

“Stay Alive When You Drive” Assists Truck Driver Training

America's 2.8 million professional truck drivers (2008 Bureau of Labor Statistics) face major challenges at highway-rail crossings. Operation Lifesaver's newest training video addresses this dilemma with real-life situations and safety tips.

Six scenarios provided in “Stay Alive When You Drive” illustrate critical decisions drivers need to make to ensure their safety.

Real truck drivers and instructors, well aware of these dangers, were involved in developing the training video. The person who narrated the “Ice Road Truckers” video also narrates here.

Sample scenario: What if a driver gets stuck on the crossing? Get out and away, then call the 800 number posted on or near the crossing. If the number is



missing, call the local police or 911. Provide the truck's exact location with the crossing's DOT number. This video received a Gold Award from the Marketing and Communications Association for Training in 2009.

GCCI Program Teaches Law Officers Rail Safety Skills

Law enforcement personnel across the country learn vital skills on how to work safely around tracks and trains through the Operation Lifesaver Grade Crossing Collision Investigation (GCCI) program.

Officers learn safety on their jobs, but often this does not include how to protect themselves when they are required to investigate a crash on or near railroad tracks. These officers must be prepared for the hazards that the railroad environment entails, which is the primary goal of GCCI training, one of Operation Lifesaver's flagship programs.

The course teaches law enforcement the critical skills needed to help prevent further injuries and fatalities. Topics include the factors involved in train-vehicle collisions; signs, signals, and laws pertaining to highway-rail grade crossings; safe response to an incident

and how to work safely on and around railroad property; trespassing and other crimes committed on railroad property; train consist and hazardous material identification; how to notify and communicate with the railroad in the event of an incident; and several other topics.

Since the introduction of revised Grade Crossing Collision Investigation curriculum in July 2008, more than 200 GCCI instructors have been certified or recertified using the new curriculum. The program is offered in 4-, 8- and 16-hour versions. More than 6000 law enforcement officers have been trained in over 300 GCCI courses across the country. While not a requirement, most GCCI instructors have a law enforcement background. For more information about the GCCI program, please contact Dave Hulings, GCCI/RSER program manager, at dhulings@oli.org or dsh@rochester.rr.com.

Distracted Drivers Focus of OL PSAs

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These days, drivers face multiple distractions – like satellite radios, DVD players and navigation systems – inside and outside their vehicles. All can have deadly consequences.

Last year there were more than 2,400 vehicle-train collisions nationwide at highway-rail grade crossings, resulting in more than 1,200 deaths or injuries. Federal statistics also show that inattentive drivers contribute to approximately three percent of vehicle-train crashes at highway-rail grade crossings. U.S. Dept. of Transportation Secretary Ray LaHood has made distracted driving a top government highway safety priority.



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

annual report 2009

President's Report

A Common Sense Approach to Rail Safety



Presenters Guide. It was a year when Operation Lifesaver unveiled not one, but two new public awareness campaigns. *Common Sense* addresses the problem of trespass prevention. *Stay Focused*, *Stay Alive* targets the growing problem of distracted driving.

Common Sense Campaign

Launched in June, 2009, the *Common Sense* trespass prevention campaign represents a departure for Operation Lifesaver in that it is Internet-based with humorous ads running on websites in target markets. This medium supports outreach to the critical 18-34 year-old demographic. By year's end, over 120,000 clicks were made to CommonSenseUselt.com. These quirky ads drew users to a sobering rail safety message. Less preaching; but short and to-the-point messaging.

At year's end, Operation Lifesaver unveiled two new 30-second public service announcements (PSAs) targeting the growing problem of distracted driving. The U.S. Secretary of Transportation has made this problem a top safety priority. A quick check of Federal Railroad Administration statistics shows that the problem also occurs near train tracks.

Stay Focused, *Stay Alive* features the alarming situations young people face when electronic and personal distractions pull their eyes from the road, while approaching a highway-rail intersection. Both PSAs began airing on cable and network television and radio stations over the holidays. Both ads employ humor to show the serious consequences of making bad choices while driving.

2009 Safety Efforts

Operation Lifesaver's strategy for delivering a safety campaign in the 21st century: rely on technology to reach younger audiences; deliver traditional advertising with an updated look and feel; and hold steadfast to the one-on-one approach to education that has set Operation Lifesaver apart from its very beginning.

Whether an OL trespass message is delivered via YouTube, by a volunteer presenter standing in front of an audience, or if a crossing safety message is wrapped into training for professional or young drivers – our mission is just as it was almost 40 years ago: to save lives and reduce injuries at highway-rail grade crossings and on or around railroad property.

Thanks to the untiring efforts of state program leaders, partners, trainers and volunteers, 2009 was a very good year for Operation Lifesaver.

Sincerely,
Helen M. Sramek, *President*

Distracted Drivers Focus of OL PSAs

Distracted drivers, drawing national attention due to increased cell phone use, are the target of two Operation Lifesaver public service announcements filmed in December. (View a distracted driving PSA on the Operation Lifesaver homepage at www.oli.org).

