



Suicide & Trespasser Initiatives

DuPage Railroad Safety Council 2018 Symposium

Presented by: James Buckley-Waterman, WSO-CSSD

27 September, 2018

Agenda

1. Overview - Network Rail and Network Rail Consulting
2. UK Rail Suicide Prevention Program
3. Approach and Strategy
4. Engaging Our Customers
5. Minimizing the Impact
6. Suicide Prevention Program Results
7. Trespass and Deliberate Misuse Initiatives

© Network Rail Consulting

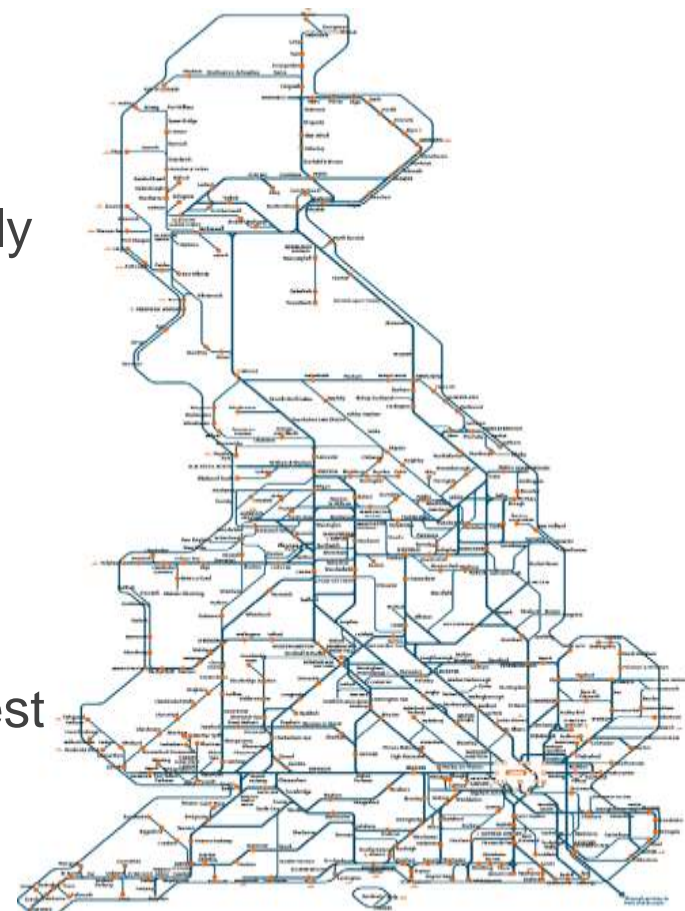
The contents of this presentation remains the intellectual property of Network Rail Consulting and may be used only in connection with the brief for which it was submitted. It is specifically forbidden to communicate the contents to any third party without prior permission in writing from Network Rail Consulting, and all reasonable precautions must be taken to avoid this occurring.

Overview – Network Rail and Network Rail Consulting

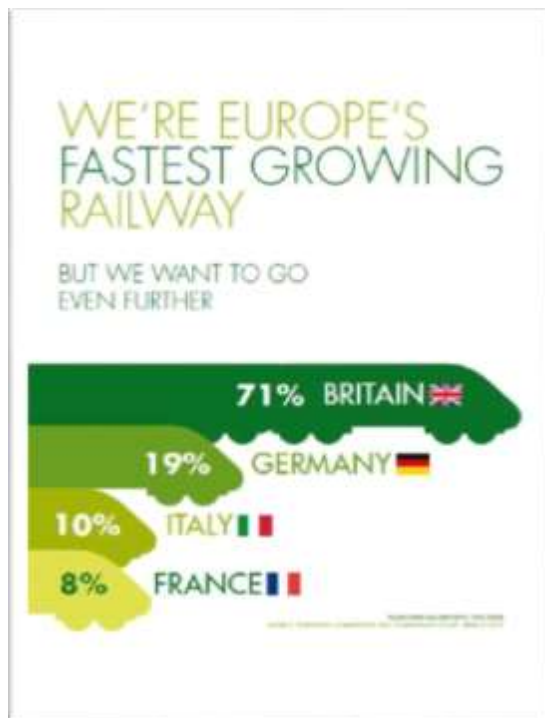


Key Facts - Network Rail's UK Operations

- ▶ **39,000** employees
- ▶ **4.4 million** journeys daily, **1.7 billion** annually
- ▶ **25,000** train movements daily
- ▶ **22,000** miles of track
- ▶ **48,000** signals
- ▶ **6,000** level crossings
- ▶ Own **2,500** stations and operate the **20** busiest



The Safest Railroad in Europe



Network Rail Consulting: Our Story

- ▶ Launched in **July 2012**, a wholly-owned subsidiary of Network Rail, with our own Board of Directors;
- ▶ Started business in North America in **January 2015**;
- ▶ Our goal is to share our expertise and enhance our reputation;
- ▶ We can draw on the full range of skills and resources within Network Rail – a total **circa 8,000** technical staff across all disciplines;
- ▶ We are focused on specific areas of consulting expertise that underpin our success;
- ▶ Building, maintaining, and running the railroad is our day job.

Our Services

- ▶ Asset Management
- ▶ Maintenance
- ▶ Operations
- ▶ Station Redevelopment
- ▶ Project and Program Management
- ▶ Strategic Planning
- ▶ System Safety and Security



UK Rail Network Suicide Prevention Program



The Impact of A Railroad Suicide

The OTP costs alone, per year to the UK rail industry as a result of a suicide is approx. £60m (\$78m).

The Impact of A Railroad Suicide



The OTP costs alone, per year to the UK rail industry as a result of a suicide is approx. £60m (\$78m).

The Impact of A Railroad Suicide



The OTP costs alone, per year to the UK rail industry as a result of a suicide is approx. £60m (\$78m).

The Impact of A Railroad Suicide



The OTP costs alone, per year to the UK rail industry as a result of a suicide is approx. £60m (\$78m).

The Impact of A Railroad Suicide



The OTP costs alone, per year to the UK rail industry as a result of a suicide is approx. £60m (\$78m).

