



Operation Lifesaver's

“See Tracks? Think Train”
Campaign



What is Operation Lifesaver?



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

- **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



Where is the Highest Rail Safety Risk?



Ninety-six percent 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.
Timothy J. Szabo,
Federal Railroad Administrator



2013 Rail Crossing & Trespassing Safety Data

**Crossing
Collisions
UP 5%**

Crossing Collisions

The number of railroad crossing collisions rose from 1,971 in 2012 to 2,067 in 2013.

**Crossing
Deaths and
Injuries
UP 1.5%**

Crossing Fatalities and Injuries

The number of railroad crossing fatalities and injuries rose from 1,175 in 2012 to 1,193 in 2013.

**Trespassing
Deaths and
Injuries
UP 7.7%**

Trespassing Fatalities and Injuries

The number of trespasser fatalities and injuries on railroad property rose from 843 in 2012 to 908 in 2013.



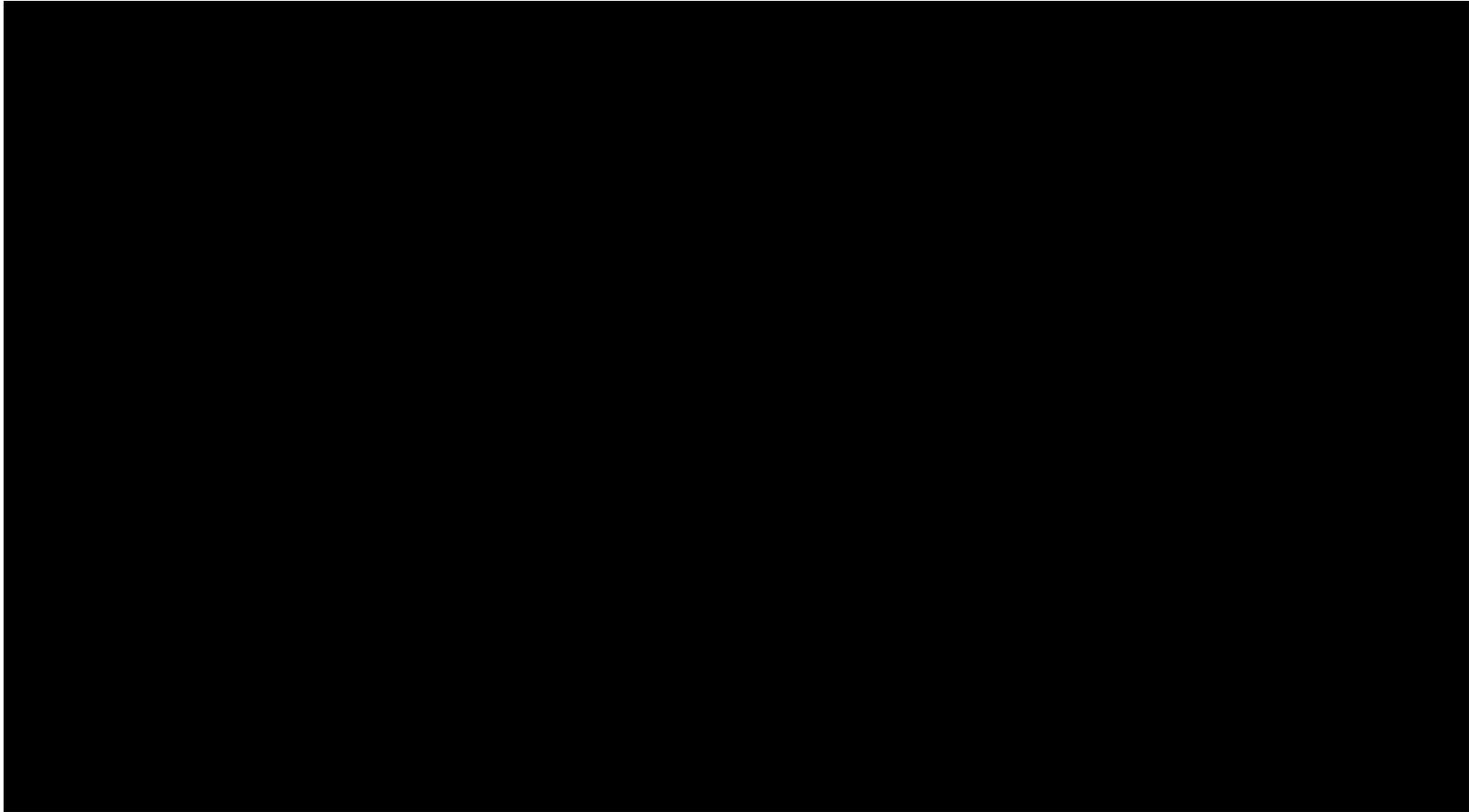
A National Public Awareness Campaign



- **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”
- Materials in English and Spanish



ST3 30-Second TV PSA



Print Materials

★★ THE MATCHUP ★★
 THAT DOESN'T ADD UP.

★★★

CAR **VS** **TRAIN**

1½ TONS OF STEEL, PLASTIC, RUBBER & GLASS

6,000 TONS OF SOLID BUILT AMERICAN STEEL



IT'S NO CONTEST. Every day, people are injured or killed trying to beat a train.

OPERATION LIFESAVER
 ASSOCIATION OF AMERICAN RAILROADS

See Tracks? THINK TRAIN
 SeeTracksThinkTrain.org

