

You vs. Train

Everyone loses when you step on the track



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Trespassing on the railway network is a growing problem and in 2018 it reached a five year high



People fail to understand the danger they put themselves and others in when they make the choice to step on the track. And research indicates that this is a persistent issue – particularly amongst boys aged 11 – 18 years old.

There are spikes in the number of trespass incidents at key times throughout the year – one of which is across the summer holidays (late July to early September).

In 2018, an industry-wide drive, spearheaded by **Network Rail**, the **British Transport Police** and the wider rail industry, was launched to:

RAISE AWARENESS ABOUT THE DANGERS OF TRESPASSING



EVOLVE ATTITUDES TOWARDS TRESPASSING



REDUCE THE LIKELIHOOD OF FUTURE TRESPASSING

The scale of the problem is clear, and recent figures indicate that trespass is a problem that isn't going away. Recent research has found that –

- Lives are being lost - 7 young people have lost their lives after trespassing on the railway in 2017/18 – a steep increase on previous years
- There has been a significant increase of near-misses involving children, and it tends to be those in groups - 76% of trespass incidents involve more than one child
- In 2017/18 the cost of trespass reached over £34 million
- There has been a rise in the number of minutes of delay attributed to trespass, with a 33% rise in delay minutes so far this year
- If all these fatalities could be prevented we would see safety benefits of around £51million per year



Research conducted by Network Rail and the British Transport Police found that –

Young audiences don't see the railway as dangerous

- Only just over a third (37%) of youths consider the railway to be extremely dangerous
- 18% believe there is no risk of being electrocuted unless they touch the main rail track or overhead power cable
- Nearly a fifth (17%) think that getting a dropped/lost item (e.g. phone or football) from the railway track is relatively safe as long as they were to leave again straight away
- Almost a fifth (17.7%) think it's safe to walk on the railway line as long as they are careful

Peer pressure is a driver for risky behaviour

- Most are influenced by their friends
- The immediate reward is much more important than long-term benefits, and peer group recognition overrides the risk

Emotion trumps logic

- To educate the target audience about the dangers of the railway we need to pull on emotional rather than rational thoughts and use these to drive our educational messages home

Campaign Name



You vs. Train

Campaign Strapline



Everyone loses when you step on the track

Website



www.YouVsTrain.co.uk

Approach



The campaign has two main aims: to communicate the rational hidden dangers inherent to the modern railway network as well as the emotive consequences to both the individual and their friends and family if they were to step on the track.

As community safety managers working directly with young people in the community, your support in helping us to raise awareness about the dangers of trespassing is invaluable.

This toolkit is designed to provide you with an overview of and access to the You vs. Train educational materials available for you to use within schools and local communities, to help communicate the importance of rail safety to our target audience.

**WITH YOUR SUPPORT WE CAN
ENCOURAGE YOUNG PEOPLE
TO UNDERSTAND THE HIDDEN
DANGERS OF THE RAILWAY
AND THE RISK THEY POSE TO
THEMSELVES, THEIR FRIENDS
AND FAMILIES WHEN THEY
STEP ON THE TRACK**





Blank PowerPoint lesson template

This can be used to input and present your own content or to embed assets from this toolkit.

[CLICK HERE TO DOWNLOAD](#)

Lesson plan

This presentation comes in the form of an interactive quiz that can be used to educate children and parents about the railway and its hidden dangers.

[CLICK HERE TO DOWNLOAD](#)

THE CAMPAIGN FILM



You vs. Train | CSM Campaign Toolkit

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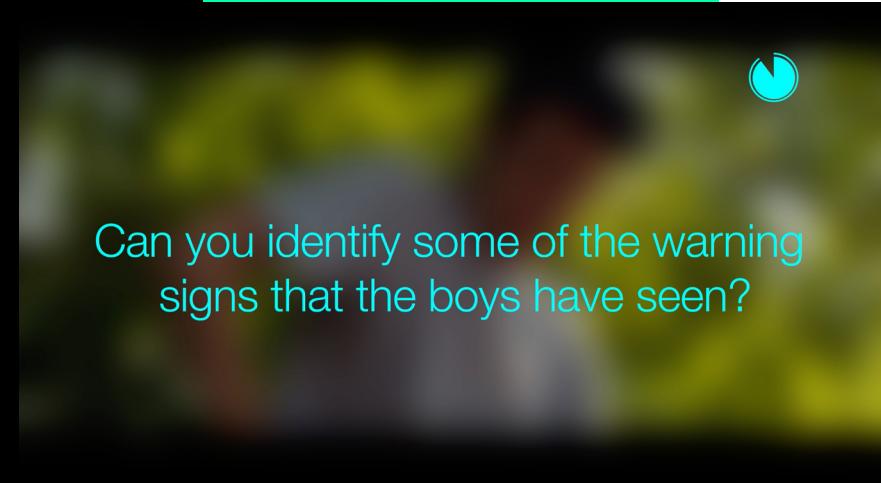
Tom's story – campaign film