The Impact of A Railroad Suicide



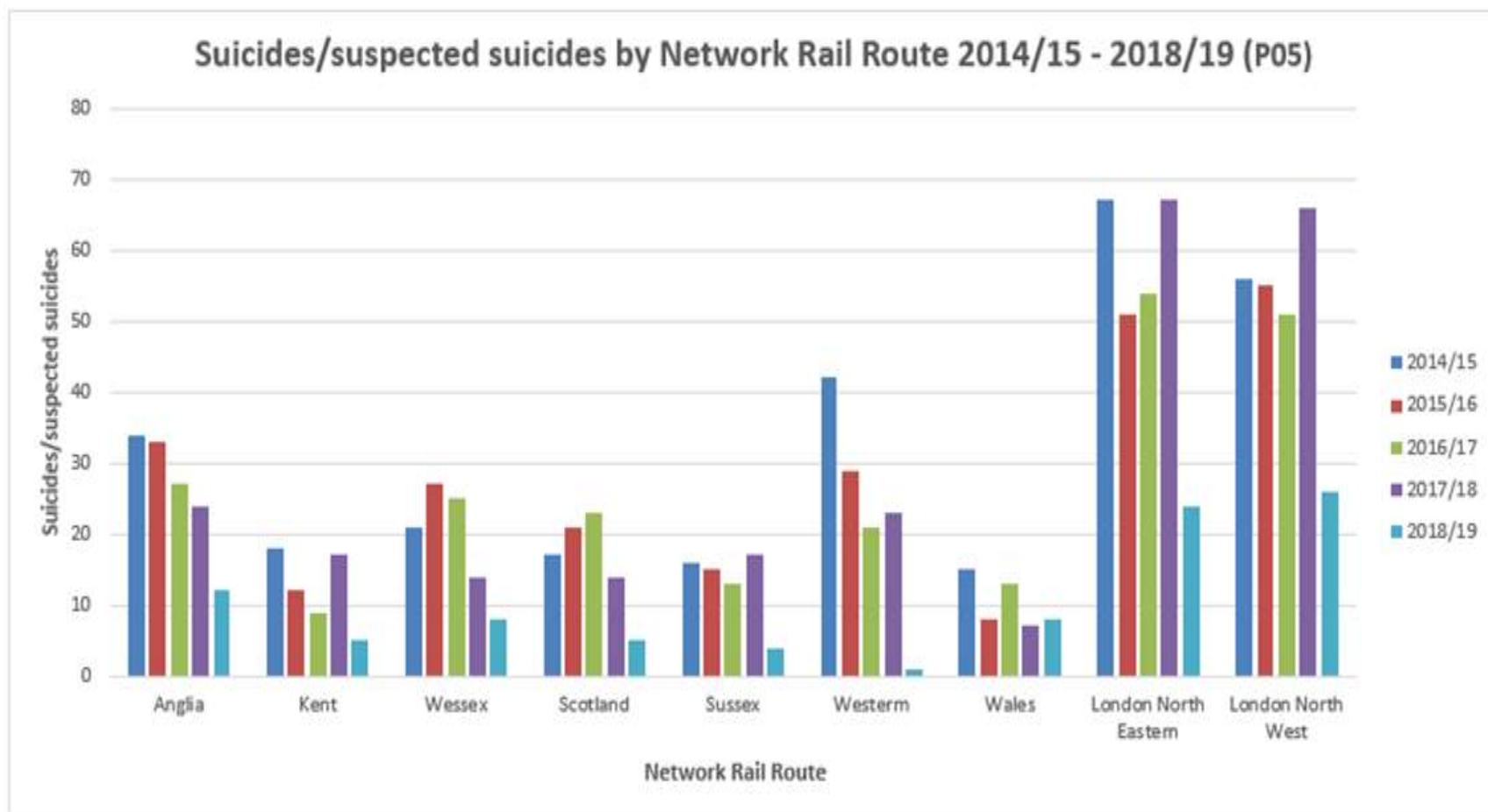
The OTP costs alone, per year to the UK rail industry as a result of a suicide is approx. £60m (\$78m).

Why and What We Do Matters

In 2017/18, 246 people took their lives on the railroad.



Suicides/Suspected – 2014/15 – 2018/19 YTD



Suicide On the Railroad Is Not Inevitable



“You’ll never stop people committing suicide on the railroad.”

Suicides on the railroad are Preventable.



Suicide Prevention Program

- ▶ In 2010, Network Rail, working with the rail industry, began its Suicide Prevention Programme, ***with a core belief that a suicide is not inevitable and we can work collectively to reduce the traumatic loss of life and devastation that suicides cause;***
- ▶ Training for employees and stakeholders in suicide prevention techniques, to be able to support those who come to the railroad in emotional crisis is an important part of the program; and,
- ▶ Suicide's effect the community, support local towns/city's to reduce suicides;
- ▶ Supporting the Government's target of a **10% reduction in suicides by 2020/21.**

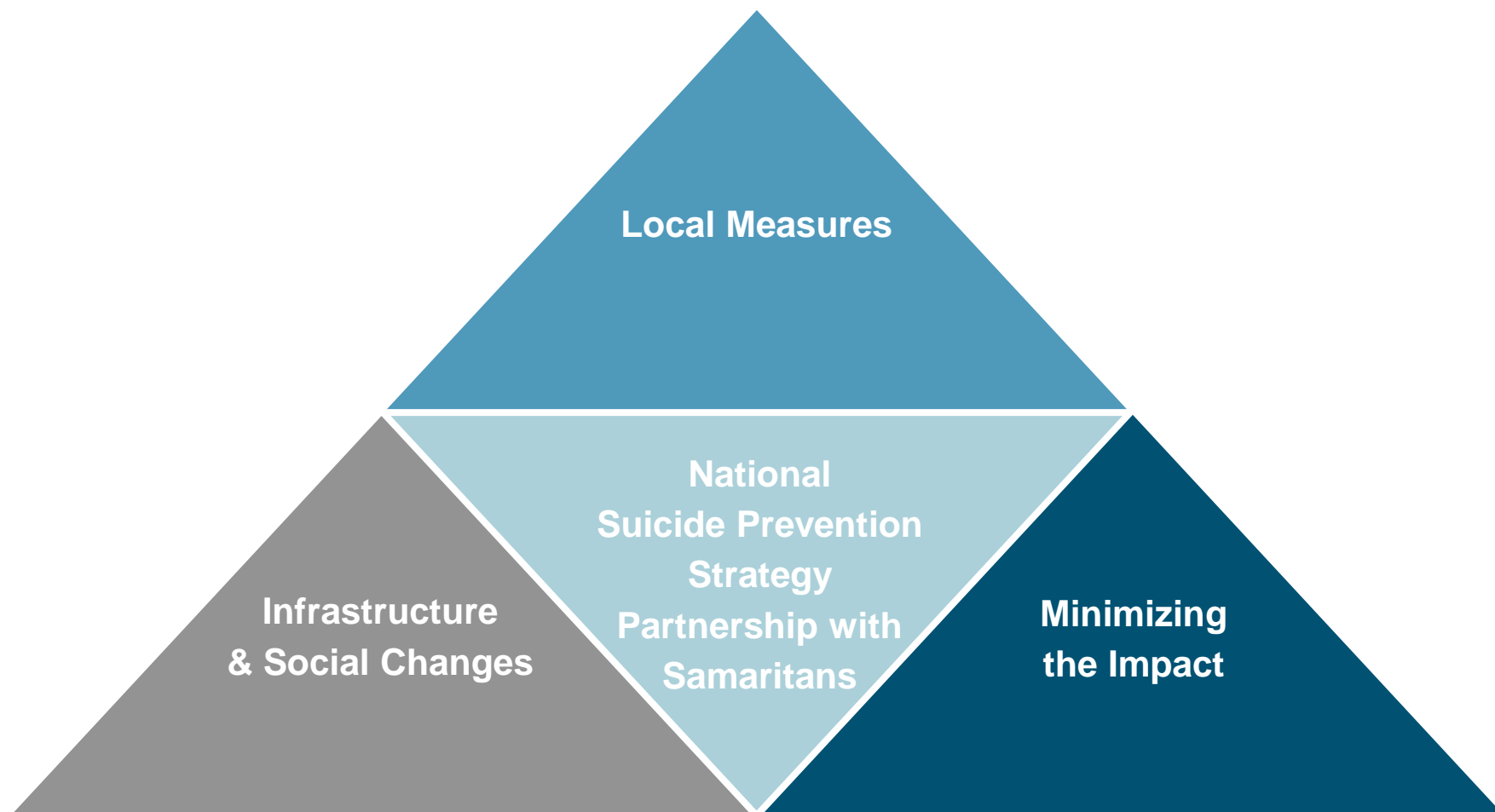
Network Rail's Approach and Strategy



“The ‘Tackling Suicide on the Railways’ programme is a joint initiative between Network Rail and the Samaritans and represents one of the most progressive and ambitious programmes in Europe.”

***Railway Safety
Standards Board, February 2014***

Approach to Prevention and Reduction



Who's Involved?

Who's Involved?



Who's Involved?



Who's Involved?



Rail Delivery Group



National Rail



BRITAIN
RUNS
ON RAIL

Who's Involved?



Rail Delivery Group



National Rail



BRITAIN
RUNS
ON RAIL



Who's Involved?



Rail Delivery Group



National Rail



BRITAIN
RUNS
ON RAIL



Who's Involved?



Rail Delivery Group



Who's Involved?



Rail Delivery Group



Who's Involved?



Rail Delivery Group



Disrupting Suicidal Ideation

- ▶ The suicidal thoughts that drive an individual to take their own life are typically transient in nature;
- ▶ Disrupting these through the introduction of physical or psychological barriers or staff interactions can prevent a suicide.



National Suicide Prevention Strategy



Samaritans Training for Railway Industry Staff



Interventions



Demographic Targeted Campaign



Trauma Support Post Incident



Lobbying for Responsible Reporting



Strategy for Memorials and Tributes

Media Campaign

Media Campaign



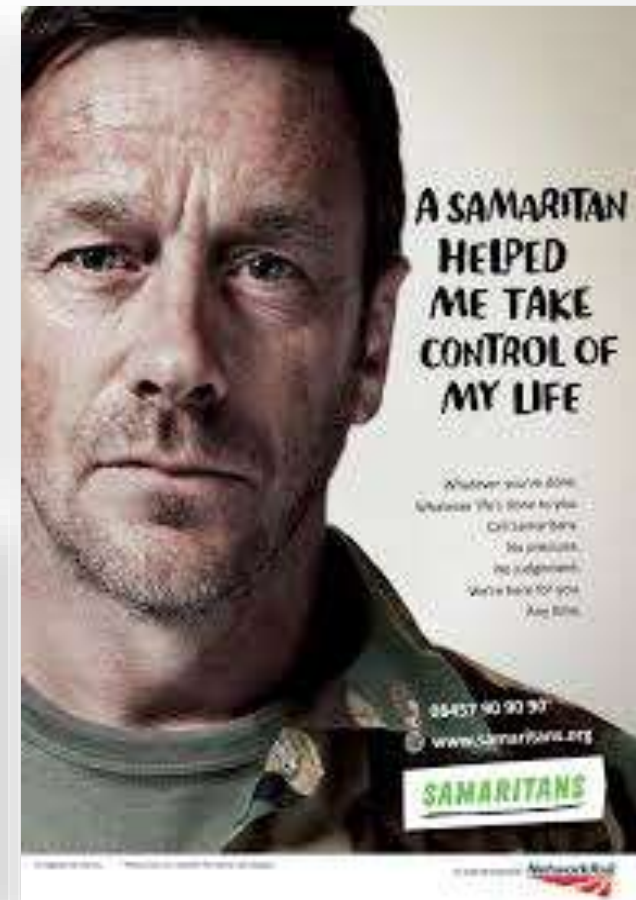
Media Campaign



Media Campaign



Media Campaign



Training – Managing Suicidal Contact

Aim:

- ▶ Quickly increase the number of people who are able to intervene in suicides on the railroad;
- ▶ Increase vigilance and help overcome the barriers to approaching a vulnerable person;
- ▶ Provide basic guidance on talking to a vulnerable person and supporting them.



[How Samaritans training for railway staff is helping save lives](#)

Infrastructure Changes



Mid Platform Barriers



Platform End Barriers



Trespass Guards



Blue Lighting



Can blue lights make Britain's railways safer?

