
#RailSAFE pledge fact sheet

What is the #RailSAFE pledge?

The #RailSAFE pledge is a public commitment to take an active role in rail safety.

By making this pledge individuals are committing to being #RailSAFE by:

- Practicing SAFE behaviour
 - **S-** staying off the tracks
 - **A-** avoiding distractions
 - **F-** following instructions
 - **E-** encouraging others to be #RailSAFE

As part of Rail Safety Week 2020 (10-16 August) the TrackSAFE Foundation and rail operators across Australia and New Zealand are encouraging staff and members of the public to make a commitment to take action as individuals to be #RailSAFE. This pledge, which can be made at the TrackSAFE website, forms part of the broader Rail Safety Week campaign.

Why is the #RailSAFE pledge campaign important?

- Rail safety requires individuals to be alert and take action to ensure they do not increase their risk of serious injury or death.
- Many of these actions and behaviours are simple to follow yet are forgotten or taken for granted when people travel on the rail network.
- The #RailSAFE pledge has been designed to encourage individuals to take the next step/create a call to action for #RailSAFE behaviours.
- By making a #RailSAFE pledge individuals are acknowledging their own role in being safe around the rail network

How individuals can support the #RailSAFE campaign?

Make a #RailSAFE pledge:

- Any individual can sign the pledge by visiting <https://tracksafefoundation.com.au/railsafe-pledge>
- You can also make a pledge offline, if you would like to share in make sure you use the #RailSAFE #RSW2020 hashtags and tag @TrackSAFE in your social media posts

Share the #RailSAFE pledge on social media. Here are some examples of social posts you can share online:

- I am #RailSAFE, I pledge to be alert and avoid distractions around the rail network and encourage others to do the same @TrackSAFE #RSW2020
- Rail safety is important to me because I want everyone to arrive home safely, that's why I have made a pledge to be #RailSAFE

How can organisations support the #RailSAFE campaign?

Encourage your staff to make a #RailSAFE pledge, have a member/s of your executive make a pledge prior to Rail Safety Week which you can share as part of internal communication activities.

- Online: Any individual can sign the pledge by visiting <https://tracksafefoundation.com.au/railsafe-pledge>
- Face-to-face: Encourage staff to make a pledge offline. This can be an opportunity to build activities in to any events, presentations you are conducting as part of RSW. Don't forget to share any photos via #RailSAFE #RSW2020 hashtags and tag @TrackSAFE in your social media posts

Share the #RailSAFE pledge on social media. Here are some examples of social posts you can share online:

- [INSERT ORGANISATION NAME] supports #RSW2020 and we have made our own #RailSAFE pledges this week. You can make your own pledge via <https://tracksafefoundation.com.au/railsafe-pledge>
- This week is Rail Safety Week #RSW2020 and [INSERT ORGANISATION NAME] is encouraging everyone to make a pledge to be #RailSAFE <https://tracksafefoundation.com.au/railsafe-pledge>

Social media tiles:

