Awareness campaign
Safe rail-road level crossing – "Stop and Live!"

Geneva, 12-13 May 2014
What are our objectives?

The key objective of the campaign is:

- to promote the correct patterns of behaviour and educate the public to accept them,

- to raise awareness of threats posed by being careless whilst going through crossings or railway areas.

Reducing the number of accidents at level crossings and in railway areas
History

- We have been running the campaign since 2005
- The initial four editions were launched only in summer months
- Since 2009 the campaign has been an all year round initiative
- Since October 2012 the scope of the campaign has been expanded to include the issue of crossing the tracks in prohibited places
Accidents in Poland

Each year there are 200-250 accidents and collisions at railway crossings, resulting in the death of dozens of people.

Approx. 300 accidents a year take place in prohibit places, causing death of 200 people on average.
Number of accidents and collisions involving vehicles on railway crossings (A-D category) in 2005-2013
Areas of activity

- Education
- Law enforcement
- Modernisation
Poland in the international arena

- UNECE
- ILCAD
- Restrail
- ERSCharter
Selected projects under the Campaign

- 4th edition of the "Safe Monday" project

Since the 1st edition 1007 penalty notices have been issued, while only in 2013 532 drivers were censured.
"Report a Glitch" Form

In 2013, almost 30 technical issues on level crossings were solved through the form.
- Publishing of a book with colouring pages, entitled "Pete's Railway Adventure"

The book instructs its readers on:
- how to move safely at level crossings
- road signs

In 2013, 10,000 copies were printed.
- Selecting the winner in the competition for the best educational happening.

73 education institutions took part in it.
- Campaign-related exhibition at CH Warszawa Wilenska Shopping Mall

- admission-free exhibition for 5 months
- Launch of the 9th edition of the awareness campaign Safe Crossing - "Stop and Live!"

- 18 simulated accidents at level crossings
- 5 demonstrations of technical rescue operations
- 4,000 guests
- 140 media representatives
- Placing campaign-related visuals on the Company cars

- 21 mobile banners
- Creation of a mobile educational town

The mobile educational town consists of:

- mini-road signs
- traffic lights, sound warnings and a half-barrier
- anti-slippery rubber mats that can be laid in any combination to create a little town of different surface areas
- "October - Month of Education"

- 206 talks
- 18,000 kids participated in trainings
- Marking level crossings and pedestrian crossings with unique numbers

- 19,940 stickers on St. Andrew's cross signs
- 6,808 stickers on barrier drives
- Marking access roads to railway crossings

- Launching an innovative audiovisual project on selected 69 level crossings across Poland
Thank you for your attention

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