★ EL MORTAL PELIGRO
 LA DISTRACCIÓN

★★★

HOMBRE VS TREN

175 LIBRAS DE CARNE Y HUESO

80 TONELADAS DE ACERO



DERROTA SEGURA. Todos los días se registra un número de heridos en carritos.

OPERATION LIFESAVER
 ASSOCIATION OF AMERICAN RAILROADS

See Tracks? THINK TRAIN
 SeeTracksThinkTrain.org

MORE THAN 50 PERCENT OF THE PEOPLE WHO DIE WHILE WALKING ON RAILROAD TRACKS HAVE ALCOHOL OR DRUGS IN THEIR SYSTEM.



★★★ See Tracks? Think Train! ★★

.....

★★ THE MATCHUP ★★
 THAT DOESN'T ADD UP.

★★★

TRUCK VS TRAIN

40 TONS OF STEEL, PLASTIC, RUBBER & GLASS

6,000 TONS OF SOLID BUILT AMERICAN STEEL



IT'S NO CONTEST. Every day, people are injured or killed trying to beat a train.

OPERATION LIFESAVER
 ASSOCIATION OF AMERICAN RAILROADS

See Tracks? THINK TRAIN
 SeeTracksThinkTrain.org



Billboards



www.SeeTracksThinkTrain.org

OLI.ORG     



[SEE OUR ADS](#) | [WHAT'S AT STAKE](#) | [THE TOOLKIT](#) ↓

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 smarts and see rail safety tips.



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*

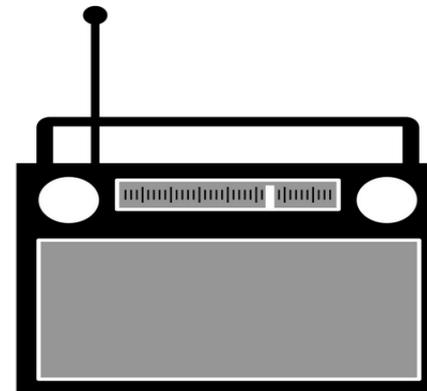
Results to date:

- *More than 450 TV, radio and print news stories mentioning ST3 campaign, reaching 3.5 million*
- *TV and Radio PSA placements in 260 stations, focusing on the “Top 15” States with highest trespass fatalities*

We're Off to a Strong Start: ST3 PSA Placement Results

Through the end of June, the “See Tracks? Think Train!” PSA’s have reached a total potential audience of 92 million