Local Measures



Rail 505



Visible Patrols



Hotspots



**BTP PIER Plan
Prevention Intelligence
Enforcement Reassurance**



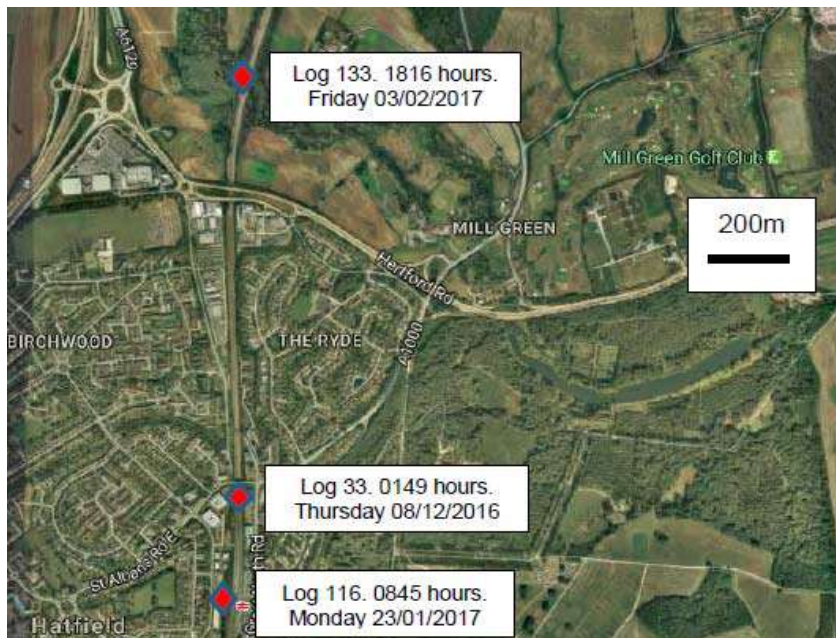
Smart CCTV



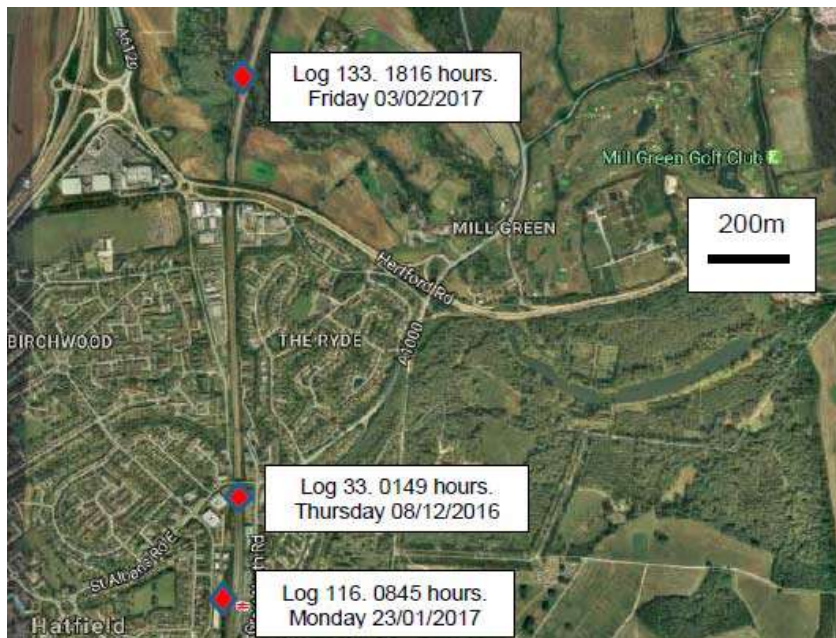
Platform Hatching

Our Neighbours, Our Influence, Our Support

Our Neighbours, Our Influence, Our Support



Our Neighbours, Our Influence, Our Support

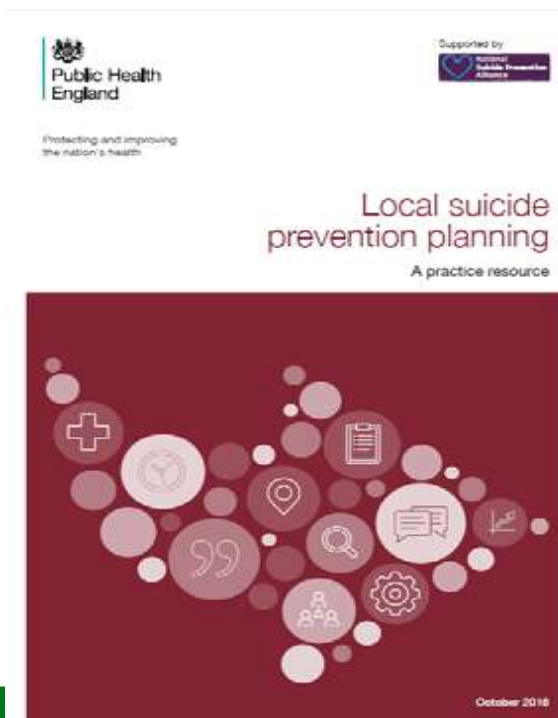
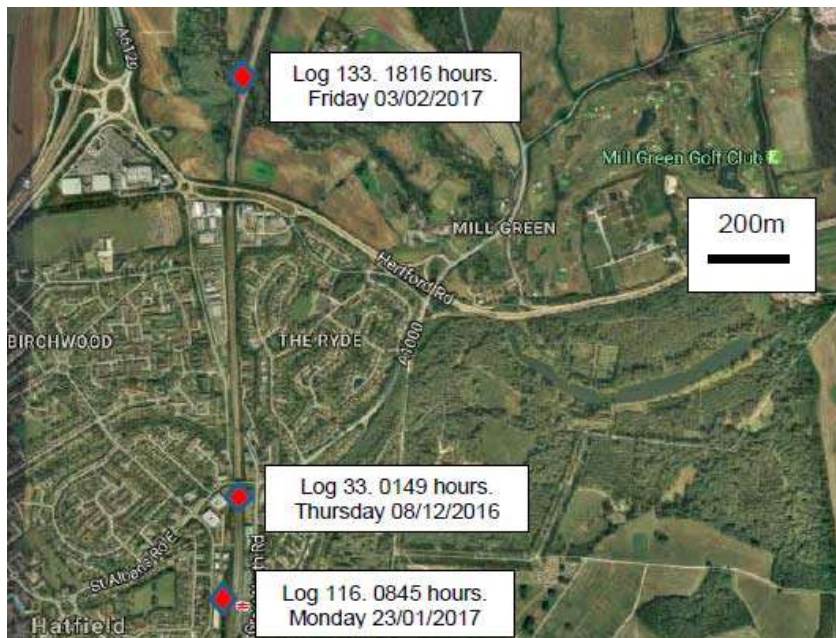