The You vs. Train campaign film tells the story of Tom Hubbard – a 20-year-old boy who suffered life-changing injuries in 2014 when he was electrocuted by the overhead power cables. Tom suffered third degree burns across 57% of his body and he has been left to deal with the serious physical and psychological consequences ever since.

Presented as a shattered timeline of memories, the film pieces together the events before and after the film's key moment– when Tom was electrocuted on the railway and their lives changed forever. In order to illustrate the impact that going on the railway can have beyond the individual involved, the film tells the story from the perspective of both Tom and his mum Siobhan.

[CLICK HERE TO DOWNLOAD](#)





Can you identify some of the warning signs that the boys have seen?



An interactive version of the film is also available to help you prompt conversations around trespassing on the railway. Each section includes questions to get children and teens thinking about the various hidden dangers, as well as talking points for teachers. This version of the film is included in the lesson plan (see page 8) but can also be used in isolation.

[CLICK HERE TO DOWNLOAD](#)

TOM & SIOBHAN HUBBARD INTERVIEW

You vs. Train | CSM Campaign Toolkit

A short interview with Tom & Siobhan Hubbard discussing the impact of Tom's accident is available for you to use.

As well as appearing at the end of the Interactive Film tool, it can also be used in isolation or added to the blank PowerPoint template to prompt conversations around the real life impact of trespassing.

[CLICK HERE TO DOWNLOAD](#)



The following films have been updated to ensure they are consistent with the You vs. Train brand.



Perspectives

Officers from the British Transport Police and Network Rail talk about their experiences of attending trespass incidents on railways.

[CLICK HERE TO DOWNLOAD](#)



Leighton's story

Real life story of Leighton whose girlfriend, Sammy, tragically died when she tripped on an electrified rail when taking a shortcut across the railway.

[CLICK HERE TO DOWNLOAD](#)



Nathan's story

The real life story of Nathan which illustrates some of the dangers that electricity can pose on the railway.

WARNING: This film contains graphic images that some viewers might find disturbing

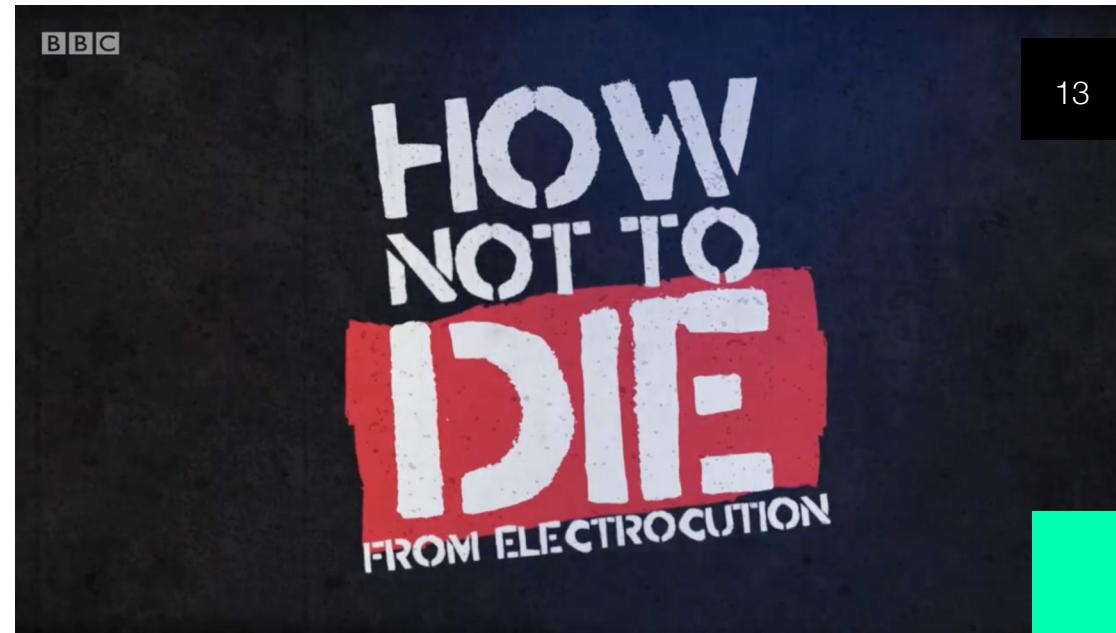
[CLICK HERE TO DOWNLOAD](#)

