

Celebration Across the Nation

National Elevator Escalator Safety Awareness Week Completes Seventh Year

by Barbara Allen

Everyone knows the National Smoke Out date, because activists make you aware. Everyone knows when National Fire Prevention Month is (November), because firefighters make you aware. I know when National Volunteer Week is, because my constituents make me aware. Are you aware of National Elevator Escalator Safety Awareness Week?

Many schools, teachers, children and parents throughout the U.S. know exactly when National Elevator Escalator Safety Awareness Week is, thanks to the Safe-T Rider© program. How many of your customers know National Elevator Escalator Safety Week's date? They all should. Who will make them aware? Obviously, this is your duty.

This year, 21 people requested the free National Elevator Escalator Safety Awareness Week Planning Guide from the Elevator Escalator Safety Foundation (EESF). The guide gives suggestions of ways to celebrate in your local area. Many across the U.S. took their duty seriously and made their communities aware of the safe riding rules for elevators, escalators and moving walks.

One of the strongest ways to celebrate is to have your mayor, governor or transit authority president sign a proclamation proclaiming National Elevator Escalator Safety Awareness Week. Massachusetts Governor Paul Cellucci, New York Governor George Pataki, New York City (NYC) Transit Authority President Lawrence G. Reuter, Connecticut Governor John G. Rowland and Arizona Governor Jane Dee Hull all proclaimed National Elevator Escalator Safety Awareness Week, November 8-14, 1998. The planning guide gives details of getting a proclamation signed, as well as sample proclamations.

New York Volunteers Celebrate Again

New York City Transit and the Elevator Conference of New York (ECNY) presented Elevator Escalator Safety Awareness Week 1998 in New York City for their fifth year. They distributed to the general public over 15,000 flyers, coloring books and stickers at Parsons/Archer Avenue, 42nd & 8th Avenue, Lexington Avenue/53rd Street and Jay Street subway stations and at the Port Authority of New York/New Jersey bus terminal in New York City.

New York Governor George Pataki and NYCT President Reuter signed proclamations for the fourth year in a row, proclaiming November 8-14, 1998 as National Elevator Escalator Safety Awareness Week.

The volunteers that made the week a success by distributing packets of safety materials were NYC Transit Superintendent/EESF Alternate Regent William E. Boppert and his

staff; ECNY Director/EESF Regent William M. McLean; and ECNY Directors Bobby DeFrancesco, Robert Merlo, Jr. and Matt Jackson (Photo 1).

The EESF must also thank Tara Rich for portraying the Safe-T Rider© character (Photo 2) and for standing in the cold on Saturday morning, November 11th at the NBC studio to get Safe-T Rider© on the Today Show. She was seen at various times with the national awareness week sign behind her during the 7 a.m. to 9 a.m. show. Rich and Boppert both portrayed Safe-T Rider© at the bus terminal and 42nd and 8th Avenue subway station.

We should recognize ECNY Director Jackie Mortman for getting both the governor of New York and the president of NYC Transit to sign proclamations. Jip F. Chun, ECNY honorary member, took all the photographs for the week. Chun has volunteered his services and equipment for the past five years in New York City during Safety Awareness Week.

MBTA & Millar Reach Thousands

In Boston (Massachusetts), members of the Massachusetts Bay Transit Authority (MBTA) Mike Foley, Chris Terzakis, Steve Williams and many MBTA safety personnel, including Gerry Ruggiero, along with Millar Elevator Service Co. personnel Tom Beebe, Don Williams, Janet Moore, Joe Waldvogel, Gregg Laufersweiler, Bill Hay, Tom Marsden, Joe De Santis, Bob Knowels, Harry Walker, Doug Cullington, Carol Sullivan and Jim Ludwig celebrated the week of November 8-14, 1998.

MBTA and Millar Elevator Co. (Photo 3) manned a booth at the transit authority handing out Safe-T Rider©, A Safe Ride and Millar safety materials, along with 5,000 balloons to users of the equipment. Governor Cellucci signed a proclamation declaring National Elevator Escalator Safety Awareness Week in Massachusetts. MBTA and Millar estimate they reached 20,000-30,000 with the safety messages.

Bridging the Generation Gap: A Bollingbrook Community Television Presentation

Bridging the Gap, a Bollingbrook community televised presentation on local cable in Bollingbrook, Illinois, featured Scott Rowell of Schindler (Sears Tower in Chicago) who made an elevator and escalator safety presentation. In the one-hour segment, Rowell spoke for 20 minutes on the safety issue concerns of elevators and escalators during the holiday season. The station allowed Rowell to show the 12-minute A Safe Ride® video in its entirety. Rowell had several posters for demonstration to the audience. Some of the safety features he highlighted were:

- Hold the handrail;
- No strollers or carts;
- No loose clothing or shoestrings;
- If you get stuck in an elevator, stay calm and call for help;
- Do not stick anything in the closing doors. Wait for the next elevator; and

- Many more.