Commons Select Committee

Health
Committee



Our Neighbours, Our Influence, Our Support

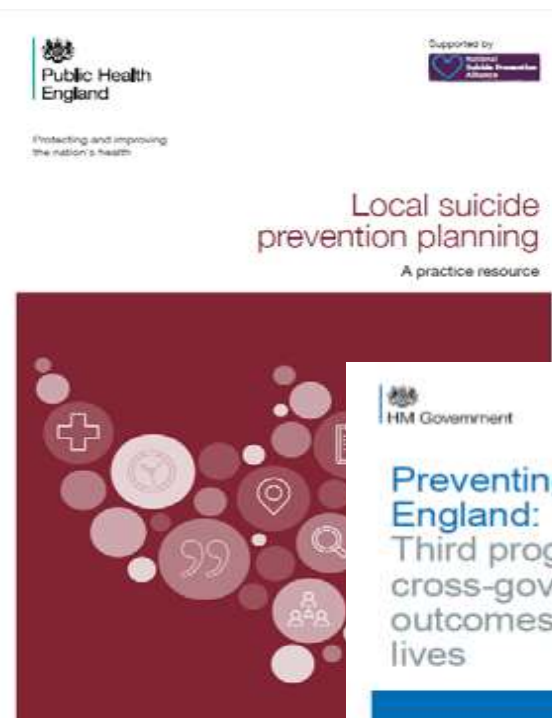
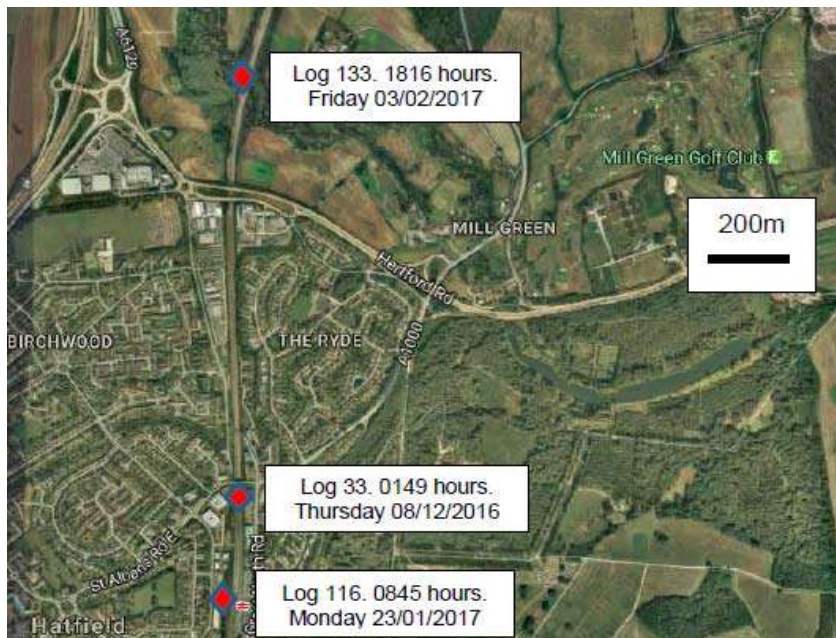


Commons Select Committee

Health Committee



Our Neighbours, Our Influence, Our Support

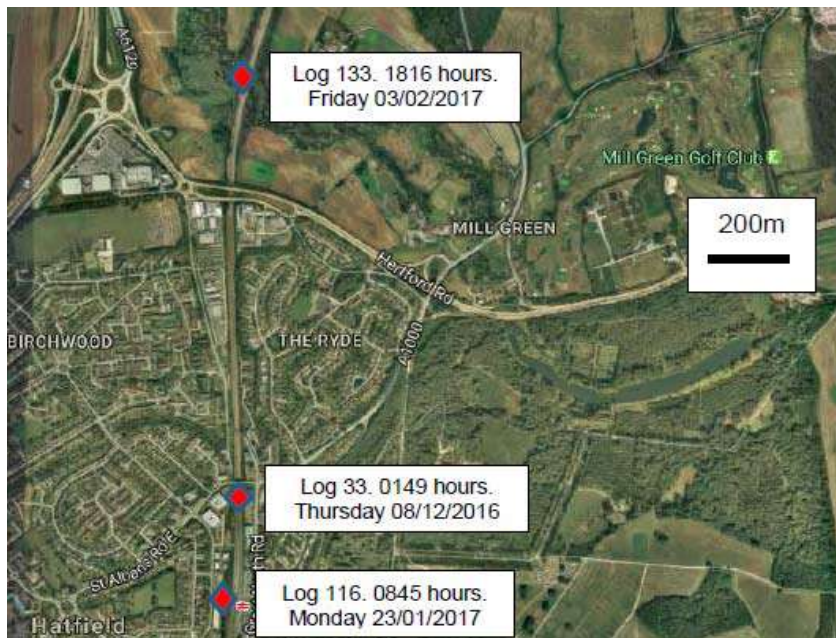


Commons Select Committee

Health
Committee



Our Neighbours, Our Influence, Our Support



Commons Select Committee

Health Committee



Our Neighbours, Our Influence, Our Support



Commons Select Committee

Health Committee



Engaging Our Customers



Engaging Our Customers

The Objective

Increase the number of successful suicide interventions on the rail network by targeting potential bystanders amongst the general public and encouraging action.

Engaging Our Customers



The Objective

Increase the number of successful suicide interventions on the rail network by targeting potential bystanders amongst the general public and encouraging action.

Engaging Our Customers



The Objective

Increase the number of successful suicide interventions on the rail network by targeting potential bystanders amongst the general public and encouraging action.



Engaging Our Customers



The Objective

Increase the number of successful suicide interventions on the rail network by targeting potential bystanders amongst the general public and encouraging action.



Engaging Our Customers

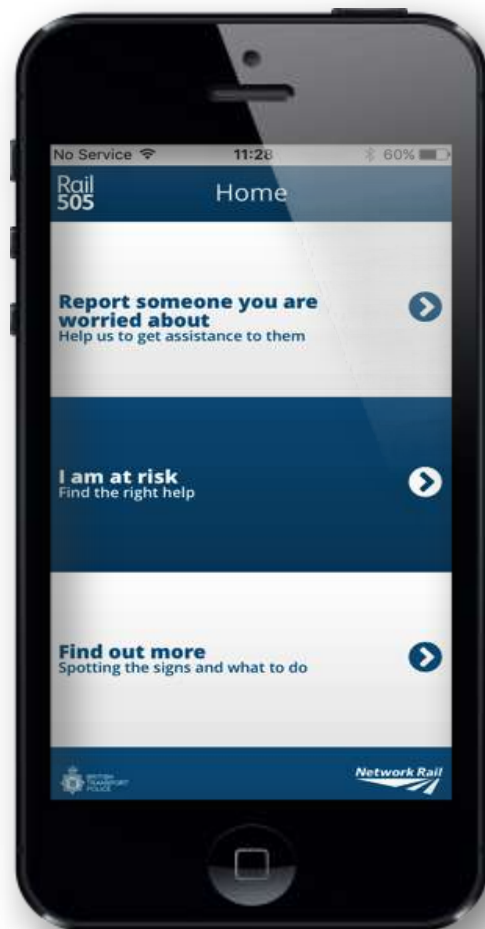


The Objective

Increase the number of successful suicide interventions on the rail network by targeting potential bystanders amongst the general public and encouraging action.



