



# NTSB Forum: Trains and Trespassers: Ending Tragic Encounters

## Panel 2: Trespass Prevention Strategies



★ **Joyce C. Rose, President & CEO**  
**Operation Lifesaver, Inc.**

Washington, DC

March 24, 2015

# ★ 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.



**OPERATION LIFESAVER®**  
Rail Safety Education

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## 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!**





# OL Fights Trespassing

Via Rail Safety Education and Awareness:

## 1. In-Person/Online



**Free** in-person public education presentations to schools and communities; safety materials accessible to the public through [www.oli.org](http://www.oli.org)

## 2. Public Awareness Campaigns



National safety campaign allows broader outreach to millions across the U.S.

# ★ Free Safety Presentations

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

## Do Not Walk on Tracks



**Walking on railroad tracks is dangerous and illegal.**

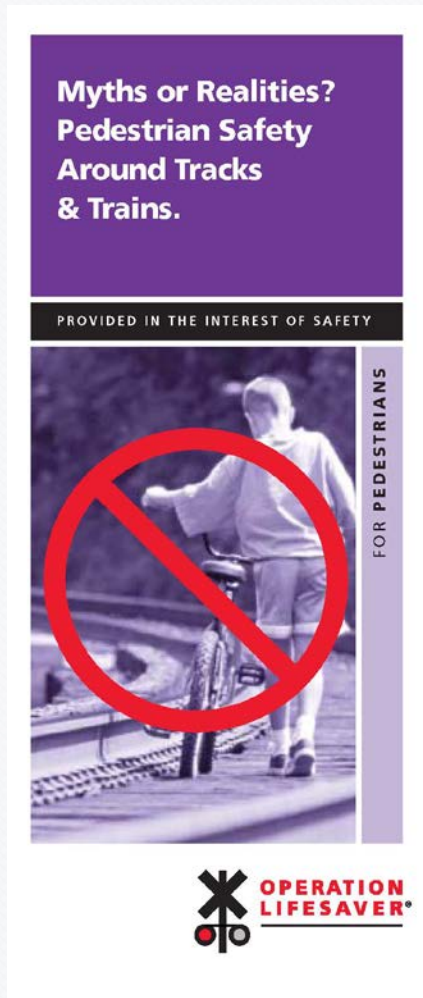
- Many people believe they will always hear a train coming, but some trains are silent and difficult to hear.
- Engaging in conversation, speaking on a cell phone, and listening to music are all potentially deadly distractions.
- Trains can run on any track, at any time, from either direction.
- Walking, lying, or sitting on the tracks can cause injuries and even death.
- **Tracks are for trains, not for people—Stay Off! Stay Away! Stay Alive!**





# ★ Other Education Efforts

Anti-trespassing messaging created for teenagers and adults, photographers, and children





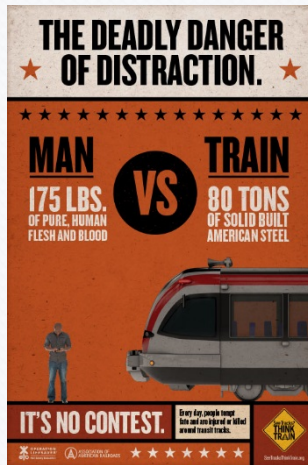
## 2014-15 NATIONAL PUBLIC SAFETY CAMPAIGN

- **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
- **Campaign partners:** US DOT and American Association of Railroads



