

## Operation Lifesaver Debuts Redesigned [www.oli.org](http://www.oli.org)

A completely redesigned website was launched in November 2010 to reach new audiences and further Operation Lifesaver's mission of preventing tragic deaths and injuries around train tracks. The dynamic site design uses videos, stark photographs and stories of real families to ensure that visitors come away with a safety message.

New features on the website include:

- Rotating scenarios on the home page illustrating the statistic that about every three hours in the U.S., a vehicle or person is hit by a train.
- A new "impact" section with real stories from people whose lives have forever been changed by vehicle- or pedestrian-train incidents.
- Simplified navigation through six main categories, and "quick links" to popular pages from the home page.
- A new "videos" section that allows visitors to view and share Operation



Lifesaver's newest public service announcements and excerpts from safety and training videos.

- Links to OL's new Facebook page ([www.facebook.com/operation.lifesaver](http://www.facebook.com/operation.lifesaver)) and Twitter pages (<http://twitter.com/olinational>).

The most-visited areas of the new website to date are the videos, quick links to statistics, and the impact section. Operation Lifesaver is grateful to our safety partners at the Federal Railroad Administration and the U.S. Department of Transportation for making this redesign possible.

## Outreach to Truck Drivers



"Stay Alive When You Drive," the professional truck driver training DVD, now has a companion CD with updated materials for drivers and trainers, along with a safety quiz to test a driver's knowledge. True-to-life scenarios, such as bad road conditions, are part of the training.

"Conductores de Camiones" features a Spanish-speaking driver who introduces, narrates and concludes a second video.

## Operation Lifesaver Embraces Social Media Tools

Operation Lifesaver began using social media to expand outreach to a younger demographic. The updated Community section helps safety volunteers/partners get accurate information quickly. Launched just before the Symposium, the Operation Lifesaver Facebook page ([www.facebook.com/operation.lifesaver](http://www.facebook.com/operation.lifesaver)) now has reached over 1,400 fans. A Twitter page (<http://twitter.com/olinational>) provides an outlet for quick news updates. New PSAs are posted on YouTube to increase their reach across the internet.

## Difference Starts With You

Our volunteers' passion for Operation Lifesaver and its rail safety mission infuse this new video, designed to show why people invest their valuable time and the positive impact OL has on communities. OL Trainers use a six-minute clip to showcase the program for trainees; community groups learn OL's benefits through a three-minute version.



O P E R A T I O N L I F E S A V E R

# annual report 2010



## President's Report

### Operation Lifesaver Delivers Another Strong Performance in 2010

The year 2010 brings many images to mind as we review another successful year at Operation Lifesaver: stark black and white photos from our new website; the enthusiasm of participants at our 16th International Symposium; young faces from OL's distracted driving Public Service Announcements; and the dedication in the eyes of our trainers and volunteer presenters.

Other images remind us why our work remains important: the face of the grief-stricken mother whose son was killed because he chose to play on train tracks; the anguish of victims, their families, and train crews who have witnessed tragedy on or near the rails. We take heart in the fact that Operation Lifesaver is a program that saves lives; we're making a difference in communities across the U.S.

Symposium is always a highlight, and 2010 lived up to expectations. Almost 300 state program leaders, partners, and volunteers gathered in Baltimore to share information and ideas about delivering the OL safety education message. Attending were high-level Administration speakers including Deputy Secretary of Transportation John Porcari and the Federal Highway Administration's Associate Administrator for Safety, Joe Toole. The National Transportation Safety Board Chairman, Debbie Hersman, spoke of Operation Lifesaver being a "driving force" behind the reduction in vehicle-train collisions.

But, there's so much more to our efforts in 2010:

- A new website was launched, with compelling photography, poignant stories, and videos designed to capture the attention of new audiences, while still providing the information, tools, and activities that are vital to our volunteer presenters.
- YouTube, FaceBook, and Twitter were added to OL's public outreach methods.
- Distracted driving around train tracks remained a priority as state programs aired OL's award-winning public service announcements. New York's Times Square flashed OL's distracted driving PSA on the CBS Super Screen at year's end.
- Two new PSAs were developed for the website and use in state outreach efforts.
- New training videos were produced to enhance community outreach; address the pedestrian-trespass challenge, and reach Hispanic truck drivers with critical tips for driving over train tracks.
- And, a revised training manual is now in the hands of our state coordinators and trainers.

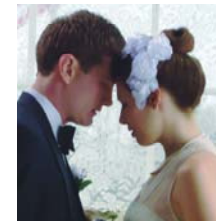
As 2010 closes, we can proudly say: the difference starts with you.

Sincerely,  
Helen M. Sramek  
President

## NY's Times Square Blazes OL PSAs

CBS' Super Screen at Times Square blazed the Operation Lifesaver safety message from the Macy's Parade at Thanksgiving 2010 through New Year's Day celebrations. The 520-square-foot screen issued a warning to revelers through the story of the texting teen driver, who ignored the flashing lights at the railroad crossing... and paid the price.

Life offers many distractions that can lead to disaster at the crossing. The needless race to a wedding in "Where's the Best Man?" is OL's latest outreach at [www.oli.org](http://www.oli.org).



