



Sunflower State Signal

Official Publication of Kansas Operation Lifesaver, Inc.

Assistant Director's Corner



I wanted to take a moment to introduce myself and put a face with the e-mails that have been appearing in your inboxes. I am the Assistant State Coordinator for KS OL. Aaron is my brother and business partner. When we were hired on we opted to split the State Coordinator position to appeal to both of our strengths.

Aaron is the face of the Coordinator position working with new OLAVs, OLI, social media, and the news media. I handle the day to day runnings of KS OL; keeping the books, writing grants, keeping us State compliant, (lots of paperwork) and of course the Sunflower Signal. Which I hope is becoming more of a resource to our volunteers.

If you need anything do not hesitate to contact me. I am always available to answer questions or order supplies.

Yours in Safety,
Jessica Mays

jmays@kscapitol.com



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Rail Safety Week Information Released

Washington, D.C. (February 13, 2019) – Americans and Canadians will observe Rail Safety Week together again this fall. [Operation Lifesaver, Inc.](#) (OLI) and [Operation Lifesaver Canada](#) are working to plan the observance of Rail Safety Week in North America the fourth week in September. In the U.S., Rail Safety week is Sept. 22-28; in Canada, it is Sept. 23-29. The week-long event encourages safe behavior near railroad tracks.

Every year 2,100 North Americans are killed, or seriously injured, because of unsafe behavior around tracks and trains. Operation Lifesaver – which operates in the U.S. and Canada – works to prevent these incidents.

“Our goal is to get to zero incidents – zero fatalities and zero injuries. The driving force for this organization is saving lives,” says Operation Lifesaver, Inc. Executive Director Rachel Maleh.

“Our 2019 Rail Safety Week efforts will be led by our State Coordinators across the U.S., with daily events to highlight crossing safety and rail trespass prevention in high-incident areas,” Maleh says. “We’re coordinating with Operation Lifesaver Canada to make sure we reach as many North Americans as possible through grassroots events, social media, news media

Rail Safety Week September 22-28

outreach and paid marketing efforts. With the help of our state programs and safety partners, these lifesaving messages will reach millions of people.”

Last year’s joint media campaign, #STOPTrackTragedies, generated nearly 3.7 million YouTube views and 18 million impressions on social and traditional media in the U.S. and Canada. The campaign featured seven videos, each telling the personal stories of people affected by rail crossing or trespassing incidents – including victims, friends and family members, locomotive engineers, and first responders. Sarah Mayes, National Director of Operation Lifesaver Canada, says OL Canada and OLI plan to expand the highly successful campaign by producing new videos this year.

“By showcasing the stories of people impacted by rail crossing and trespass incidents, we hope to save more lives in 2019. While these stories may be heartbreaking, they’re driving people to change their behavior so that they’re safer around tracks and trains,” says Mayes.



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9-22: No Photos on Tracks

9-23: Distracted Driving

9-24: Law Enforcement
Partnerships

9-25: Crossing Safety-
ENS Sign

9-26: Transit/Commuter
Safety

9-27: Trespass/Train
Hopping Prevention

9-28: Trespass Prevention
– Bike Safety

Dangerous Crossings Near You?

In an effort to stream line our PSA's, volunteer efforts, signage, and other ways of reaching the general public KS OL needs your help.

No one knows your home town like you do. Is there a crossing near you that people consistently violate crossing laws? If so we want to know about it. If you have an idea for how to deter this behavior we want to know that too!

KS OL Looking for Dangerous Crossings in Kansas

Help us target specific areas that we may not know about. Email Jessica at jmays@kscapitol.com with your thoughts.



KS OL Volunteers have been heating things up this Summer

From A-Z, KS OL volunteers have been all over Kansas this quarter. From the Amelia Earhart Festival in Atchison to Kids Safe Day at the Topeka Zoo. OLAVs have been at county fairs, celebrations of the Transcontinental Railroad and of course educated thousands of drivers-ed students this summer.

May - July KS OL Activity	
346 Presentations	4,796 Audience
10 Events	3,655 People Reached
356 Total	8,451 Contacts Total



Varsolona Driving School

Upcoming Events

De Soto Days, Saturday, August 31st (**OLAVs Requested**)

September 22-28 Rail Safety Week

RSW Event Materials and Schedule <https://oli.org/about-us/news/event-materials>

4th Quarter Board & Committee Meeting: November 7th, Topeka

Be sure to check ksoli.org events page periodically.