

This is the official newsletter of **Operation Lifesaver Utah (OL Utah)**, a highway-rail grade crossing safety program and a railroad trespass prevention program. To unsubscribe to this newsletter, please contact Vern Keeslar at olut@digis.net or call 801-310-1035.

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State Coordinator's Message – 2011 Safety Train Event

Union Pacific Railroad CARES (Crossing Accident Reduction Education and Safety) and Operation Lifesaver Utah teamed up for the Safety Train Event on September 8 and 9, 2011. The Safety Train started in Delta, Utah where elected officials, law enforcement, safety partners, and local residents rode Union Pacific's vintage passenger cars from Delta to Leamington roundtrip. Operation Lifesaver's message of rail safety education was provided to each passenger. On the second day the Safety Train ran from Salt Lake City to Burmester (south shores of the Great Salt Lake) and back twice. Again, each passenger received the rail safety education message from our volunteer presenters. The Safety Train Events are a great way to thank our supporters as well as deliver an important message for rail safety.

Our annual visit with West High School students proved to be successful as approximately 50 students rode the train and received our safety message. A few of the students were interviewed by KSL TV. Each student received a Union Pacific Safety Train hat for attending, compliments of Union Pacific Railroad.

Our press coverage was excellent with stories in three newspapers, three television stations, and on five websites. Thanks to Union Pacific Railroad and Operation Lifesaver presenters for a successful Safety Train Event.



Senator Patricia W. Jones (D) of Utah Senate District 4 and her wonderful mother, along with Vern Keeslar after the Safety Train Event in Salt Lake City, Utah



Mason Haycock of the Utah Highway Patrol presents Operation Lifesaver's rail safety education message on the Union Pacific train in Delta, Utah

New Presenter Training will be in November

OL Utah will hold two new presenter training classes on November 2 and 3, 2011. Class sizes are limited and interested persons must RSVP. For additional information, contact Vern Keeslar at 801-310-1035 or at olut@digis.net

OL Utah Booth Update

Operation Lifesaver Utah was busy as ever attending public events all over Utah and displaying our booth. Special thanks to all those working the OL booths. Operation Lifesaver Utah has attended the following for the third quarter of 2011:

- Roy Safety Fair on July 30, 2011 in Roy
- National Night Out at various locations in West Valley City on August 1, 10, 12, and 13, 2011
- Railroader Days at the Golden Spike National Historic Site on August 13, 2011 in Promontory
- Snow Horse Elementary School on September 8, 2011 in Kaysville
- Woods Cross Elementary Safety Fair on September 22, 2011 in Woods Cross



Operation Lifesaver Launches “Bad Move” Pedestrian Safety PSA with Online Contest

Operation Lifesaver, the national, nonprofit rail safety education organization, invites people to submit ideas for an ending to *Bad Move*, its new public service announcement (PSA) through an online contest. The PSA, which tells the story of a young couple who choose a dangerous place to walk, targets ages 16-34 with a goal of reducing pedestrian-rail trespass injuries and deaths. The Federal Railroad Administration provided Operation Lifesaver’s grant for the campaign.

“This contest to launch our new safety video will use the power of the internet to show pedestrians that all train tracks can be dangerous – not to mention an illegal place to walk,” said Helen M. Sramek, president, Operation Lifesaver, Inc. “We also encourage people to spread the word about this new campaign to friends, families and co-workers through social media by voting for their favorite PSA ending.”

View the PSA online at www.oli.org/badmove; contest details are at <http://vimeo.com/channels/badmove>. The contest, which runs through October 31, 2011, invites visitors to OLI’s [Vimeo channel](http://vimeo.com/channels/badmove) to view *Bad Move*, watch the three alternate endings, and submit an idea for how the video should end by sending an email. A panel of expert judges will choose the most original ending idea that incorporates a safety message in keeping with the mission of Operation Lifesaver. The winner will receive two Amtrak tickets for a trip anywhere in the U.S. The tickets will be valid for travel through October 31, 2012.

People who don’t want to enter the contest can vote on which of the three alternate endings they prefer at: www.facebook.com/operation.lifesaver or www.twitter.com/olinational

Throughout October, state Operation Lifesaver programs will distribute posters from the PSA that have a web link and a Quick Response code leading mobile users to the PSA. The posters – placed on college campuses, in stations, coffee shops, and other venues – will draw people to the contest and Operation Lifesaver’s safety message.

“More than 440 Americans were killed last year while on train tracks, a six percent increase from 2009; through June of 2011, pedestrian-train deaths were matching 2010 levels,” said Operation Lifesaver, Inc. President Helen M. Sramek. “As freight and passenger rail operations around the U.S. continue to grow, Operation Lifesaver’s pedestrian safety message – stay off the tracks, stay alive – is more important than ever,” she said.

