

Campus campaign for safety awareness promotes personal safety device: a whistle

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CAMPUS CAMPAIGN FOR SAFETY AWARENESS USES PERSONAL SAFETY DEVICE: A WHISTLE

Remember Lauren Bacall's famed entreaty to "just pucker up and whistle?"

The University of California, San Diego, Bookstore--kicking off a back-to-school safety campaign--would like young and old to emulate that suggestion and carry a whistle as a personal safety device.

Paul Mares, Bookstore director, said UCSD has joined an international program, dubbed "For Safety's Sake," sponsored by the College Stores Research & Educational Foundation. The initiative was developed as a way college stores could provide a service to their campus and the greater community as well.

The program uses a whistle as its symbol because, notes Mares, "a whistle can help in almost any personal distress situation: rape prevention, earthquake emergency, to street proof children, for lost hikers, the elderly and other emergencies."

The Fox 40 whistle chosen for the campaign is only three years old and is used by the NCAA, NFL and other sports and law enforcement agencies. Its high-pitched output can be heard well beyond a mile. Proceeds from sale of the \$3.99 whistle will go into a safety awareness fund at UCSD, Mares said.

Accompanying the whistle is a brochure with safety tips and a map of the emergency call box locations on the UCSD campus.

Joining the Bookstore in sponsoring the UCSD campaign are the Environmental Health and Safety Department, the Crime Prevention Unit of the UCSD Police Department, and the Student Safety Awareness Program.

Also planning to initiate the "For Safety's Sake" program are Palomar, Mira Costa and Southwestern colleges, according to Mares.

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