BBC3 made a short film about Tom Hubbard's story which you can use to teach children about the hidden dangers of the railway.

"Only 1 in 10 people survive an electrocution of 25,000 volts, would you know how to help?

16 year old Hubbard climbed a train when he was struck with a 25,000-volt electric shock from the overhead cables. His best mate didn't know whether he was dead or alive..."

[CLICK HERE TO DOWNLOAD](#)



Hundreds of people each year unintentionally take on the railway and lose. The railway's full of hidden dangers. If you're not hit by an unexpected train you'll be hit by the lethal current in rails and power lines.

You will be killed or left with catastrophic, life-changing injuries. And your friends and family will be left with the brutal consequences. Everyone loses when you underestimate this opponent. Everyone loses when you step on the track.



25,000 volts of electricity can jump from overhead cables

Modern trains can almost silently reach speeds of 125mph

The electrified third rail carries 750 volts of direct current that will attract rather than repel you

Head to www.YouVsTrain.co.uk to find out more about Tom's story



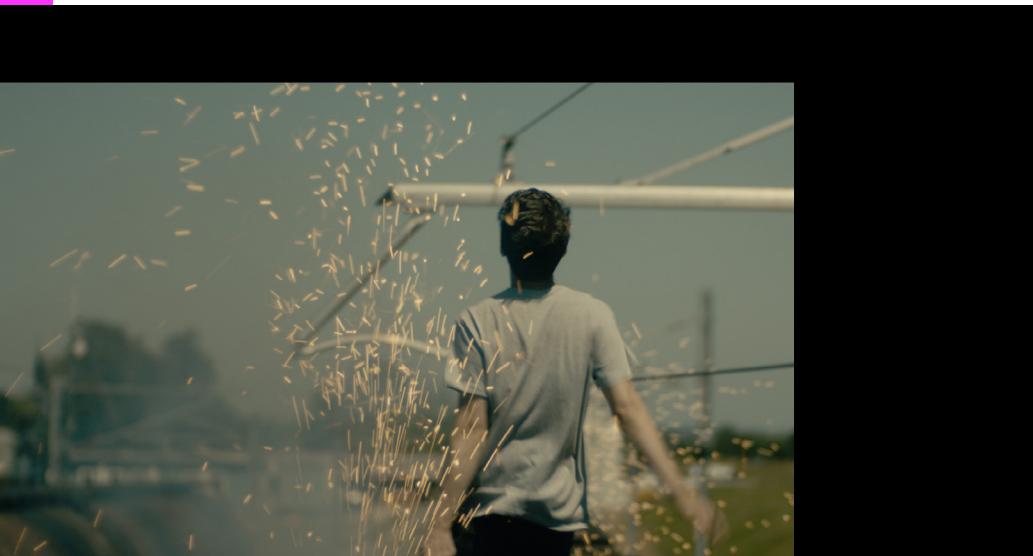
www.facebook.com/YouVsTrain www.instagram.com/YouVsTrain

Leaflet

The leaflet can be printed out and handed out to children, parents and teachers at schools or community events.

[CLICK HERE TO DOWNLOAD](#)