# ★ Campaign Components

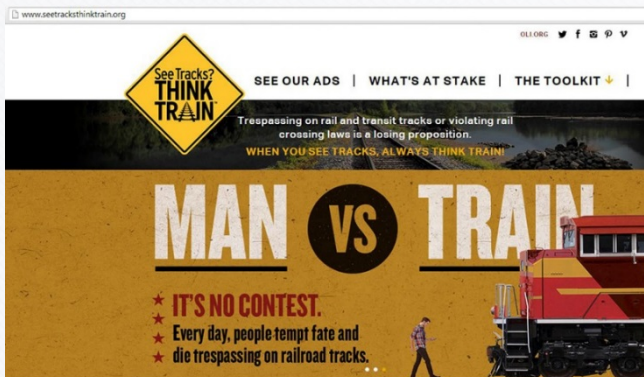
## Posters, Billboards, Print Ads



## Infographics



## Campaign Microsite - SeeTracksThinkTrain.org



## Other Collateral



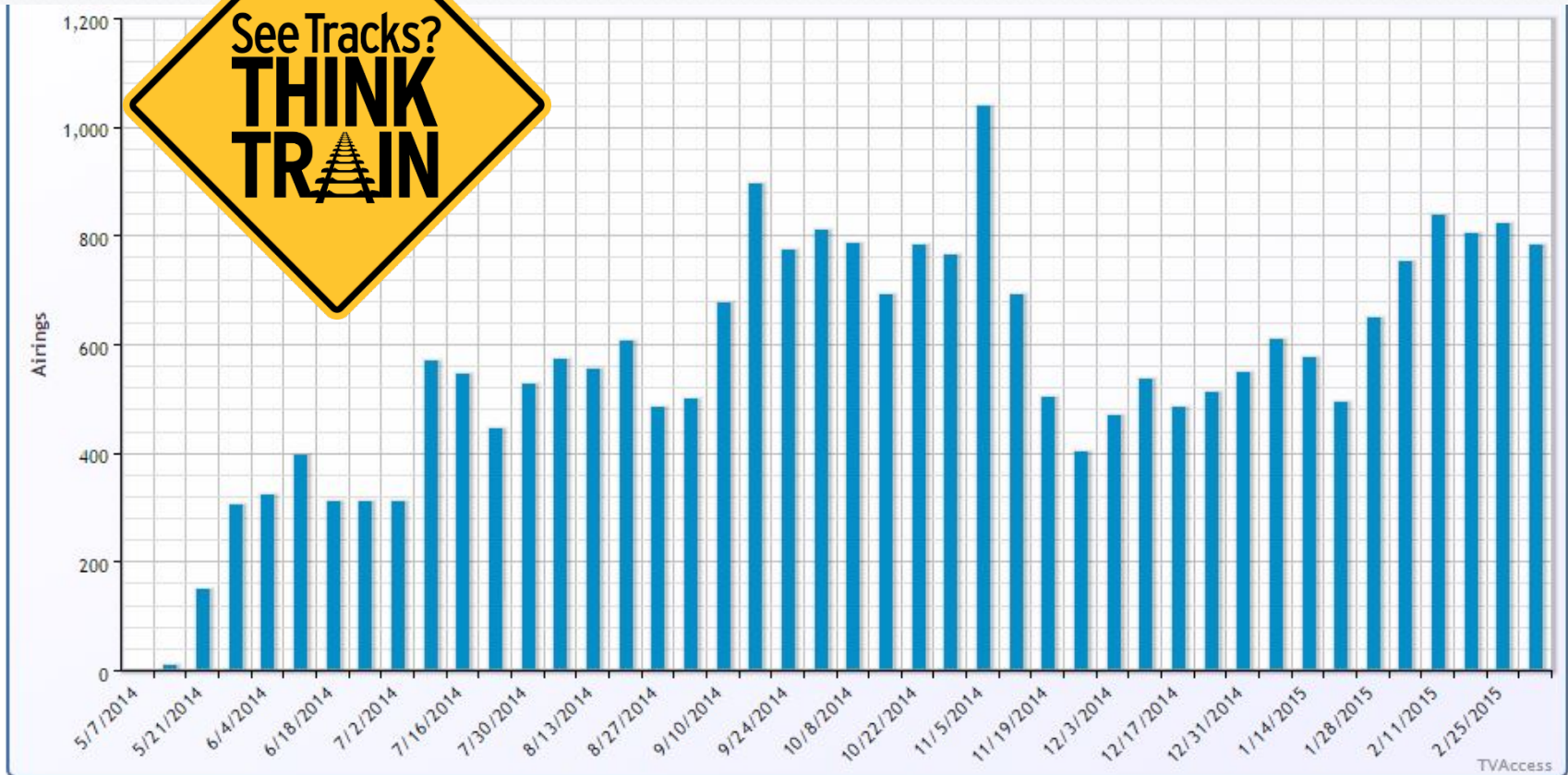
# ★ Trespass VPSA



<https://vimeo.com/91195034>



# PSA CAMPAIGN REACH



**Airings per week from May 2014 launch to present:**

- **Total Stations Airing PSAs: 431**
- **Total Broadcasts: 75,068**
- **Total Impressions: 224 Million**

# ★ What's Next in Trespass Prevention

## OLI Takes a Top-Down Approach

- Awareness Video for Film and Photography Industries
- PR Campaign to encourage leadership from Hollywood and other industries





# ★ Thank You!

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## National OLI Office



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## Help Spread Operation Lifesaver's Safety Messages



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