“Cell phones, texting and other distractions can cause people to pay inadequate attention to the road and at highway-rail intersections,” noted Operation Lifesaver President Helen M. Sramek. “Our new PSAs remind drivers to stay focused, especially near train tracks.”

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National Database Tallies OL Efforts To Reach Audience

Operation Lifesaver's customized national database is now capturing data and tracking activity across the entire country. 2009 was the first complete year that Operation Lifesaver Presenters could enter reports online for any presentations, special events or trainings they completed. Last year 1,602 Presenters reported some type of activity in the database. One of the features is a mapping system, which allows a snapshot of where presentations or activities have taken place within a state. Other features of the database:

- Captures OL presentations, events and training data, including RSER and GCCI
- Categorizes what types of audiences are receiving OL presentations
- Lists training materials used, which are available online
- Online directory of presenters, trainers, state coordinators and volunteers
- Stores State Annual Reports for online reference

Other website features:

- Training records are maintained.
- News pertinent to different user groups is posted for timely exchange, without sending individual emails.
- State Coordinators can hear and access recent radio announcements via MP3s, and see TV public service announcements to use within their states.

It's Baltimore! Symposium 2010



Operation Lifesaver's 16th International Symposium and Training Seminars will take place Aug. 29 - Sept. 1, 2010, at the Hyatt Regency Baltimore in downtown Baltimore, Maryland.

This leadership conference will be packed with helpful information, inspiring speakers, and refresher training for key highway-rail safety and trespass prevention officials. For the second time, the Symposium will feature an exhibit area to showcase transportation technologies, systems, and resources to enhance safety.

During the off-hours, Baltimore's Inner Harbor offers a home base from which to

explore Baltimore's downtown, including Camden Yards, the National Aquarium, the Baltimore & Ohio Railroad Museum, and great restaurants.

More information on the Symposium will be available at www.oli.org starting in March 2010.



Presenter Retraining Conducted



With the release of the revised Presenter's Guide in April, 2009, State Coordinators and Trainers have been conducting training sessions for certified presenters

throughout the United States on this new material. Two very important additions and requirements to every presentation are:

1. All presentations must include at least one trespass prevention safety message.
2. All audiences age 16 and above must be instructed on the Emergency Notification System (ENS), which includes 800 numbers posted at the grade crossings for drivers to contact the railroads in an emergency. This system will be extended to all public highway-rail grade crossings in the coming years.

Safety Education Results

In 2009, OLI reached:

- 3.4 million people via OL state programs, training and events nationwide.
- 33,700 professional drivers and commercial bus operators in 2,200 presentations.

- 175,000 new drivers in 7,000 driver education presentations.
- Approximately 2.6 million "hits" on the OLI website.
- Visitors spent an average of three minutes on the site.

Expanded OLI Campaigns Target Trespassing

More than 880 Americans died or were injured in railroad-related trespassing incidents in 2008, according to the Federal Railroad Administration. The numbers have topped 9000 in the last 10 years.

In 2009 Operation Lifesaver launched its *Common Sense* trespass campaign, to raise awareness that walking or playing on train tracks is illegal and could cost them their life. The 18-34 year-old demographic was chosen because a third of all trespassing incidents occur in this age group.



Since June, the humorous elements of the campaign designed by ad agency Exit 10 have drawn more than 120,000 clicks to the rail safety message on the CommonSenseUselt.com web site. The campaign includes Internet ads, videos, safety tips, banner ads and games.

Operation Lifesaver also produced a short training video that presenters



can use to discuss the trespass problem with their audiences. Vignettes from this video have been transformed into YouTube segments.

North Carolina Operation Lifesaver, along with the state Department of Transportation, launched a trespass prevention campaign early in 2009, with the tagline "Don't Walk That Line." Billboards, radio and video spots were made available to all state programs.

Trespassing remains a serious issue for the railroad safety community. Operation Lifesaver is taking on the challenge, using traditional and new media to get the message out.

AASHTO's Intermodal Program Director Joins Board

R. Leo Penne, program director for Intermodal and Industry Activities at the American Association of State Highway and Transportation Officials (AASHTO), has joined the OLI Board of Directors. He is a member of AASHTO's Committee on Rail Transportation, the Highway Subcommittee and the Special Committee on Intermodal Transportation and Economic Expansion, as well as the Special Committee on Transportation Security. He is responsible for issues involving all freight transportation modes and for liaison with freight transportation and infrastructure industries.

OLI State Coordinators Share "Best Practices" at Biennial Summit in Albuquerque

Operation Lifesaver's state coordinators held their biennial summit in Albuquerque, New Mexico. The Summit is an opportunity for state program leaders to come together to enhance their leadership skills and strengthen the capabilities of their state programs. Workshops,

training sessions, and networking are all part of the agenda. 40 State coordinators attended the Summit where they received training in the new Presenters Guide and shared their "best practices" among peers.



Save The Date:

16th International Operation Lifesaver Symposium and Training Seminars • August 29 – September 1, 2010
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