



362 Pinehill Drive
Mobile, Alabama 36606-1715

Elevator Escalator Safety Foundation

Membership

The Elevator Escalator Safety Foundation (EESF) is a non-profit organization. Support for the EESF is provided by companies, individuals and organizations related to the industry. While this support continues, expansion of the programs will depend on additional industry involvement, support from the user community and other groups and individuals outside the industry.

The Elevator Escalator Safety Foundation is actively seeking your partnership. Whether you are an individual or company in the industry, in the user community, such as a retailer or mall operator, or are a safety-minded individual, there are ways you can help increase the educational effort for everyone's mutual benefit. Please contact EESF for details.

In the United States ...

There are an estimated 600,000 elevators and 30,000 escalators.

Over 90 billion riders travel on escalators each year.

Over 120 billion riders travel on elevators each year.

Over 575,000,000 riders take an elevator or escalator in the U.S. daily.

**Source: Elevator World, Inc. (June 1996)*

General Safety Rules

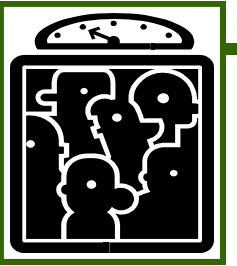
Elevator Rules

- Watch your step
- Leave closing doors alone.
- If doors don't open, ring alarm button and wait
- If there is a fire in the building, use the stairs

Escalator Rules

- Step on and off carefully
- People only—no strollers
- Hold handrail
- Take care of younger children
- Do not touch sides below the handrail
- Stand facing forward.

**362 Pinehill Drive
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The Elevator Escalator Safety Foundation



The Resource for Rider Safety Education

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

Place
Stamp
Here

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Safe-T Rider®

Young children are most often involved in avoidable accidents. The Safe-T Rider® program educates children and their parents on the safe use of elevators, escalators and moving walks. The program is easy to teach and fun to learn.

The Safe-T Rider program includes an 8 minute video which introduces Safe-T Rider, who guides the children through the transportation systems in a shopping mall using rap music and a magic show. Safe-T Rider's song repeats the industry developed safety rules. Repetition is an important factor in teaching young children. Also included in the program kit is a classroom poster, teacher's guide, student activity books, stickers, tests, certificates and parent information.

Since the program's inception in 1992, over 4 million students in the United States and Canada have received the Safe-T Rider program.

The Safe-T Rider® program is free to public and private school 2nd-graders in the U.S. and Canada; however, industry companies, users and individuals can purchase the materials from the Foundation for use for groups, such as scout, youth and church groups. Children in general, and inner city children – those with the most exposure to elevators and escalators; love Safe-T Rider® and the program!

“ For a straight forward educational program that reaches a large number of children, there have been major changes in behavior and it's very cost effective.”

Dr. Ron Van Houten

Center for Education and Research in Safety

A Safe Ride®

A Safe Ride® is based on a stand-alone video and stand-alone printed materials. The video is aimed at the general public, while the safety workbooks and pamphlets are targeted at specific audiences, i.e., senior citizens, parents of young children, etc. Best results will be achieved when program materials are used in tandem. The industry -- through the Foundation's programs -- hopes to reduce avoidable accidents by helping make the riding public more aware of safe and proper riding habits.

The concept for A Safe Ride® began in 1995, when the Foundation commissioned Dr. Roma Hanks, a noted gerontologist at the University of South Alabama, to research literature to determine the best way to reach senior citizen riders. Concurrently, key members of the industry were asked to identify the safety messages such a program should address. As the research was underway, the Foundation entered into an agreement with the National Safety Council (NSC) to jointly develop and produce the program, calling on the vast expertise of the NSC in program development. The EESF/NSC team utilized Dr. Hanks' and industry expert reports as the basis for the program. The joint effort resulted in the rapid development of the facilitator's guide and a participant handbook along the lines the study suggested.

Founding Organizations

Elevator World, Inc.; National Association of Elevator Contractors; the National Association of Elevator Safety Authorities and the National Elevator Industry, Inc.

National Elevator Escalator Safety Awareness Week

National Elevator Escalator Safety Awareness Week is celebrated annually during the second full week in November. The week draws public attention to safe, responsible use of elevators, escalators and moving walks.

The mandate of Safety Week is to provide safety information to as many cities as possible throughout North America. EESF needs help from volunteers to spread the message.

A planning guide is available to aid volunteers in spreading the word. The Safety Week Planning Guide contains media kits for the event which include radio and television ads, new releases, and other materials. The guide is available to the industry, safety-minded organizations, public transit facilities, malls, office buildings and other organizations or individuals. For your planning guide contact EESF or download it from the website at www.eesf.org.



In 1993, the Foundation joined with the Canadian Elevator Contractors Association (CECA) and the National Elevator Escalator Association (NEEA) to form a Canadian foundation with similar interests and objectives.

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Please send additional EESF Program Information

- I want to bring the *Safe-T Rider* program to children in my area. Send me an order form.
- I am interested in the *A Safe Ride* program. Send me an order form.
- My company wants to get involved in the *National Elevator Escalator Safety Awareness Week*. Send me a planning guide.
- Put me on the mailing list for additional Foundation information and newsletter mailings.
- Send me information about the Canadian Foundation.
- I/my company is interested in becoming a member of the Foundation. Send me a membership form.
- I would like to support the work of the Foundation. My tax-deductible check is attached: \$ _____

Name
Company or Affiliation
Address
City/ State/ Zip
Phone/ Fax Numbers
E-Mail Address