Rail505



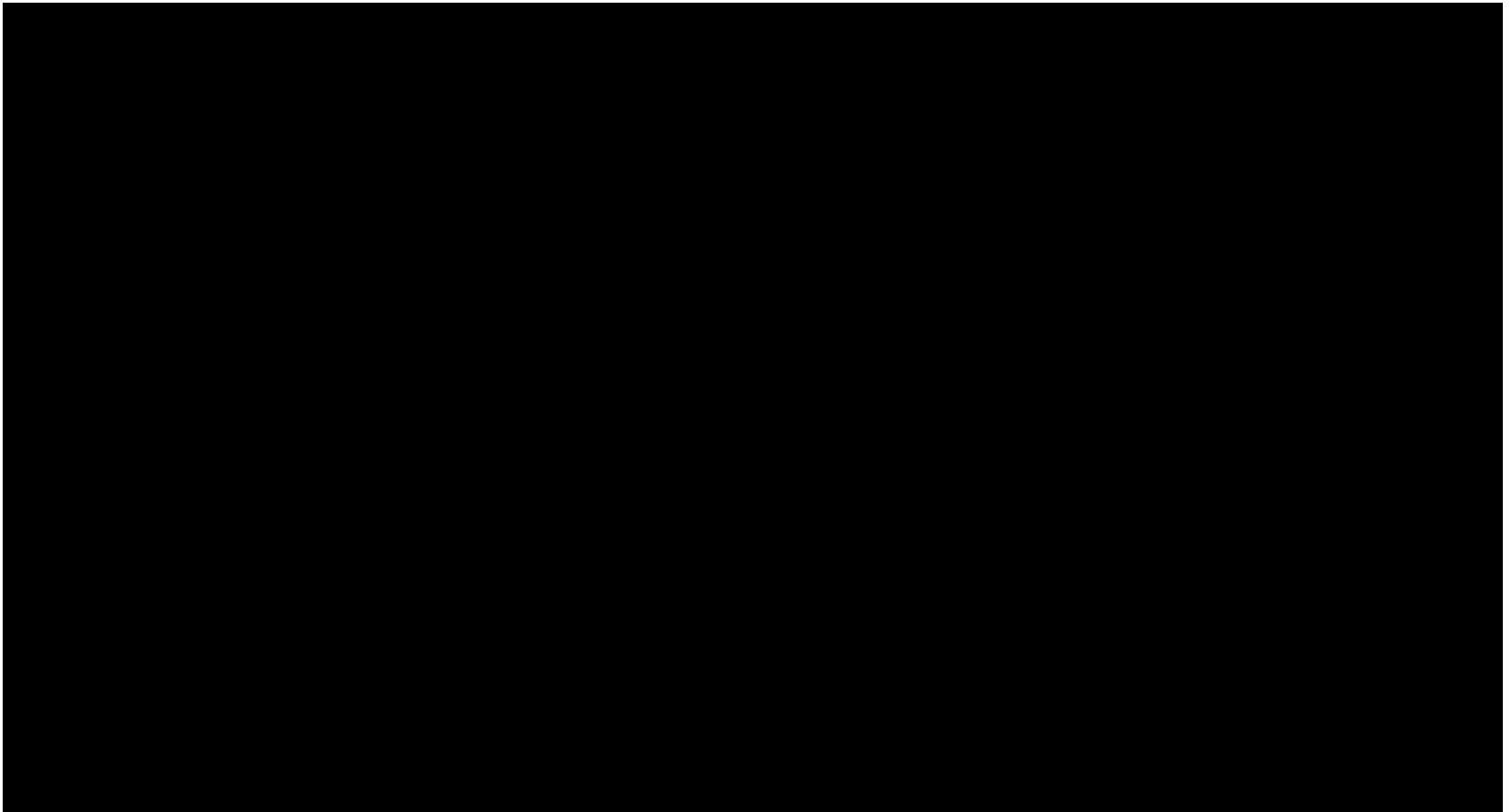
Rail505 allowed rail customers to report people that they think are at risk of harm on the railroad so that the right assistance can get to them as quickly as possible.

2017 Campaign – Small Talk

- ▶ The rail industry is working in partnership with Samaritans and the British Transport Police on the Small Talk Saves Lives bystander campaign, launched in November 2017.
- ▶ The first campaign of its type on the UK railroad, it encourages the general public to support those who may be in emotional crisis around them on the railroad network.



Small Talk Saves Lives



<https://youtu.be/KiynAdEuyWQ>

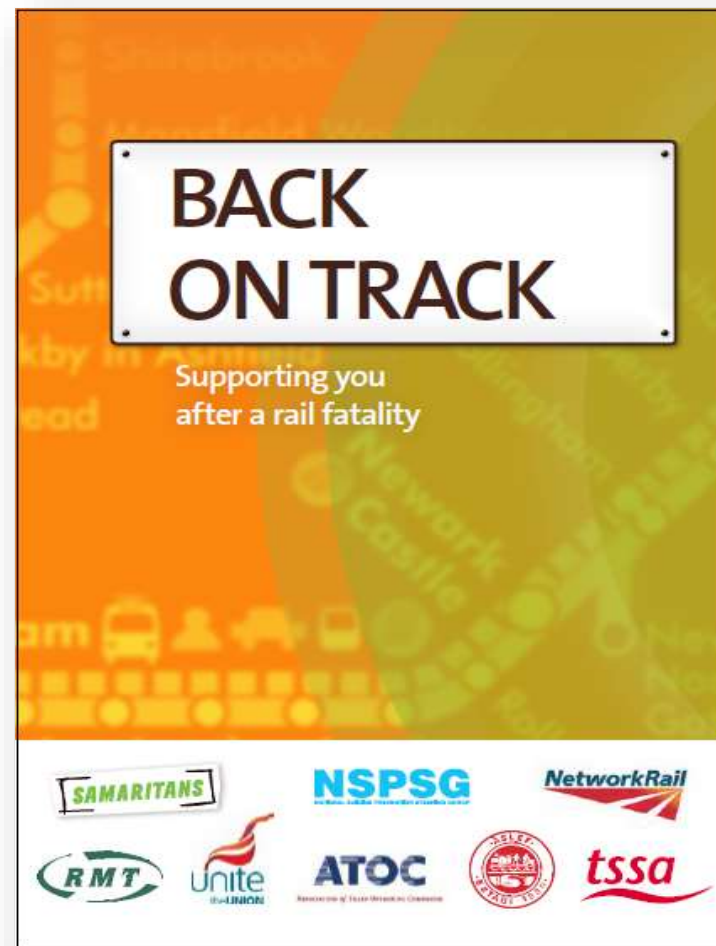
Small Talk Saves Lives - Samaritans

Minimizing the Impact



Trauma Support

- ▶ Identify what trauma is;
- ▶ Understand why people react differently to traumatic events;
- ▶ Provide first aid in emotional support to colleagues;
- ▶ Consider individual coping strategies.



