Look. Listen. Live.

Re-imagining Canada’s Rail-Safety Public-Awareness Program

June 2, 2017
WHO ARE WE?

• Operation Lifesaver Canada is a not-for-profit founded in 1981.

• **We promote rail safety** by raising awareness about the hazards associated with railway tracks and trains.

• We convey our rail-safety message through face-to-face outreach in schools and communities, and social, digital and traditional media.

• Funded by Transport Canada and the Railway Association of Canada.

LookListenLive.ca
TSB STATS — JANUARY TO DECEMBER 2016

TRESPASSER FATALITIES
46 in 2016 vs. 30 in 2015 vs. 38 (the 5-year average)

TRESPASSER INCIDENTS
69 in 2016 vs. 50 in 2015 vs. 60 (the 5-year average)

CROSSING FATALITIES
19 in 2016 vs. 15 in 2015 vs. 25 (the 5-year average)

CROSSING INCIDENTS
133 in 2016 vs. 165 in 2015 vs. 179 (the 5-year average)
MAPPING CANADIAN HOTSPOTS

Source: Canadian Rail Atlas
WHO IS INVOLVED IN RAIL INCIDENTS IN CANADA?

• Data-gathering exercise with our partner railways to collect demographic incident data for the last 5 years.
• Re-confirmed our target audience as 18-25 year-olds (mostly males).
The majority of Canadians have either personally experienced or witnessed questionable behaviour on or along a railway track.

- Have done/witnessed at least one behaviour on or along a railway track
- Have not done/witnessed any behaviour on or along a railway track

Source: Earnscliffe Strategy Group
DEVELOPING OUR CAMPAIGN APPROACH

We asked ourselves:

“If no-trespassing signs and flashing lights and gates at crossings won’t stop people from engaging in risky behaviour, what will?”
DEVELOPING OUR CAMPAIGN APPROACH

Personally experiencing a close call with a train.

Virtual reality provides a safe way to do that.
Better look right.
LOOK. LISTEN. LIVE. — OL’S NEW CAMPAIGN
LOOK. LISTEN. LIVE. — OL’S NEW CAMPAIGN
LOOK, LISTEN. LIVE. — OL’S NEW CAMPAIGN
Rail Safety Week 2017
Could a smartphone and a piece of cardboard help save your life?
Scroll down to experience the VR videos.
PROMOTING OUR CAMPAIGN

• Media buy (>9.3M impressions)
  - Social, digital, out-of-home ads
  - Earned media coverage

• PSA aired on Aboriginal Peoples Television Network (APTN) (2.3 million viewers/week)

• Thousands of branded VR cardboards handed out as part of face-to-face outreach
THE ONCOMING TRAIN HE CAN’T SEE OR HEAR.

NOT IN PICTURE:

Railway tracks are for trains. Only use designated railway crossings.

Learn and live

SHARETHESCARE
SOCIAL MEDIA ADS

See what could happen when you trespass on railway tracks. Click on the image for your VR experience.

See ing and hearing is believing.
looklistenlive.ca

9:37 AM - 5 May 2017

Trains are quiet. They can be silent killers. Click on the image for a VR experience and see for yourself.

Railway tracks are for trains. Not people.
looklistenlive.ca

9:33 AM - 5 May 2017
Never game an oncoming train.

LookListenLive.ca
RSW LAUNCH EVENT
RSW LAUNCH EVENT
NEXT STEPS

- Produce additional VR videos, and redesign our web platforms to support our new brand.
- Secure corporate sponsors to expand campaign reach.
- Continue to monitor incident data, to stay on top of emerging trends.
WHAT YOU CAN DO

• Visit LookListenLive.ca and experience the VR

• Encourage your friends, family and co-workers to do the same

• Like us on Facebook, follow us on Twitter and Instagram and #SHARETHESCARE

• Subscribe to our newsletter by visiting operationlifesaver.ca
Thank you!
#SHARETHESCARE
#LOOKLISTENLIVE

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