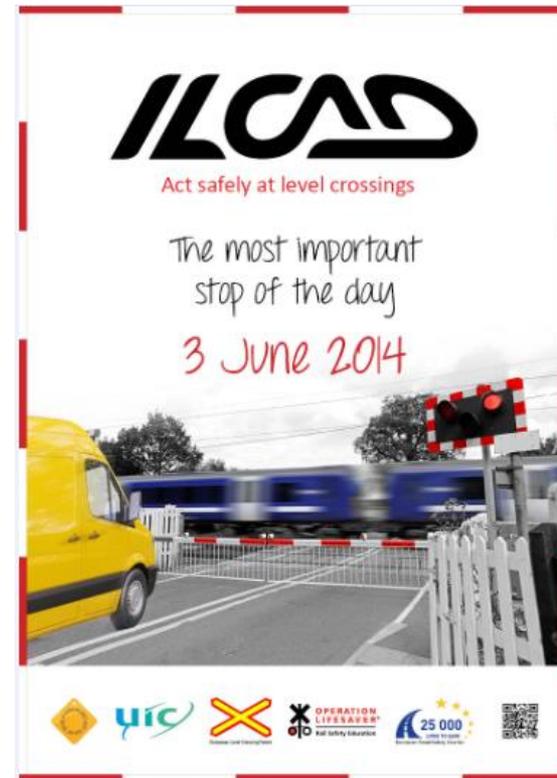
- *Television PSA (English) 33 Stations, 573 broadcasts, 3.7 million impressions*
- *Television PSA (Spanish) 24 Stations, 1,547 broadcasts, 2.8 million impressions*
- *Radio PSA (English) 125 Stations, 20,951 broadcasts, 51.4 million impressions*
- *Radio PSA (Spanish) 48 Stations, 15,918 broadcasts, 35.7 million impressions*



