



For Immediate Release

May 22, 2009

STEGH Emergency Department Reflecting a Safety Message

St. Thomas, ON - St. Thomas Elgin General Hospital (STEGH) is teaming up with Elgin St Thomas Public Health to help share a safety message, to ensure that Elgin County residents do all they can to '**Be Safe and Be Seen**'.

STEGH staff in the Emergency Department (ED) will be wearing reflective arm bands during their shifts the week of May 25th to remind the community to be sure they can be seen by drivers when they are out walking or cycling, or engaged in other activities.

To help promote the **Be Safe and Be Seen** message, the first 100 patients seeking care in the ED will be given a reflective band to take home, and patients will also have the opportunity to enter a draw for a youth bike helmet, two fanny packs with water bottles and pedometers, and t-shirts, all courtesy of Elgin St Thomas Public Health.

Be Safe and Be Seen is a South West Injury Prevention Network program. The South West Injury Prevention Network (SWIPN) is a collaboration of community partners dedicated to preventing injuries. SWIPN has developed a campaign designed to raise awareness for safe and healthy activities, including commuting and physical activity. The campaign begins this week.

The **Be Safe and Be Seen** program focuses on three safety messages:

- Make sure that you are visible to motorists, by wearing light/bright coloured clothes, reflective gear, use the appropriate lights and make eye contact with drivers when crossing busy streets.
- Take the precautions to keep yourself safe, by also wearing the appropriate gear, including a helmet.
- Each of us must take the responsibility to do all that we can to make sure that our activities are safe.

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For more information contact:

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Photo Opportunity

Thursday May 28, 2009 1:00 p.m. - 3:00 p.m.
STEGH Emergency Department – Ground Floor