

Proclamation

by

ORAN K. GRAGSON,
MAYOR, CITY OF LAS VEGAS

DESIGNATING THE WEEK OF OCTOBER 8, 1960 AS EMERGENCIES DON'T WAIT WEEK

Whereas, each year more than 4,000,000 Americans of all ages are killed or severely injured by accidents in the home, and

Whereas, these fatalities may frequently be prevented with prompt attention and proper First-Aid treatment, and

Whereas, effective First-Aid can only be administered if the essential equipment is available, and

Whereas, it is the duty of every citizen to contribute to his own and family's safety, by being fully prepared to deal with these home accidents, and

Whereas, these emergencies do not wait for the home to be prepared to meet them;

I, Mayor Oran K. Gragson by the authority vested in me by virtue of my office, do hereby proclaim the week of October 8, 1960 to be

EMERGENCIES DON'T WAIT WEEK

and respectfully urge all citizens of Las Vegas not only to take note of the importance of First-Aid practices, but to replenish their supplies with essential items commonly used in First-Aid emergencies, since recognizing and being able to administer First-Aid promptly can contribute to the well-being of every citizen of our City and of the Nation, as a whole.

In witness whereof I have hereunto set my hand and caused the seal of the City of Las Vegas to be affixed, this 1st day of Oct. in The Year of Our Lord, One Thousand nine hundred and sixty.



041984

Oran K. Gragson

Emergencies Don't Wait® Week Committee

130 EAST 59th STREET • NEW YORK 22, N. Y.

July 29, 1960

Dear Mr. Manager:

This year, the eleventh annual "Emergencies Don't Wait Week" will be observed from October 8 through October 15. We hope the citizens in your city will participate in this public service program undertaken with the objective of reducing the appalling human and economic tolls exacted each year by accidents in and around the home.

In 1959, governors of forty-four states and mayors and managers of approximately one thousand municipalities joined with Johnson & Johnson and members of the pharmacy industry to alert Americans, via proclamations and other official notice of "Emergencies Don't Wait Week," to the scope and seriousness of the national accident problem.

The dimensions of this problem can be judged by the statistics. Accidents, now the largest single cause of death for persons between the ages of one and thirty-six, were responsible for some 9,300,000 fatalities and disabling injuries in the United States last year. Over 4,000,000 of these accidents happened to people when they supposedly were "safe at home."

The ironic fact is that proper education in safety measures could have prevented most of the accidents. The "Emergencies Don't Wait Week" effort is dedicated to broad dissemination of this kind of precautionary information.

A fraction of the editorial notice generated by the campaign last year is reproduced in the enclosed photo montage. Magazine, radio, television and other communications media matched the wonderful cooperation of the newspapers. In the past, the Boy Scouts of America, Parent Teacher Associations, Rotary Clubs and other civic organizations have taken active part in "Emergencies Don't Wait Week" programs, and are expected to do so on an even greater scale this year.

With the above-mentioned montage, you will find a fact sheet on "Emergencies Don't Wait Week," two model proclamations and a reply envelope.

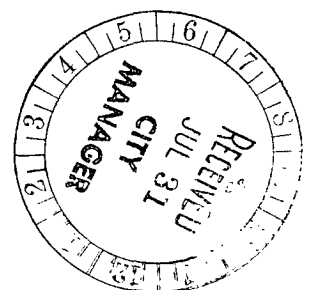
If you agree that this life preserving activity merits your support, would you kindly return to us one filled-in copy of the proclamation signifying your city's participation in the drive. The second copy of the proclamation is for your own use.

We are very grateful for your help.

Sincerely,

Gerald Mandel
Gerald Mandel
Executive Secretary

*Approved
Proclamation mailed
10-4-60
Copy made
arrangement to
from 10-4-60*



FACT SHEET
"EMERGENCIES DON'T WAIT WEEK"
October 8-15, 1960

WHAT IS IT? "Emergencies Don't Wait Week" is an annual public service safety campaign, sponsored, since its establishment in 1949, by Johnson & Johnson and local druggists, in cooperation with such groups as the Boy Scouts of America, National Safety Council, American Red Cross, and other service organizations. It has the endorsement of civic leaders in every state. This year's observance is set for the week of October 8 - 15.

WHAT IS ITS OBJECTIVE? "Emergencies Don't Wait Week" is dedicated to reducing the annual toll in America of 91,000 accidental deaths and 9,200,000 serious injuries due to accidents. Its focus is on the home, where more accidental injuries occur than in any other single location. The home accident toll last year was 26,000 deaths and 3,900,000 disabling injuries.