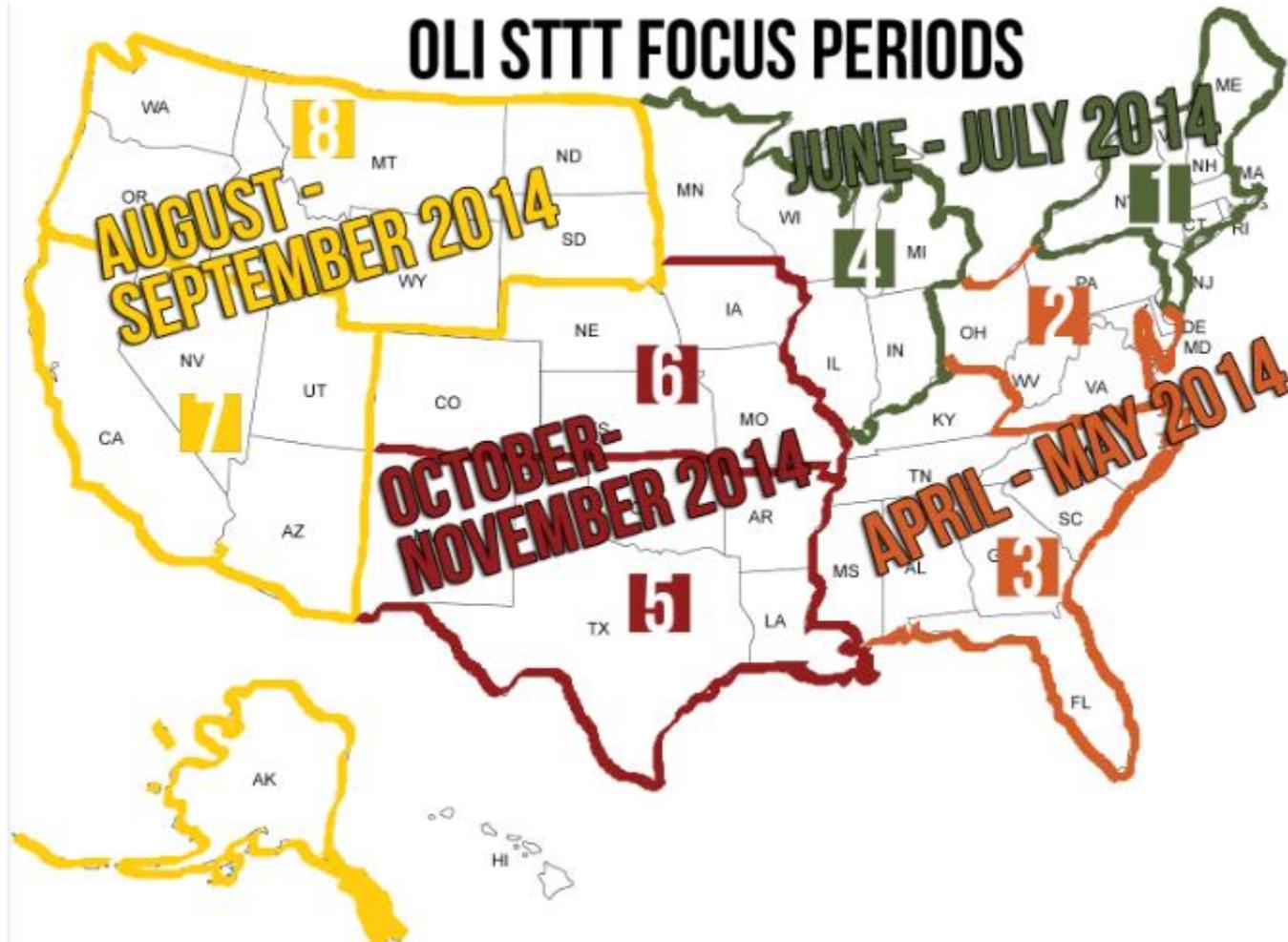
National Events



International Level Crossing Awareness Day (June 3)



Regional Rollout: State OL Program Activities

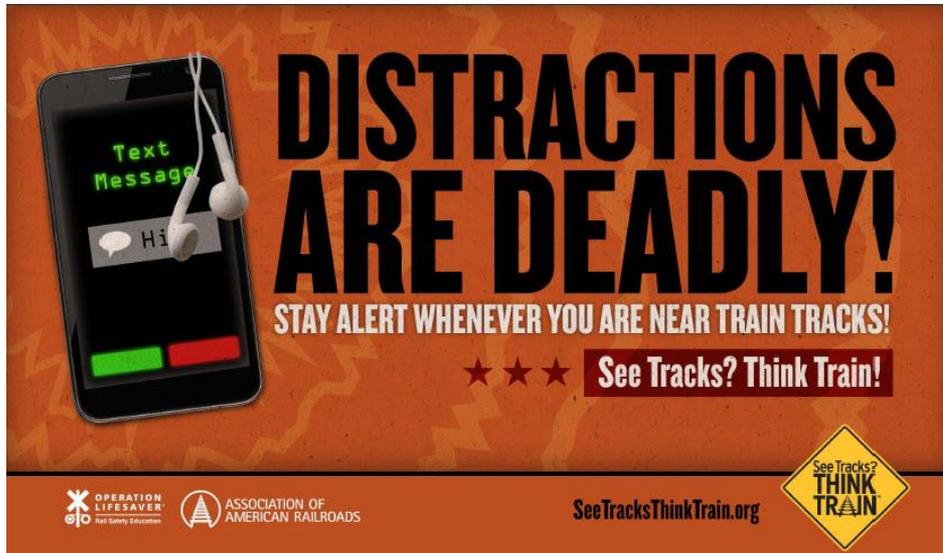


A Startling Statistic

ABOUT EVERY 3 HOURS, A PERSON OR VEHICLE IS HIT BY A TRAIN.



How can you help?



- Download and use campaign materials – on websites, in social media
- Participate in public events
- Link to the SeeTracksThinkTrain.org website from your homepage



Thank You!

National OLI Office



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