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## Trespass Prevention: YouTube Used As Messenger

Over the past 10 years, 9,000 people were killed or injured while being on or too close to railroad tracks. To address at-risk pedestrians and sports enthusiasts, Operation Lifesaver created five video clips to warn of the dangers of walking between the rails or too near railroad tracks. These clips are incorporated in a two-minute trespass prevention video used by OL Presenters when talking with community groups. Hunters, fishermen, ATV riders, and people taking shortcuts across the tracks are the target audiences. The ATV driver uses the tracks as a path to his preferred hunting spot, while the fisherman plops down on a train trestle over a favorite stream. Teens using a shortcut home from school across railroad tracks encounter needless tragedy as a result.

A humorous Operation Lifesaver video public service announcement, featuring a snowman who warns against using train tracks for snowmobiling, made its debut on YouTube (<http://bit.ly/CF8EC2>) just in time for the record Washington, DC snowstorms in early 2010.



## Successful 16th International Operation Lifesaver Symposium in Baltimore

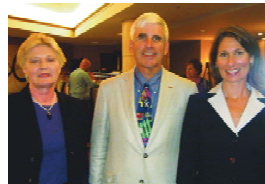


The Symposium, held in August 2010 at the Hyatt Inner Harbor Baltimore, brought together 300 state program directors, volunteers and safety partners from the U.S. and around the world to discuss grade crossing safety and pedestrian trespass prevention.

### 2010 Symposium Highlights:

- High level speakers including Deputy U.S. Transportation Secretary John D. Porcari and National Transportation Safety Board Chair Deborah Hersman, who credited Operation Lifesaver with reducing deaths and injuries around tracks and trains.
- Sgt. Brian Hakey of North Carolina won the Tom Roberts Volunteer Award for his outreach to military audiences and Mike Glenn of Georgia named OL Champion for his advocacy of rail safety among young athletes.
- Other dynamic and inspiring speakers included CBS radio personality Dr. Barry Kaufman, sharing great presentation tips, and highway safety advocate and motivational speaker Syd Muzzy.
- Breakout sessions featured updates on engineering, enforcement, education and passenger rail.

Held just prior to the Symposium were a training session for OL's certified Presenter Trainers, using the newly-updated PT manual, and State Coordinators' day, devoted to sharing best practices and new ideas for leading state programs.



OLI President Helen Sramek, OLI Board Chairman Reilly McCarren, and NTSB Chair Deborah Hersman at the symposium



Sgt. Brian Hakey accepts the Tom Roberts Volunteer Award (left); OL Champion Mike Glenn (right)

## Safety Education Results

- In 2010, OLI reached:
  - 3.6 million people via OL state programs, training and events nationwide.
  - 60,900 professional drivers and commercial bus operators in 1,800 presentations.
  - 183,000 new drivers in 7,500 driver education presentations.
  - More than half a million page views on the OLI website; 3.4 average page views per visit.
  - Visitors spent an average of three minutes on the site.

## PSA Campaigns Magnify Message

With grants from the Federal Railroad Administration, Operation Lifesaver launched a series of PSA (Public Service Announcement) campaigns in 2010 to prevent pedestrian rail trespass incidents and warn drivers of the dangers of distraction near railroad crossings.

A press conference in Oakland, CA in February kicked off the Common Sense trespass prevention campaign ([www.commonssenseuseit.com](http://www.commonssenseuseit.com)) in the state with the most pedestrian-train deaths and injuries.

In April, the Distracted Pedestrian PSA reminded Atlanta commuters to "Stay Focused Near Train Tracks!" OL is one of the first safety organizations to address the dangers of distraction for pedestrians.

OL reached out to football fans in Louisiana, Oklahoma and Alabama featuring a PSA with World Champion New Orleans Saints kicker Garrett Hartley. He encouraged fans to stay focused at crossings, just as he did when making the playoff-winning punt.



During the holidays, OL continued to push its safety message. The Distracted Driving PSA played in New York's Times Square from Thanksgiving through New Year's.



Operation Lifesaver's PSAs picked up several prestigious awards during the year, including top awards for both Distracted Driver PSAs in the People's Choice Telly Awards' YouTube competition, and Silver Telly Awards for the Distracted Pedestrian PSA in Public Service and Editing. The Common Sense PSA received a Radio Mercury Award.

## Amtrak's Roy Deitchman & SCOL Janice Cowen Join OLI Board

Roy Deitchman, Amtrak's vice president for Environmental Health and Safety, and Janice Cowen, South Carolina State Coordinator, have joined the OLI Board of Directors. "Roy Deitchman's expertise and passion for safety will be of great benefit to Operation Lifesaver's Board," said OLI Board Chair Reilly McCarren. Cowen, chair-elect of OLI's National Advisory Council (NAC), brings to this role 20 years experience with Operation Lifesaver.

## SAVE THE DATE!



17th International Operation Lifesaver Symposium and Training Seminars

June 26 – June 28, 2012  
Embassy Suites • Denver, Colorado



OLI's Distracted Pedestrian message on Atlanta bus shelters in April – one of the first times that these dangers were applied to pedestrians.