Leroy Brown, Village Trustee of Bollingbrook, introduced Rowell as the first segment of the program. Following Rowell were two local firefighters and paramedics (Matt Olson and Peter Penninger) who talked about the hazards of fire during the holiday season. Penninger covered auto safety during the snowy season (in Chicago) and what to do in case of an auto accident. Brown reported he has "received very positive feedback from the program." Many have requested he repeat the segment.

In addition, The Suburban LIFE featured "Elevator Operator Speaks on Safety Ups and Downs" on Wednesday, December 23, 1998. The article reads "Rowell spends much of his free time promoting elevator/ escalator safety for school children, particularly second graders. As a program volunteer for the EESF, Rowell offers free presentations to all local schools, churches and organizations." The one-page article was written by Bonnie Kohout for the "Community Connections" section.

In the Western U.S.

Bud Rommel was successful in getting Arizona Governor Hull to sign a proclamation for National Elevator Escalator Safety Awareness Week.

One Brickell Square News Receives Safety Message

Karen Jones, assistant property manager for Brickell Square Corp. (Miami, Florida) distributed the safety message to approximately 500 tenants through their semi-annual newsletter. The article states, "Since National Elevator Escalator Safety Awareness Week was November 8-14, 1998, we thought this was an opportune time to provide our tenants with some elevator safety information." The article goes on to explain how the tenants can keep safe through proper and safe use of the equipment.

30,000 State Government Employees Receive Safety Message

Michael S. Peck chief elevator inspector for the Commonwealth of Kentucky, Department of Housing, Buildings and Construction, Division of Fire Protection helped celebrate National Safety Awareness Week this past November. He stated, "As a state elevator inspector for 12 years and as a chief elevator inspector for the past two years, I think that it is imperative that the public become aware of the hazards and the safe way to ride elevators and/or escalators. Elevator Escalator Safety Awareness Week is a great way of accomplishing this. The more the public is made aware of the hazards that come with everyday use of elevators and escalators will only help curve the accident/incident ratio greatly by promoting public awareness. I back what the EESF is trying to accomplish by incorporating elevator escalator safety awareness 100%. This program will only help us (inspectors) to promote public safety."

Peck distributed an e-mail to some 30,000 state government employees listing the safety rules for elevators, escalators and moving walks.

Fujitec Tour

On November 9th and 11th, 140 second graders from Louisa Wright Elementary (Lebanon, Ohio school district) and another 80 second graders on November 13th from Morrow Elementary (Morrow, Ohio school district), toured the Fujitec research tower, met Fujitec's Safe-T Rider© mascot and learned everything they need to know about safely riding the world's most popular forms of transportation (Photo 4).

"Improving safety awareness for all types of transportation is vitally important," explained Fujitec Chairman Takasakawa Uchiyama. "However, with elevators and escalators, where hundred of millions of rides are taken each day, it becomes all the more critical. We are very proud of both our excellent safety standards at Fujitec and our continuing commitment to improve safety awareness in our community."

Connecticut Elevator Companies Merge to Spread the Safety Messages

In Connecticut, the National Elevator Industry, Inc. (NEII) Connecticut/Rhode Island Code Committee, Paul Farnsworth of Eastern Elevator, Otis Elevator Co., Montgomery KONE, Payne Elevator, Schindler Elevator Corp., IUEC, Laura Whaley's family, Governor Roland and Weiker all helped celebrate awareness week. For years, this group has been at the Trumbull Mall and the Connecticut Post Mall, and each year, they are able to hand out 1,000 Safe-T Rider© coloring books and stickers. They also play the video continuously. The New Haven schools have participated for the last four years. Whaley reports, "The children just love Safe-T Rider©."

Jessica Enxuto of Otis visited a local hospital, CT Children's Medical Center in Hartford (Connecticut), with the Safe-T Rider© program. Enxuto was able to reach 250-300 patients in the cafeteria and in the waiting rooms. Otis' Peter Latincics portrayed the Safe-T Rider© character, with Otis also participating through the Otis Elevator Bulletin (Photo 5).

The following received a planning guide this year but were unable to participate due to the lateness it was received. They promise to celebrate in their areas next year:

Antra Ziedine, Otis Elevator East Syracuse, New York
April Borman, Centric Elevator Phoenix, Arizona
Nancy Shafer, Atlantic Consulting Annapolis, Maryland
Dottie Stanlaske, Otis Elevator Needham, Massachusetts
Nancy Aquilina, Otis Elevator Farmington Hills, Michigan.

National Elevator Escalator Safety Awareness Week has been celebrated for the past seven years. Each year more and more within the industry ask to get involved as the celebration grows larger and larger. If you are interested in Safety Week for 1999, call

the EESF for your free planning guide. The EESF needs valuable volunteers to get the safety messages out. With your help we can continue to reach more and more with the safety message.

For more information on how you can participate in this year's program call EESF at 1-800-949-6442. Visit our Web site ([http:// www.eesf.org](http://www.eesf.org)) for past National Safety Awareness Week articles published in ELEVATOR WORLD.

Reported by Barbara Allen, EESF Program Director