What is Operation Lifesaver?

- **Mission**: Prevent injuries and fatalities at highway-rail crossings and along railroad rights-of-way

- **Reach**: Over 2.1 million people per year reached through face-to-face presentations and special events

- **Education**: Authorized volunteers make presentations to school groups, drivers ed, professional drivers, law enforcement and other community groups; e-Learning and other online educational tools

- **Public Awareness**: Strong online presence through website and social media networks, public awareness materials include TV and radio PSAs, billboards, posters and branded merchandise

Operation Lifesaver is a national nonprofit organization that provides public education programs to prevent collisions, injuries and fatalities on and around railroad tracks and highway-rail grade crossings.
According to FRA, 95% of all rail-related deaths are due to people trying to beat a train at a crossing or walking on train tracks. Most of these deaths are preventable.
A National Public Awareness Campaign

- **Goal**: Heighten public awareness of the need for caution near train tracks for pedestrians, drivers, passenger rail/transit users

- **A key target audience**: males ages 18-35

- **Core message**: “It’s No Contest”

- **Bilingual**: Materials in English and Spanish

- **Boxing theme**: attempt to appeal to Latino and Black youth
ST3 Video PSA
ST3 Billboards

MAN VS TRAIN

IT'S NO CONTEST.
Every day, people tempt fate and die trespassing on railroad tracks.
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
See Tracks? Think Train! Campaign Receives Prestigious National Creative Awards

**Platinum**
- See Tracks? Think Train! Campaign

**Gold**
- See Tracks? Think Train! Billboards
- See Tracks? Think Train! Posters

**Honorable Mention**
- See Tracks? Think Train! TV
- See Tracks? Think Train! Radio
- SeeTracksThinkTrain.org Nonprofit Website

On November 6, it was announced that the ST3 campaign won 6 different MarCom Awards, a creative competition for marketing and communications.

The MarCom Awards is the largest competition of its kind, with 6,000 entries per year.

The MarCom Awards are administered and judged by the Association of Marketing and Communication Professionals.
Campaign Spokespersons

Mark Kalina, Jr.
Trespass Incident Survivor

Russ Fletcher
Locomotive Engineer
Launch

April 8, 2014 – Washington DC.

Satellite Media Tour with OLI, AAR, FRA, FTA, Campaign Spokespeople

Launch Press Results:
Satellite Media Tour press coverage resulted in more than 450 TV, radio and print news stories, reaching 3.5 million people in the first week.
TV and Radio PSA Placements

Home Front Communications sent TV and Radio PSAs to 578 TV stations and 2,819 radio stations in the “Top 15” States with highest trespass fatalities:

### Operation Lifesaver, Inc.

<table>
<thead>
<tr>
<th>State</th>
<th>Trespassing Fatalities</th>
<th>Percent Change</th>
<th>Trespassing Injuries</th>
<th>Percent Change</th>
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Off to a Strong Start: ST3 PSA Placement Results

Track PSA results online at: http://www.tvaccessreports.com/homefrontol/default.html

From May – December 2014, OLI’s “See Tracks? Think Train!” PSA’s have reached a total potential audience of 202 million

Television PSA (English and Spanish)
- 151 Stations
- 20,665 Broadcasts
- Total potential impressions: 62 m

Radio PSAs (English & Spanish, Trespass & Crossing Safety)
- 265 Stations
- 49,272 Broadcasts
- Total potential impressions: 140 m
Partnering for Success – Amtrak

National Train Day (May 10)

OLI and Amtrak SUPPORT:

• OLI “Train Day in a Box” merchandise (both ST3 and general OL education materials) sent to 150 locations $7,800
• Amtrak photo banners – 8 regions $5,000

RESULTS:

• 120,000 NTD attendance in top 20 markets
• 85 print & internet news stories
• Increased website and social media hits for OL and ST3 websites

Amtrak is also featuring ST3 video PSA in 15 Northeast Corridor train station waiting rooms – 11.5 million passengers per year!
Other Partner Support

Class I Freight Railroads Support OL State Programs by providing every state program with ST3 standing banners.

