How making young adults aware of risks at level crossings?

Summary of the 12th edition of the awareness campaign “Safe by rail: road level crossing...”
The origin of the intensification of activities aimed at young adults:

- by the end of 2015, in order to validate previous activities of the social campaign "Safe rail-road level crossing...", the organizer of the campaign - PKP Polish Railway Lines S.A. conducted an evaluation study.
We asked ourselves a question: what to do to reach young people?
First of all:
What is „in fashion“ among young adults?

- as studies show, nowadays young people spend twice as much time (5 hours a day) using the Internet than watching TV.
- 75% of young people prefer watching TV series online rather than sit in front of the TV set.
- YouTube is the most popular web service for young people, where they watch music videos and short film footage, with an emphasis on funny, humorous productions and tutorials.
We have decided on cooperation with the YouTubers

- We have teamed up with YouTubers who became part of our campaign:
  - CyberMarian (audience - youth)
  - Trucking Girl (audience - professional drivers)
  - MaturaToBzdura.tv (audience - youth)
Within a month the movie clip by CyberMarian "One Crossing Too Far" and MAKING OF this video reached over 1,000,000 views.

Over 1,000,000 views in no time!
Currently, CyberMariana and Trucking Girl productions created within "Safe rail-road crossing" campaign have nearly 1,500,000 views in no time!
• The latest project - cooperation with "Matura to bzdura" (Matura is crap): we have checked how much young people know about traffic and rail-road safety

• This movie clip aims to educate young people. The first answer to every question is correct, all the rest - not necessarily (which is funny but at the same time it shows the lack of knowledge). It results in the growing number of that video’s views. So far the movie has been viewed

385 000 times!
• Workshops for participants of Driver Training Centers and Voivodeship Road Traffic Centers
• Last year we conducted 5 workshops, this year 4
• Due to the great interest we are planning subsequent workshops
• We have provided training materials to over 500 centers and units engaged in driver education
Information campaign on Facebook

- every week a tip for drivers or pedestrians is posted on Facebook
- tips refer to the desired behavior both at railway and level crossings
- 40,925 recipients of 5 posts
- 563 responses, comments, sharing
Other cyclical projects which are conducted as part of the "Safe rail-road level crossing..." campaign in 2016.

- "Safe Friday" - information and preventive actions which are conducted with the Police and Railroad Security Guards every Friday during the holiday months; drivers receive flyers and those who do not comply with the traffic rules also mandates (387 actions were conducted in total)

- „October - Month of Education" - intensification of educational activities in schools and kindergartens throughout October (more than 35,000 educated children, 31,140 minutes of study in total = more than 3 weeks of continuous learning)
"Safe rail-road level crossing..." campaign in numbers (12th edition):

- Educational lectures on safety on railway areas: 1190
- Leaflet and preventive actions: 456
- Participation in outdoor events: 69
- Simulations of a train collision with a car: 8
- Press briefings: 7
- The inaugural conference of the 12th edition of the campaign: 1

- Broadcasts of campaign spot in 206 medical institutions: 312 000
Liczba wypadków i kolizji na przejazdach/przejściach kat. A-E z udziałem pojazdów i pieszych

stan na 1 maja 2017 r.
Liczba zabitych w wypadkach na przejazdach/przejściach kat. A-E

liczba zabitych w wypadkach na przejazdach kat. A-D z udziałem pojazdów
liczba zabitych w wypadkach na przejazdach/przejściach kat. A-E z udziałem pojazdów i pieszych

stan na 1 maja 2017 r.
Liczba ciężko rannych w wypadkach na przejazdach/przejściach kat. A-E

- 2010: 56
- 2011: 51
- 2012: 46
- 2013: 36
- 2014: 27
- 2015: 31
- 2016: 24
- 2017: 21
- 2018: 34
- 2019: 39
- 2020: 32

- Czerwone linie: liczba ciężko rannych w wypadkach na przejazdach kat. A-D z udziałem pojazdów
- Żółte linie: liczba ciężko rannych w wypadkach na przejazdach/przejściach kat. A-E z udziałem pojazdów i pieszych

Stan na 1 maja 2017 r.
And this is how it looks here...
THANK YOU