Look. Listen. Live.

Update on Operation Lifesaver Canada’s Rail Safety Public Awareness Campaign

ILCAD
June 7, 2018
OL CANADA’S LOOK. LISTEN. LIVE. CAMPAIGN

• Campaign was first launched during Rail Safety Week 2017

• Featured two virtual-reality (VR) videos – one showing a crossing incident, the other a trespassing incident

• Videos allow viewers to personally experience a virtual incident with a train
NEW SNOWMOBILE VR VIDEO – LAUNCHED FEB. 22
NEW ATV VR VIDEO – LAUNCHED MAY 16
CAMPAIGN PERFORMANCE – YEAR 1

- More than 30 million impressions generated by social and digital ad campaign
- More than 125,000 campaign video views on YouTube to date
- 2,337 new social media fans
WEBSITE & COMMUNICATIONS MATERIAL REDESIGN

Stay Up To Date On Public Rail Safety

Whether we are sharing statistics on the number of railway incidents and fatality rates, or providing information on the latest news and updates, our blog posts are designed to keep you informed about rail safety issues.

Behind The Stats Are Real People

When it comes to rail-related deaths and serious injuries, the numbers do matter. Discover the statistics.
RAIL SAFETY AMBASSADOR PROGRAM

- OL launched its Rail Safety Ambassador Program in February to recruit new volunteers to help spread the rail safety message in communities and online.

- More than 120 presenters and 25 social media Rail Safety Ambassadors have already signed up.
Upcoming Campaigns & Initiatives
COMMUTER SAFETY VR VIDEO

• Partnership with Metrolinx on a commuter-focused VR video

• Video will feature a “two-train” scenario and will be filmed at a Metrolinx station at the end of May

• Video scheduled to be launched later this summer
NEW TRAIN-TO-DRIVE RESOURCES

- OL will redevelop these materials as virtual-reality training videos that require viewers to make real-time decisions.

- Campaign will be promoted in 2019 to school boards, driver training companies, and through social media ads.
RAIL SAFETY WEEK 2018 CAMPAIGN – #STOPTrackTragedies
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- Campaign developed in partnership with OLI in U.S.
- 6 first-person videos (4 filmed in Canada, 2 in U.S.) to tell the personal stories of those affected by railway crossing and trespassing incidents
- One video will be released each day during Rail Safety Week
RAILWAY SUICIDE PREVENTION INITIATIVE

OL is seeking funding from governments, railway and other corporate sponsors for:

• Research to identify locations of concern for railway suicide in Canada
• Installation of suicide-prevention signage on railway rights of way
• Public awareness campaign to promote Canada’s new Suicide Prevention Service
Thank you!

#SHARETHESCARE
#LOOKLISTENLIVE

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