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 rail. 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.

• A new “impact” section with real stories from people whose lives have forever been changed by vehicle- or pedestrian-train incidents.

• 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) 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.

• 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.

• Simplified navigation through six main categories, and “quick links” to popular pages from the home page.

• Updated Community section for the website and use in state outreach efforts.

• 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 homepage 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 videos, quick links to statistic, 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.

• A new “impact” section with real stories from people whose lives have forever been changed by vehicle- or pedestrian-train incidents.

• Two new PSAs were developed for the website and use in state outreach efforts.

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• 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. True-to-life scenarios, such as bad road conditions, are part of the training.

Difference Starts With You

Our volunteer’s 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.

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.

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

• Two new PSAs were developed for the website and use in state outreach efforts.

• New training videos were produced to help safety volunteers/partners get accurate information quickly. Launched just before the Symposium, the Operation Lifesaver Facebook page (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.

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During the holidays, OL continued to push its safety message. The DistractedDriving PSA played in New York’s TimesSquare from Thanksgiving through New Year’s.

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 touted 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 Kassel, media personality and safety advocate Syd Muzny.

SAVE THE DATE!

17th International Operation Lifesaver Symposium and Training Seminars
June 26 – June 28, 2012
Embassy Suites • Denver, Colorado