

## **SEE TRACKS? THINK TRAIN!**

### **FACT SHEET**

---



Operation Lifesaver, Inc., a non-profit organization founded in 1972 and dedicated to rail safety public education, has partnered with federal safety agencies and the nation's railroads to launch the **See Tracks? Think Train!** campaign aimed at raising awareness about risky pedestrian and driver behavior around railroad tracks.

#### **A person or vehicle is struck by a train roughly once every three hours.**

Preliminary Federal Railroad Administration (FRA) data show:

- 908 pedestrians were injured or killed while walking on or near railroad tracks in 2013, up 7.7 percent from 843 in 2012.
- 1193 people were injured or killed at railroad grade crossings, up 1.5 percent from 1175 in 2012.
- Learn more about trespassing or grade crossing [statistics in your state](#).

#### **From those trespassing on railroad tracks for a shortcut or recreation, or drivers trying to beat the train at a grade crossing, people don't realize important facts about safe behavior around rail tracks:**

- A typical freight train can take more than a mile to stop, even when emergency brakes are applied – the distance of 18 football fields!
- It's never safe to stop closer than 15 feet from rails, and a train is at least three feet wider than tracks on both sides.
- 95 percent of all rail-related deaths involve drivers trying to beat a train, or people trespassing on railroad tracks.
- More than 50 percent of people injured or killed while trespassing on railroad tracks have drugs or alcohol in their system.
- Railroad tracks are private property, and walking on them trespassing, illegal and dangerous, risking being ticketed and fined, seriously injured or killed.
- Link to more: [driving safety tips](#), [pedestrian safety tips](#), and [passenger rail safety tips](#).

#### **The campaign includes public service announcement, or PSA elements that reinforce to the public that when you match yourself or vehicle up against a train, "It's No Contest."**

- Based on a boxing theme, relevant to a key 18-35 year-old male campaign target audience, the attention-grabbing television ads convey how a person walking on railroad tracks is no contender when matched up with a train.
- The campaign includes bi-lingual PSA ads that will air on TV and radio, and print ads to be displayed throughout transit stations, on highway billboards and other areas to attract attention.
- Campaign partners include the [Federal Railroad Administration](#), [Federal Transit Administration](#), and [Association of American Railroads](#).
- For downloadable creative elements, including infographics, PSAs, posters and more visit [www.SeeTracksThinkTrain.org](http://www.SeeTracksThinkTrain.org).

Education and outreach is key to saving lives, and the **See Tracks? Think Train!** PSAs will be supplemented with ongoing education efforts of Operation Lifesaver's 50-state network of volunteers who work with the public through events at schools, with law enforcement, first responders, professional drivers and community organizations. For more information about Operation Lifesaver, visit [www.oli.org](http://www.oli.org).

[SeeTracksThinkTrain.org](http://SeeTracksThinkTrain.org)