



2018

As of 8-13-18

SCHEDULE of MESSAGES & EVENTS



Unifying Theme: "STOP TRACK TRAGEDIES"

DATE	9/23/2018 SUNDAY	9/24/2018 MONDAY	9/25/2018 TUESDAY	9/26/2018 WEDNESDAY	9/27/2018 THURSDAY	9/28/2018 FRIDAY	9/29/2018 SATURDAY
THEME	Lasting Impact	No Photos/Videos on Tracks	Law Enforcement Partnerships	Trespass Prevention	Transit Safety	Crossing Safety	Community Connection
ACTIONS & EVENTS	Share #RailSafetyWeek2018 and #StopTrackTragedies hashtags; encourage partners to share new campaign infographics, videos, social media posts and RSW logo throughout the week	National, state, local proclamation signing ceremonies. Media interviews with national and state OL reps. National and state media outreach to local photographers and national photographer associations	Operation Clear Track in U.S. with crossing enforcement and awareness exercises at high-incident crossings; Officer on the Train events; other positive enforcement events for Emergency Notification System awareness	Promotions/tables at school events to share the "Stop Track Tragedies" message; share posters, outreach on college campuses and bars to highlight the dangers of trespassing	Station events, announcements and posters (all week), platform ads	High school driver ed instructors and classes promote "Drive Safe Near Trains," safety organizations, railroads and other employers promote "Red Out for Rail Safety"	Safety Blitzes & other community awareness events, sidewalk chalk safety events, sidewalk ST3 stencils
STAKEHOLDERS	All partners	Local school districts, school sports teams, safety organizations, railroads, professional photographer associations, other photographers including news media	State, local, county law enforcement agencies, sheriff's association, chiefs of police, other emergency response organization	OL volunteers and state programs, USDOT and Transport Canada, state/provincial/local governments, RR gov't affairs reps, labor unions, high school and college administrators and students, other nonprofit groups	Light rail, streetcar, commuter rail systems, rail transit and rail passenger nonprofit organizations	State, Provincial DOTs and highway depts., OL Authorized Volunteers, FRA Crossing Managers, School Bus Transportation Directors, charter bus operators, trucking companies and professional truck drivers, emergency responders	Local news media, railroad partners, OLAVs, Coaches, college/university sports teams, chambers of commerce, local businesses and organizations

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