

## Introduction

Thank you for agreeing to keep the staff and students of your university safe while using the elevators on your campus. The Elevator Escalator Safety Foundation and Elevator U not only care about maintaining the highest standards of university facilities management, but also about safety education that is available to college students. These organizations wish to prevent any injury or death because of lack of elevator knowledge. Safety information could easily stop. This kit is perfect for; Resident Assistants, Student Government, Public Safety, on campus Elevator Shops and on campus Media such as the newspaper, TV and Radio Station. Please read the following; depending on what group you are with to get a better idea on how to put execute this program.

If at any time you have questions or need additional information please contact the Elevator Escalator Safety Foundation at [www.eesf.org](http://www.eesf.org).

Sincerely,  
Elevator Escalator Safety Foundation  
Elevator U

## Resources

- Safety Posters - Elevator, Escalator, Moving Walks
  - Informational Brochure
  - Safety Article – For Student and Local Newspaper
  - 60 Second Public Service Announcement – For Student and Local Radio Station
  - Website Links – Facebook: [www.facebook.com/EESF1](https://www.facebook.com/EESF1) & [www.eesf.org](http://www.eesf.org)
- \* Materials can also be found at: [www.eesf.org](http://www.eesf.org)



[www.elevatoru.org](http://www.elevatoru.org)



## Rise Up Safe Rider Those Who Should Administer It

### Resident Assistants

As a resident assistant one of the many responsibilities you have is to promote campus safety and help educate the residents who live on your floor. Elevators are a key component to campus accessibility and when used correctly are safe. Helping make your residents aware of the Rise Up Safe Rider program is easy and fun to do.

### Elevator Shops

You see it all the time, elevators used as playground equipment, vandalized and just abused. Now you’ve got the tools to try to prevent this kind of behavior from happening

### Goal of Program

The goal of the “Rise Up Safe Rider” informational program is to educate college and university students on the safe and proper use of elevators, escalators and moving walks.

### Student Government

We need your support and assistance. Please help keep the students on campus safe by getting this program implemented. Working with RA’s, Public Safety, On Campus Media and Students the support from you will be very helpful. Spread the word about the program.

### Public Safety

Public Safety on the campus takes top priority and those in charge of it promote it every day. The Rise Up Safe Rider is an easy-to-administer program and accomplishes the goals of keeping student safe.

## **Calendar - Action Item Check List**

### **June/July**

- Notify coordinator of Orientation Packet Material that there is a downloadable .pdf brochure available for new students/freshman class.

### **August – Before School Starts**

- Print out posters, post on bulletin board, in elevators and outside elevators by call buttons.
- Do not post on elevator doors (violation of code)
- Print out brochure, place a copy in each student's room before students move in.
- Print out brochure; add to orientation/housing packet.
- Direct students to Facebook page-[www.facebook.com/EESF1](http://www.facebook.com/EESF1)
- Meet with residents and go over safety messages – do so before school starts.
- Forward This Guide to Other RA's, Student Government, Public Safety, Elevator Shop
- Submit Elevator Escalator Safety Article to Radio/News Paper
- Notify Orientation Department that Brochure is available

### **October - Repeat above In October for Elevator Escalator Safety Week in November**

- Submit Safety Article to Student Newspaper and Local Newspaper
- E-mail .mp3 Public Service Announcement to On-Campus Elevator Radio Station

### **January-February – Second Semester**

- Repeat August Steps Above

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## **On Campus Media**

### **Newspapers**

- Reprint attached EESF article in October. Remember that National Elevator Escalator Safety Awareness Week is the second full week of November.
- Send a copy to local Newspaper asking them to reprint the article before the second full week of November, Elevator Escalator Safety Awareness Week. Note that if they have any questions they should contact the EESF directly.

### **Radio**

- Download 60 Second Public Service Announcement - PSA – MP3 File. Play as much as you would like. If you need a different audio type, i.e. .wav, please contact the EESF directly.
- Share this file with local radio stations asking them to play during the second full week of November, Elevator Escalator Safety Awareness Week. Note that if they have any questions they should contact the EESF directly.

## **Program Materials**

### **1) Posters**

Post on campus where applicable, including dormitories

- Rise Up, Safe Rider - Outside Elevator/Inside Elevator – Never place on elevator doors!
- Rise Up, Safe Rider - Escalator
- Rise Up, Safe Rider - Moving Walks

### **2) Informational Brochure**

- Use in orientation package
- Use as part of First Year Experience (FYE) Class
- Put near elevators, dining halls, bulletin boards

### **3) Safe Rider Public Service Announcement PSA**

- Play on campus radio station
- Submit to local radio stations

### **4) Safety Article**

- Print in campus newspaper
- Submit to local newspapers

### **6) EESF1 (Facebook Page)**

- Create an event and call it something clever, i.e. “Elevator Safety Day.”
- People are asked to ride an elevator on that day and read any safety information posted.
- Put funny and serious videos from YouTube.com on the event’s page about elevator safety as well as a bullet point list guidelines for them to consider.
- Have a team invite friends to join this event

### **7) Informational Booth**

- Set up during an event that is happening on campus
- Have brochures to pass out

### **8) Program for Residence Assistants**

- Use during a dormitory meeting
- Use in conjunction Audio PSA
- Use in conjunction with brochures
- Post on Bulletin Board

## The following are some additional ideas for your awareness campaign.

### Tangible Materials

- Elevator Safety Pins / Buttons
- Wrist Bands
- T-Shirts

### Events

- 5K Run
- Scavenger Hunt
- Twitter Campaign

### Feedback Form

Name: \_\_\_\_\_

Title: \_\_\_\_\_

University: \_\_\_\_\_

Approximately how many students reached:

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### Components Used:

- Rise Up, Safe Rider - Outside Elevator
- Rise Up, Safe Rider - Inside Elevator
- Rise Up, Safe Rider - Escalator
- Rise Up, Safe Rider—Moving Walks
- EESF1 Facebook Page
- Safe Rider Public Service Announcement – MP3.
- Safety Articles
- Informational Brochure

### Suggestions/ Recommendations:

Please send your comments to [nikole@eesf.org](mailto:nikole@eesf.org) or [laurie@eesf.org](mailto:laurie@eesf.org)