



Keep A Clear Head

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- Jeanette Compton tragically lost her 20yr son [Tommy Ramshaw](#) after he jumped over the barriers at Shoreham station in the early hours of February 27.
- *She said: “He was just out enjoying himself just like any other Friday and I never ever expected for him not to come home. He made a stupid decision that night to cross through the railway barriers when they were down.*
- *“I remember sitting in the visitors’ room at the hospital and the police came... They just said ‘he’s gone’.*

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- Chris Dos Santos was electrocuted at Totton having had a night out on the Isle of Wight last year.
- *"I fell and landed on the electrified rail that powers the trains that go along the track. I didn't even know there was an electric rail on the railway."*
- *"I had a cardiac arrest. Three of my friends came and tried to help me but also received a shock. They thought I was going to die. I remember the smell of burning skin. It was awful. I received severe burns to my legs, back and arm."*
- *When I got to hospital they thought they were going to have to amputate my leg.*

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- Alcohol awareness campaign launched today (23/11/2016).
- There is a **25% increase** in alcohol-related incidents across the rail network in December, compared to the beginning of the year
- Over the 2015/16 festive season (24 November 2015 to 2 January 2016) the number of **violent offences** reported at railway stations across increased by 8%
- Focused on 3 areas:
 - Level Crossing misuse and trespass – Network Rail
 - Station Slip, trip and fall - RSSB
 - Public order, violence, personal safety - BTP

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- **Key messages – alcohol campaign**
- **We want everyone to have fun over the festive season**, but it is also important to remind passengers and those living near the railway that it can be a dangerous place. After a few drinks people can take more risks.
- **Our priority is to make sure everyone gets to their destination safely.** You can expect to see our officers out on the network helping people to enjoy the festivities safely and encouraging them to think about how alcohol can affect the way they behave and the effect this has on other passengers.
- We are asking you to **keep a clear head.** Think about what you would do and how you would behave if you were sober. There is no excuse for spoiling other people's journeys or behaving any differently because you've drunk alcohol.
- **We want you to have fun but it's more important to get where you're going safely.**

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- **The campaign will include**
- Media engagement
- Joint engagement events at target stations with BTP teams and Network
- 'Beer goggles' will be used to encourage engagement
- Video for online channels - people under the influence of alcohol in a conversation with their sober self
- CCTV/case study interviews for online channels
- Ticket/travel card holders
- Drinks coasters to pubs, bars and cafes at or near stations
- Network Rail digital screen adverts & posters
- Urinal liners (male toilets)