CAMPAIGN NARRATIVE SHORT VERSION



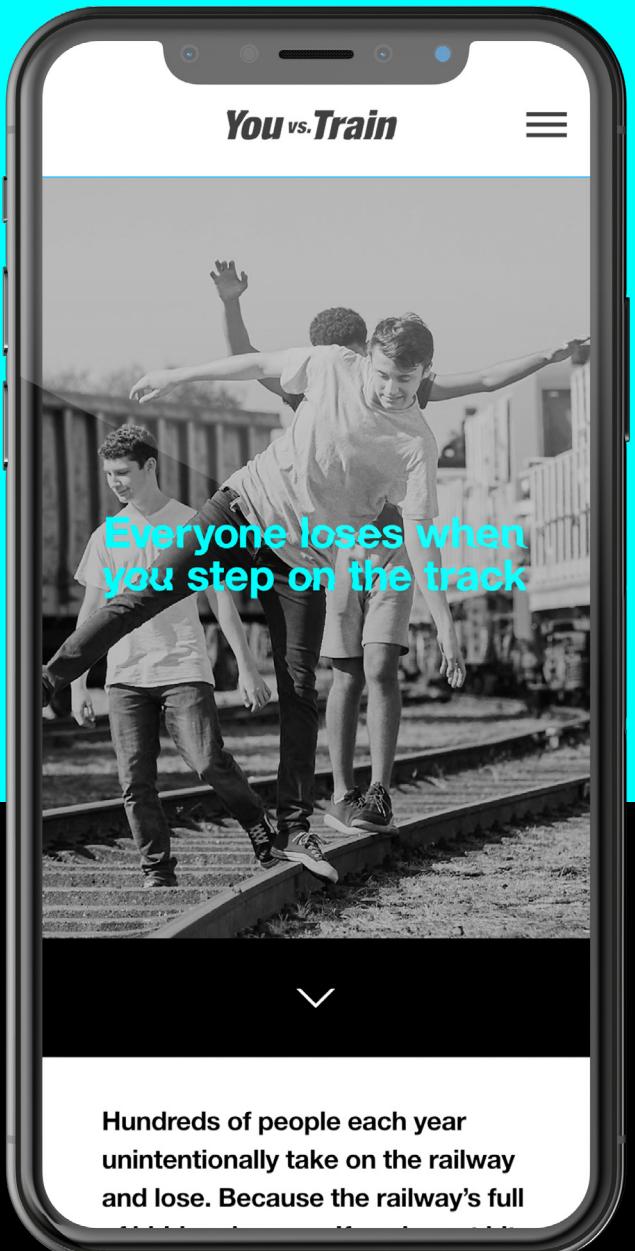
Copy from the campaign narrative can be used to help you communicate the campaign to school children.

A summary and extended version have been developed so it can be used across a range of materials.

- **Hundreds of people each year unintentionally take on the railway and lose.**
- **The railway is full of hidden dangers. If you're not hit by an unexpected train, you'll be hit by the lethal current in the rails and power lines.**
- **You will be killed or left with catastrophic, life-changing injuries. And your friends and family will be left with the brutal consequences.**
- **Everyone loses against this opponent. Everyone loses when you step on the track.**

- Hundreds of people each year unintentionally take on the railway and lose. The railway is full of hidden dangers. If you're not hit by an unexpected train, you'll be hit by the lethal current in the rails and power lines. You will be killed or left with catastrophic, life-changing injuries. And your friends and family will be left with the brutal consequences. Everyone loses against this opponent. Everyone loses when you step on the track.
- The power running through overhead railway lines is 100 times stronger than your supply at home. Electricity is easily the most dangerous factor in stepping on the track – it's always switched on and nine out of ten people die when they're struck by it. Others are left with life-changing injuries, including burns and amputations. People affected talk about the serious emotional consequences they're left with. Electricity is often underestimated and the current in overhead electricity lines can jump, so you don't even need to touch the cables to be seriously injured.
- You can't outrun a train. And even if you could, you wouldn't hear it coming, as today's trains almost silently reach speeds of 125mph. And they run 24 hours a day. So even if you think it's a 'quiet time', you can be hit by thousand tonne freight trains that run all night. Don't think that keeping to one side of the track will keep you safe. Trains are all wider than the rails and you're just as likely to trip over the train equipment and be dragged on to the track.
- The electrified rail is probably the hardest danger to see. It looks just like an ordinary rail, but it carries 750 volts – enough to kill you. It's designed to send power to the train, but you are 70 per cent water and the perfect conductor for this electricity. You would get "stuck" to it as the current that flows through it will pull you in and not let go until the power is switched off. Nearly half of Britain's rail network is now electrified – and more than 30 per cent uses an electrified rail to power the train. The only way to avoid stepping on this hidden danger is to stay off the track.



