employees for their children.
- A company-wide safety newsletter distribution program with safety briefs and a quiz; quiz winners were selected and prizes were awarded.
- A safety message to employees via voice mail and e-mail each day.
An active program to involve local offices nationwide in safety week at various shopping malls and user facilities.

Atlanta - Consultants Join with Scouts

The Atlanta Area Boy Scouts of America Council's 1994 Scout Show was held at the Georgia World Congress Center in Atlanta, Georgia. Cub Scout Pack 985 - led by Lerch, Bates, & Associates' Timothy Blumenstock and sponsored by Northbrook United Methodist Church in Roswell - used EESF programs to promote the safety message and built a scale-model elevator for the demonstration.

"Building the elevator was a lot of fun, and the boys from the pack enjoyed painting the

hoistway frame, the entrances and fixtures," said Blumenstock. Visitors to the display enjoyed using the hand crank to move the car and counterweight up and down through the hoistway. More importantly, the display educated children, families and friends on safety rules and proper use of elevators and escalators through discussion, use of posters, videos, and handouts. Blumenstock believes the thousands of children who visited the booth have a heightened sense of safety awareness, thereby preventing possible accidents and injury. Arrangements are being made for the model to have a permanent home in the new Chicago Children's Museum to open this fall. The fruits of the Atlanta scouts' labor will be enjoyed by children visiting the museum, while helping to promote elevator user safety and understanding for many years to come.

Ohio - A World of Wonderment

Fujitec America, Inc. Of Lebanon, Ohio provided two yellow school buses to transport 100 second- graders to Fujitec's headquarters: a world of wonderment. The children were excited to be among the privileged few Francis Dunlavy Elementary School students in Lebanon chosen to tour that "mystical tower"; they literally poured into the building.

The visit, all part of Safety Week 1994, was designed to provide the children with some hands-on safety training. The kids viewed a safety video and toured the research tower, where Industrial Designer Rodger Eich (aka Safe-T Cat) greeted them wearing Fujitec's cat costume. Safe-T Cat and Marketing Employee Donna Green taught the students how to be safe riders. After a one-and-a-half hour tour, the second-graders waved good-bye to Safe-T Cat and left with coloring books, balloons, crayons, and lollipops. More importantly, they took some important elevator and escalator safety tips with them.

Lori Ward of Fujitec's Marketing Communications Department said, "I'm confident that Fujitec - with the wonderful materials the Foundation supplied - helped educate children and adults while getting some great publicity for Fujitec at the same time." Story coverage in the Cincinnati Post and Lebanon's Western Star reached 102,480 area readers.

Boston - Millar & MBTA Join Forces

Millar Elevator Service Co.'s Boston office demonstrated an excellent example of elevator company and customer (user) teamwork in a joint effort to make the general public more aware of safety. Gregg Laufersweiler, general manager of Millar's Boston office, spearheaded the project in cooperation with the Massachusetts Bay Transportation Authority (the "T" as it is known in the Boston Area) to bring the safety message to transit system riders. During National Elevator Escalator Safety Awareness Week, Millar set up tables with safety literature and TV monitors to show the Safe-T Rider video at South Station, Downtown Crossing, Park Street, Government Center, Harvard and New England Medical Center stations.

Millar and the T provided 10,000 safety literature handouts and balloons at each station. They estimate over 600,000 riders got the safety message, either from the six stations or

the 1,000 posters with escalator safety messages placed in all T stations, system trains, and buses during the week. In addition, automated audio safety messages greeted the riders at the stations and played while they were traveling on the trains. So Millar and the T plan to participate in similar safety celebrations on an annual basis in conjunction with Safety Week to help prevent accidents. Local newspapers also covered the events.

T's management believes the overwhelming majority of injuries on escalators are caused by customer inattention, so the safety campaign urged passengers to hold handrails, ride facing forward in the center of the escalator, enter and exit carefully, watch children carefully, and never bring stroller carts onto an escalator.

New York - Celebrations Co Upstate

John Dyryanka, general manager of Millar's Rochester office, set up celebrations at the Galleria Mall in Buffalo and the Irondequoit Mall in Rochester, handing out Safe-T Rider coloring books and stickers, and answering questions for the 10,000 shoppers visiting the booths.

Nationally, the company ran a story on the Foundation's Safe-T Rider program in Millar's Update magazine, which is widely distributed to both customers and employees.

Assessment

Well, how did the industry do? One measure the Foundation uses for success is the number of individuals who received the message. Although compiling numbers in every case was impossible, it is clear the message went out to millions. People received the safety message in a variety of ways - through handouts, newsletters, newspapers, flyers, radio and television PSAs, media coverage, audio and video messages, local press releases and direct contact. The Foundation also prepared a national news release that went over the wires to 2,000 media organizations, including newspapers, wire services, magazines, and radio and television stations.

This report only covers those celebrations we were aware of: yet, their reach was relatively wide. Clearly, the first celebration provided safety messages to more riders during a single week than at any other time in the industry's history! Subsequent celebrations will reach many millions more - a benefit to the riding public, user/owners and the industry. Most of this year's participants plan to expand next year's celebration beyond this year's scope, and new participants are most welcome.

The Elevator Escalator Safety Foundation plans to assure an early start on the 1995 Safety Week planning by advertising early and making the new Planning Guide available April 1st. Everyone is encouraged to celebrate the week of November 5-11, 1995; help the industry spread the safety message nationwide!