

## **Feedback Received**

### ***“SLOW DOWN: It’s No Picnic Out Here” PSA***

“Congratulations on the success of the PSA. One thing that is clear to me is that there is a tangible change on the roads. Vehicles are actually now slowing down and moving over. Congatulations again and most of all thank you on behalf of the men and women of Calgary Emergency Medical Services.”

*Tom Sampson  
Chief, Emergency Medical Services  
The City of Calgary*

“I just wanted to send you a quick e-mail congratulating your organization on the great job done on the “Slow Down” PSA I just reviewed. As Director of Training for the Emergency Responder Safety Institute here in the U.S. I spend many hours educating firefighters and emergency medical personnel about the hazards of working along roadways. One of the areas I advocate is public education about the dangers of working along roadways an dhow to react when approaching an emergency scene. Your PSA is an EXCELLENT example of what can be done with this idea in mind...outstanding work!”

*Jack Sullivan, CSP, CFPS  
Dir. of Training  
Emergency Responder Safety Institute  
Richmond, VA*

“If you were involved in the recent television campaign regarding emergency workers on roadsides (it's no picnic here), I wanted to pass on I think it’s really well-done. That ad's kind of stuck with me, so I just wanted to let you/whoever was involved in that, they did a good job!”

*Kristen Enevold, Calgary Sun*

“I just saw Slow Down its No Picnic, well done! It catches the eye and conveys the message. I am a traffic cop and have spent much time at such "picnics". I appreciate your efforts. I have a suggestion: I would also like to see a small ad along the lines of "No Picnic" that we could post in community news papers. With a little local work we could get the ads in free of charge (I think) and it would spread the word. I am willing to help.”

*Scott Stewart  
New Westminster Police*

“As an EMT I loved the picnic PSA. Sometimes at roadside emergencies you have to wonder what is going through the minds of motorists. Thank-you for making a PSA that reflects an emergency and for bringing concerns of frontline emergency workers to mass media. Thank-you.”

*Ian Burgess*