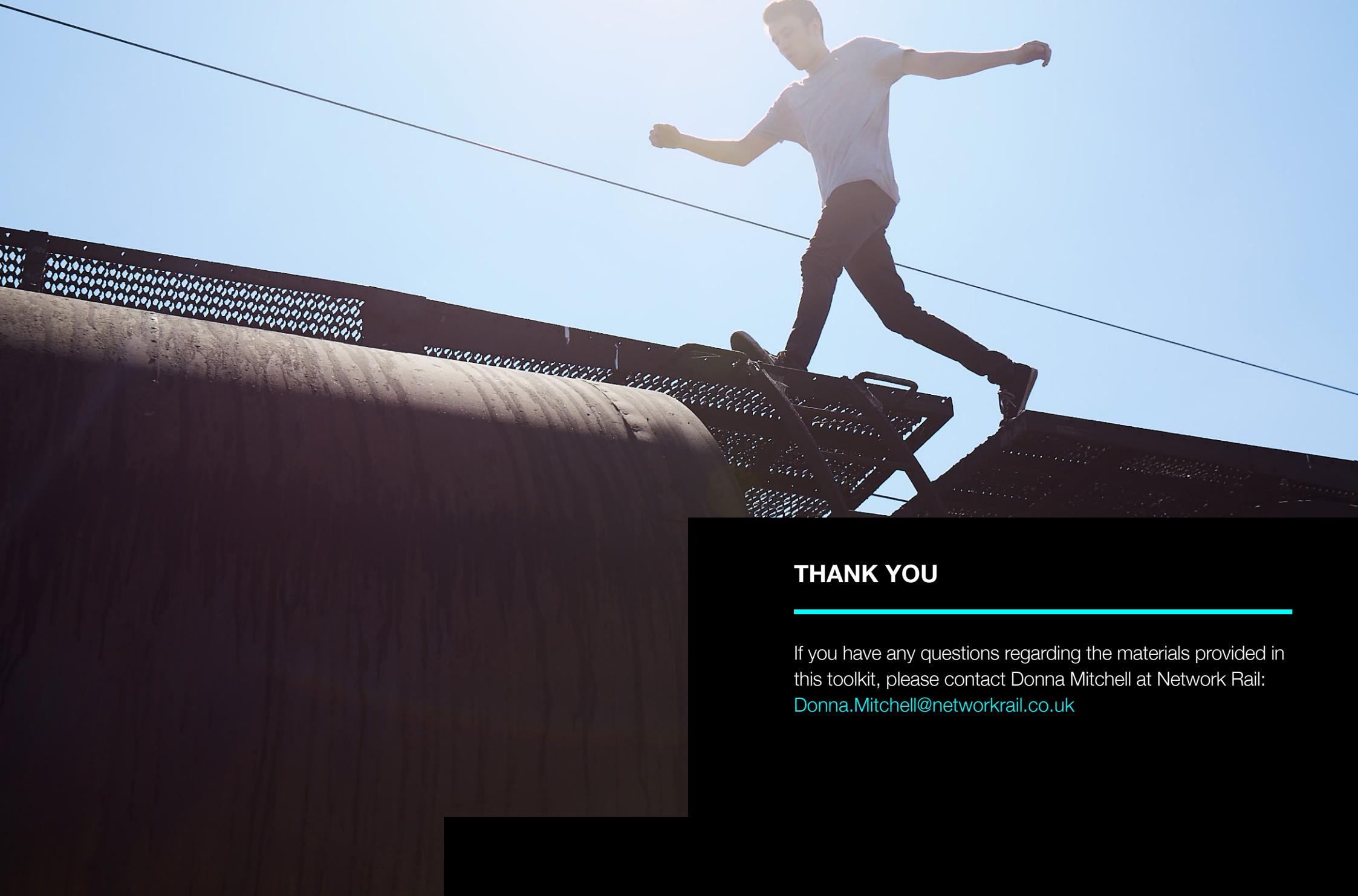


www.YouVsTrain.co.uk

The You vs. Train website was developed to provide additional information on the campaign. Please share the link (www.YouVsTrain.co.uk) in any activity you have planned, to engage as many children, parents and carers as possible.

Along with the other campaign assets, it also hosts a selection of facts about the hidden dangers of the railway, as well as first-person stories from real people whose lives have been affected by it.

You can download all the campaign assets from the [resources page](#) of the You vs. Train website.



THANK YOU

If you have any questions regarding the materials provided in this toolkit, please contact Donna Mitchell at Network Rail:
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