



ROW Fatality and Trespass Prevention Outreach



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2012 ROW Fatality and Trespass Prevention Workshop

Common Questions from Organizations

- **What agency are you with?**

- **Why Now?**

Recent Incident?

- **Why Here?**

Just this area?

Why this school, club, shelter?

2012 ROW Fatality and Trespass Prevention Workshop

Strengths of Safety Campaigns

- Encourages Outreach (Teamwork/Partnership)
- Opens Doors
- People Remember Safety Campaigns

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“You can learn a lot _____”

1980's

Talking Dummies

Seat Belt



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“Friends Don’t _____.”

1980’s

DWI’s



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“Remember, Only You _____.”

1947

Forest Fire Prevention



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Annual National Two Week Campaign in May

- After mandatory school testing and curriculum
- Before dismissal for summer
- Principals are looking for Summer Safety Briefings
- Encourage more outreach/education
- Promote partnerships



“Don’t Cross Over to the Other Side”



Trespassing on railroad rights-of-way is illegal and can be deadly!



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