IS PROGRESS BEING MADE? Yes, but the rate of accident reduction still leaves great room for improvement. Last year--the tenth year of "Emergencies Don't Wait Week"--the accidental death rate was 51.6% per 100,000 population, a decrease of 1% as compared with the previous year. This percentage represented a drop from the 1956 figure of 56.7 and the 1957 rate of 56.0 per 100,000, which was the lowest on record until the 51.6 figure for 1958 and last year. Accidental deaths in the home dropped 2,000 last year in comparison with the 1956 figure, and accidental injuries in the home were down by 300,000 in contrast with the 1956 total of 4,200,000.

WHAT IS THE THEME OF "EMERGENCIES DON'T WAIT WEEK"? Since safety in the home depends upon individual care and understanding, "Emergencies Don't Wait Week" is designed to help:

1. Prevent home accidents before they occur, by spotlighting safety hazards and giving detailed and authoritative methods for their elimination.
2. Provide basic information on First Aid when accidents DO occur, to reduce the number of deaths, and limit the serious consequences of injury.
3. Provide a check list for home occupants of minimum adequate First Aid supplies and remedies which should be available at all times for emergencies--which "Don't Wait."

WHAT WAS LAST YEAR'S ACCIDENT TOLL? Figures compiled for 1959 by the National Safety Council show:

	<u>DEATHS</u>	<u>INJURIES</u>
NATIONAL ACCIDENT TOTALS.....	91,000.....	9,200,000
HOME ACCIDENTS.....	26,000.....	3,900,000
INDUSTRIAL ACCIDENTS.....	13,800.....	1,950,000
PUBLIC ACCIDENTS.....	16,500.....	2,050,000
MOTOR VEHICLE ACCIDENTS.....	37,800.....	1,400,000

The monetary loss alone--apart from human costs--has been estimated at over \$13 billion dollars per year.

WHERE DO ACCIDENTS STAND IN COMPARISON WITH OTHER CAUSES OF DEATH? Accidents are the leading cause of death among persons aged 1 to 36. Accidents are fourth highest among causes of death for the entire population.

WHERE ARE ACCIDENT RATES DECREASING--AND WHERE INCREASING? Industry has cut its death rate in half in the past 20 years.

"Emergencies Don't Wait Week" is designed to reduce home accidents in the way that planned year-round safety programs have helped reduce the industry rate.

Motor vehicle accidents increased last year by 2%, and were responsible for half the total increase of 2% in the death rate of persons aged 45 to 64.

But the death rate for children under 5 years old dropped 2% last year, and the percentage rate was down by 4% in the 5 to 14 year old group.

In the 15 to 24 year old population, however, the death rate was up by 1%, and there was no change from the previous year in the death rate for young adults, 25 to 44 years old.

There was a decrease in deaths of 5% per 100,000 in the death rate for those 65 years old and over.

WHAT CHANGES HAVE OCCURRED IN THE CAUSES OF ACCIDENTS? Last year only motor vehicles and firearms accidents were higher than the previous year; accidents from firearms were up 1% and from motor vehicles 2%.

But there was no change in the number of accidental deaths from falls, accidents from fires and burns were down 3%, drownings down 3%, railroad accidents down 5%, poison cases were down 2% and poisonous gas accidents down by 7%.

Although population increases are responsible in part for bringing percentage figures down in some cases, there can be no doubt that where total figures have been reduced, safety campaigns such as "Emergencies Don't Wait Week" have played a vital role.

ARE SOME AREAS MORE SAFETY CONSCIOUS THAN OTHERS? The Northeastern states evidently are the most safety-conscious areas both in and out of the home, with accidental death rates per 100,000 population lower than the national average in Connecticut, Rhode Island, New Jersey, Maine, Massachusetts, Ohio and New York. Maryland, Pennsylvania, Illinois, Michigan, Wisconsin, Delaware and Minnesota are also below the national average.

CAN THE HOME ACCIDENT RATE BE REDUCED? No doubt about it. The rate has been reduced, as comparisons of last year's home death and injury totals with previous years shows. But this can come about only if all home occupants are alerted to the major hazards, educated on how they may be eliminated, and instructed on what may be done to limit the consequences of accidents when they do occur.

Last year, 44 governors and the mayors of almost 1000 cities throughout the country supported "Emergencies Don't Wait Week" via official proclamations and other activities designed to call attention to the scope and seriousness of the national accident problem.

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