



2019

SCHEDULE of MESSAGES & EVENTS



Unifying Theme: "STOP TRACK TRAGEDIES"

DATE	9/22/2019 SUNDAY	9/23/2019 MONDAY	9/24/2019 TUESDAY	9/25/2019 WEDNESDAY	9/26/2019 THURSDAY	9/27/2019 FRIDAY	9/28/2019 SATURDAY
THEME	No Photos on Tracks	Distracted Driving	Law Enforcement Partnerships	Crossing Safety - ENS Sign	Transit/Commuter Safety	Trespass/Train-Hopping Prevention	Trespass Prevention - Bike Safety
ACTIONS & EVENTS	Share #RailSafetyWeek2019, #StopTrackTragedies hashtags; encourage partners to share campaign infographics, social media posts, RSW logo throughout the week. Outreach to local photographers and photographer associations	National, state, local proclamation signing ceremonies. Media interviews with national and state OL reps. National and state media outreach with news releases on the purpose of RSW - calling attention to the need for safety near tracks and trains	Operation Clear Track in U.S. and Canada with crossing enforcement and awareness exercises at high-incident crossings; Officer on the Train events; other positive enforcement events for Emergency Notification System awareness. Hashtag: #OperationClearTrack	Operation Clear Track rain date/backup date as needed. In U.S., highlight new OLI video aimed at garbage, cement and dump truck drivers; reinforce importance of the ENS sign and knowing what to do if you're stuck on the tracks	Station events, announcements and posters (all week), platform ads; in U.S., highlight FTA grant awardee projects	Safety organizations, schools, colleges, railroads and other employers promote "Red Out for Rail Safety;" stress the importance of trespass prevention	Promotions at school events to share the "Stop Track Tragedies" message; share posters, outreach on college campuses and bars to highlight trespass dangers on foot or with bicycles. Safety Blitzes & other community awareness events, sidewalk chalk/stencil safety events
VIDEOS	TBD	Kailynn's Story (distracted driving incident)	TBD	Crossing Safety/ENS	Transit and Commuter Rail Safety	Kennedy's Story (train-hopping incident)	Chris's Story (cycling trespassing incident)