AAR paid for all costs associated with the ST3 launch on April 8, including the satellite and radio media tours, assembling bites & b-roll package, space rental, media training, and support services.
Regional Rollout: State OL Program Activities
2015 ST3 Plans

**Educational Product Development:** Online-based game, possibly “whiteboard” design, available in handheld format, crossing safety theme, ST3 branding.

**Add New Crossing Safety Video PSA to ST3 Suite:** New Video PSA to be developed and released in Spring 2015 under ST3 campaign “It’s No Contest” theme. Will develop in :30 and :15 format, English and Spanish. Still sports-themed, but probably not boxing.

**Public Awareness & Outreach:** OLI will provide coordinated support for Amtrak Train Days 2015, using ST3 merchandise and materials.

**Competitive Grants:** FRA, FHWA and FTA-funded competitive grant cycles in 2015 will continue to give “extra credit” in evaluation process for ST3-based campaigns. Grants are capped at $20,000 per project.
OLAV Transition

• OLI is transitioning from Certified Presenters to Operation Lifesaver Authorized Volunteers (OLAV)

• Transition Date will be March 31, 2015

• Educational Visuals used for presentations have been updated – all safety messages are now embedded in text on the slide

• OLI has also expanded other educational materials, including videos, games, and “low-tech” facilitation materials
In 2014, OLI released several new educational products, including:

- Established new OLAV Educational Materials area on oli.org website with more than a dozen new facilitation guides for existing educational materials (games, videos, “low-tech” brochures)
- Operation Lifesaver Authorized Volunteer Coaches Manual published and distributed
- School Bus e-Learning: Provides individualized and interactive online safety education for rail crossing safety for school bus drivers
- New OLAV PowerPoint slides for safety presentations: “In the Interest of Safety”. Includes 47 PPT slides, all safety messages embedded in the visuals

In 2015, OLI will release:

- First Responder e-Learning program
- Facilitation guides and training for OLI GCCI and RSER instructors to accompany FRA videos for law enforcement and first responders
- New Operation Lifesaver Authorized Volunteer Handbook
- Educational Products aimed at crossing safety for Oil & Gas Trucking community and at anti-trespass message for Filmmakers, TV & Professional Photographers
- Update to ProDriver Challenge e-Learning
Educational Products

New OLAV PPT slides have safety message embedded on slide

OLAV Educational Materials library is organized by type of audience, has variety of materials

School Bus e-Learning
In 2013, Operation Lifesaver awarded 8 competitive transit safety education grants to transit agencies around the country. In 2014, there was 11 transit safety education grants awarded.
OLI Communications
Redesigned homepage www.oli.org

• Quickly conveys what Operation Lifesaver, Inc. is about
• Improves navigation
• Brighter, more up-to-date appearance
• Retains most-used information for our existing audiences
• Highlights the ‘See Tracks? Think Train!’ campaign
• Feature boxes take visitors directly to videos, safety materials, and other resources
• Top navigation tabs for Education Resources and Public Awareness offer easy access to OLI’s materials for educators, the public, and OLI volunteers
• New blog, “Train of Thought”
• Social media icons at the top right of the home page encourage visitors to follow the organization on social media

2014 Pageviews: 656,476
Up 13% from 2013
Social Media Footprint

- Spread approved safety messages
- Announce news, events, products
- Repeat partners’ messages
- Raise awareness by linking to news items
- Create dialogue
- Customer service

Followers:
- Twitter: 3,634
- Facebook: 9,366
- Pinterest: 248
- Instagram: 1,013
Thank You!

National OLI Office

Joyce Rose, President
Operation Lifesaver, Inc.
1420 King Street, Suite 201
Alexandria, VA 22314
Phone: 703-739-1065
Email: jrose@oli.org

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