Improving Response to Incidents



BTP Hotline



Emergency Intervention Unit



90 Minutes KPI



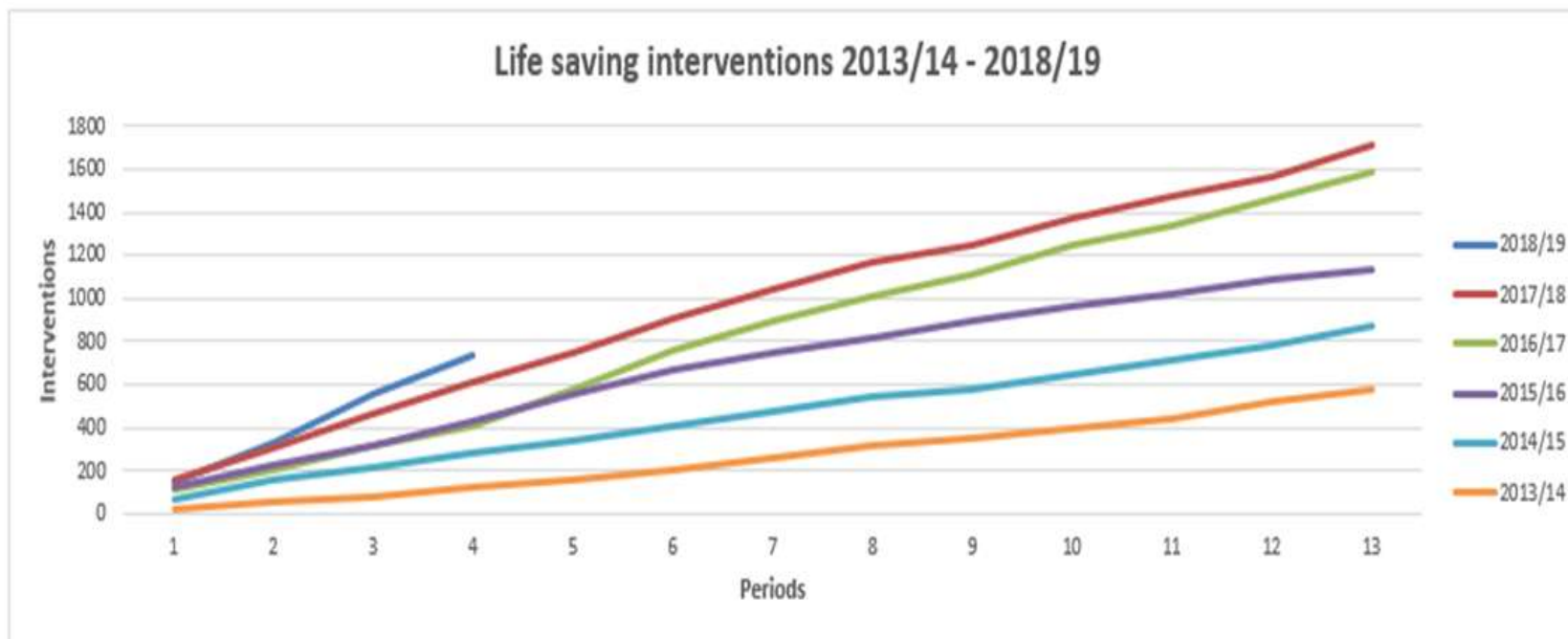
Rail Incident Officer



Suicide Prevention Program Results



Life Saving Interventions



Financial Year	1	2	3	4	5	6	7	8	9	10	11	12	13	Total
NR 2018/19	151	181	217											549
NR 2017/18	156	147	164	147	142	156	144	123	121	84	96	102	129	1711
NR 2016/17	111	87	116	88	173	184	138	112	100	141	93	124	126	1593
NR 2015/16	121	101	95	114	125	112	84	66	78	65	64	63	49	1137
NR 2014/15	68	90	59	60	67	64	67	71	36	64	64	72	91	873
NR 2013/14	26	26	30	37	38	46	57	54	37	46	46	72	62	577

Suicide Prevention Program Results

- ▶ In **2017/18**, railroad employees, police officers and members of the public have intervened in over **1,711** life saving suicide attempts on Britain's railroad;
- ▶ In **2017**, due to the training, an increase in interventions of **40%** on the previous year has occurred;
- ▶ There are **19,000** railroad employees and stakeholders trained in suicide prevention techniques, who are now able to support those who come to the railroad in emotional crisis.

Network Rail is the largest single work force in the UK having trained so many employees, more than the NHS.

Program Results Cont.

- ▶ Network Rail Suicide Prevention Program Manager was awarded the MBE for services to suicide prevention;
- ▶ Network Rail have **7** dedicated employee's, focused on suicide prevention who work nationally to reduce suicides on the railways;
- ▶ We have identified 32 Hotspots we are working with anthropologists to understand these communities;
- ▶ In the last two years, there has seen **47** less people taking their own lives on our rail network, **18%** less than in 2015/16.

That's a sobering thought. It means those individuals have gone on to live their lives, and that our staff and customers have been spared the trauma of being involved in potentially tragic events.

The Future

The Future



The Future



The Future



THE
BEHAVIOURAL
INSIGHTS TEAM.



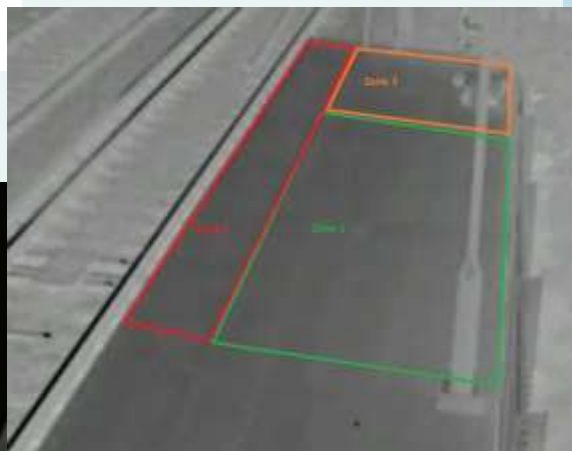
The Future



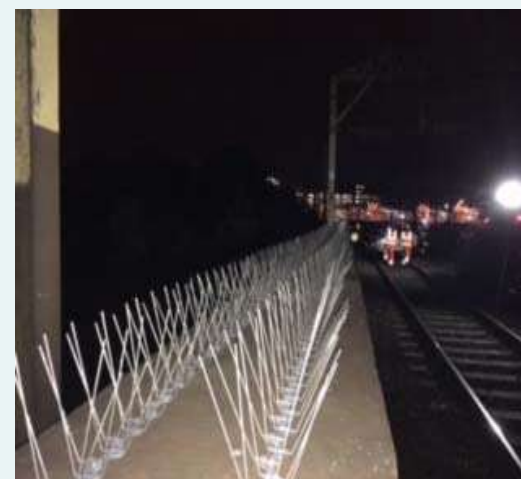
THE
BEHAVIOURAL
INSIGHTS TEAM.



