ABOUT EVERY THREE HOURS A PERSON OR VEHICLE IS HIT BY A TRAIN

Operation Lifesaver Rail Safety Education – Engaging with Multiple Audiences

AASHTO Standing Committee on Rail Transportation
Thursday, February 18, 2016
Washington, DC
Who We Are

Operation Lifesaver is a national nonprofit rail safety education organization, with the mission to prevent collisions, injuries and fatalities on and around railroad tracks and grade crossings.

www.oli.org

About every 3 hours, a person or vehicle is hit by a train.

Operation Lifesaver is working to change people’s behavior around railroad tracks and crossings with the national public awareness campaign, See Tracks? Think Train!
Delivering OL’s Rail Safety Message

1. In-Person/Online Education Efforts
2. Public Awareness Campaigns/Social Media Efforts
OLI: The “National Office”

Purpose

The OLI national office supports and leads 49 State OL programs:

• Develops and approves all safety education materials
• Manages national public outreach campaigns
• Supports State programs and transit agencies with grant funding for local and state safety projects
• Partners with railroads, U.S. DOT, and other stakeholders in spreading the OL safety message

Funding

• Federal funds from FRA, FHWA and FTA
• Nonfederal funds from U.S. railroads, transit agencies, rail labor, and railroad supply industries
U.S. Railroad System

212,000 grade crossings    750 railroads    140,000 miles of track
Trespassing Incidents

The stubborn safety challenge
500+ fatalities per year
400+ injuries per year
Trespasser Casualties

Source: Federal Railroad Administration
A Fascination with Railroads

- OLI partners with Professional Photographers Association (PPA) for outreach to photography studios

- “Selfie” photographers are harder to reach. OLI employs social media and PSAs
Operation Lifesaver Authorized Volunteers (OLAVs)

- Operation Lifesaver depends on almost 2,200 active authorized volunteers throughout the country who spread the rail safety message.
- OLAVs are trained by taking an online e-Learning Authorized Volunteer Education course on rail safety.
- OLAVs then have a face-to-face session with their state coordinator or a coach to ensure that they’re ready to make safety presentations.
- Being an OLAV is fun and rewarding, and open to everyone – high school students, retirees, anyone who wants to make a difference in their community!
Education: Free Safety Presentations

For new and professional drivers, school groups, first responders, communities

Emergency Notification System (ENS)

REPORT EMERGENCY OR PROBLEM TO 1-800-555-5555 CROSSING 836 597 H

In case of emergency, look for this blue sign that shows an emergency phone number.
- Call the number and give the Department of Transportation (DOT) crossing number found on the sign to identify your location.
- This sign may be located on the crossbuck post or signal post.
- If you cannot locate the ENS sign, call 911 or the local police.

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Children’s Materials

Sly Fox & Birdie

Licensed OLI characters for young children (K-3)

OLAV products include video, coloring and activity books, facilitation guides .... and mascot costumes
e-Learning

For Truck Drivers, School Bus Drivers, And coming soon …. For First Responders
See Tracks? THINK TRAIN

Public Awareness
OLI’s NATIONAL PUBLIC SAFETY CAMPAIGN
ST3 Campaign

- Campaign launched in 2014 after increase in trespass fatalities
- Addresses Railroad Crossing Safety and Trespass Prevention
- Target Audience: Males age 18-35
- All materials available in English and Spanish
- Campaign toolbox includes robust suite of materials
Trespassing on rail and transit tracks or violating rail crossing laws is a losing proposition. When you see tracks, always think train!

Man vs Train

It's no contest.

Every day, people tempt fate and are injured or killed around transit tracks.

Tool Kit

Download our campaign materials so you can help spread the rail safety message in your community.

The tool kit includes fact sheets, FAQs and infographics that you

What's at stake

Test your rail safety awareness and see rail safety tips.

Campaign Microsite
ST3 Anti-Trespassing PSA
Campaign PSA Results

PSA’s have reached a total potential audience of 428 million (May 2014-Aug 2015)

Television PSA (English and Spanish)
- 289 Stations
- 37,682 Broadcasts
- Total potential impressions: 159m

Radio PSAs (English & Spanish, Trespass & Crossing Safety)
- 434 Stations
- 80,542 Broadcasts
- Total potential impressions: 269m
Together, we are making a difference.

81%

Decline in collisions
We’ve helped to reduce the number of train/motor vehicle collisions from a 1972 high of roughly 12,000 annual incidents to approximately 2,286 incidents in 2014.
(Source: FRA preliminary 2014 statistics).
Thank You!

National OLI Office

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