The Future



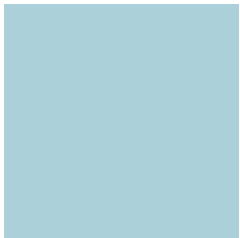
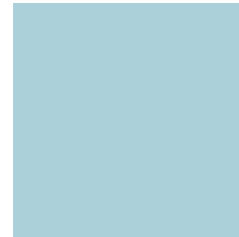
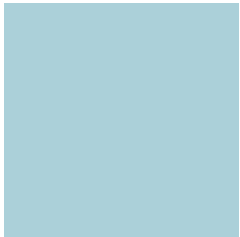
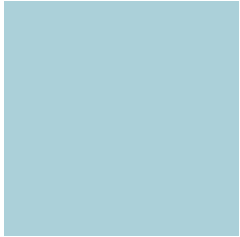
The Future



Trespass and Deliberate Misuse Initiatives



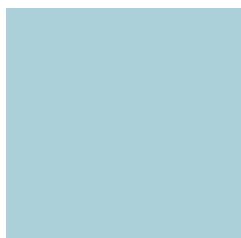
Trespass Initiatives



Trespass Initiatives



**Arial
Drone/Helicopter
Surveillance**



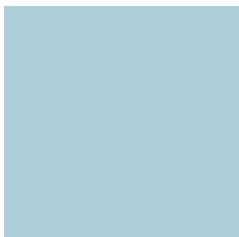
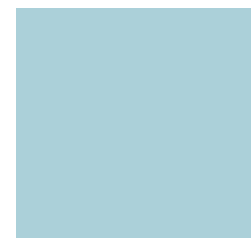
Trespass Initiatives



**Arial
Drone/Helicopter
Surveillance**



Media Campaign



Trespass Initiatives



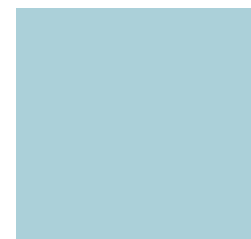
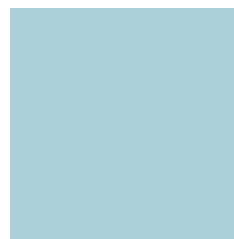
**Arial
Drone/Helicopter
Surveillance**



Media Campaign



Joint Patrols



Trespass Initiatives



**Arial
Drone/Helicopter
Surveillance**



Media Campaign



Joint Patrols



**Sponsored Youth
Activities**



Trespass Initiatives



**Arial
Drone/Helicopter
Surveillance**



Media Campaign



Joint Patrols



**Sponsored Youth
Activities**



School Outreach



Trespass Initiatives



**Arial
Drone/Helicopter
Surveillance**



Media Campaign



Joint Patrols



**Sponsored Youth
Activities**



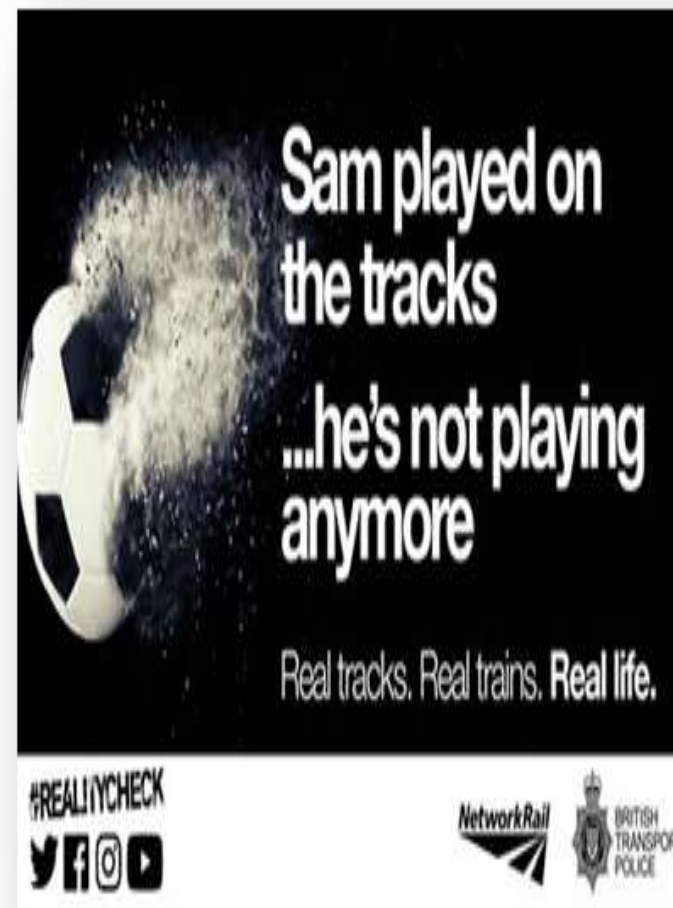
School Outreach



CCTV

2018 Campaign – ‘You vs Train’

- ▶ Research indicates there is a persistent issue amongst boys aged **11 – 18 years old**, coinciding with the spring and summer school holidays.
- ▶ 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**).
- ▶ That's why the rail industry and the British Transport Police have launched a new national campaign - called ‘**You Vs Train**’.



The Deliberate Crossing Misuse Challenge

There has been an annual **increase** in pedestrian incidents since **2011-12¹**



¹Incidents^{*} include accidental fatalities, life-changing injuries, near-misses and deliberate misuse (i.e. crossings left open, not calling the signaller back when the line has been crossed, swinging on barriers, etc.)



28

Dog walkers



127

Farmers



44

Elderly



176

Youths



44

Horse riders



2018 Campaign - #BossingtheCrossing

- ▶ Our 2018 campaign is using brand new films and creative imagery, targeting key audiences based on where they are and what type of pedestrian they are.
- ▶ The focus of the campaign is to highlight the stark contrast of a level crossing – safe and calm at one moment, and deathly dangerous in a split-second.



#BossingtheCrossing

Network Rail Anti-Trespassing Ad

Network Rail Anti-Trespassing Ad

Network Rail Anti-Trespassing Ad

Network Rail Anti-Trespassing Ad

#BossingtheCrossing

Network Rail Anti-Trespassing Ad



Network Rail Anti-Trespassing Ad



Network Rail Anti-Trespassing Ad



Network Rail Anti-Trespassing Ad



Thank you

