

Passenger Safety:

Intoxication, Distractions & Running

Unsafe behaviours – like being heavily under the influence of alcohol, being distracted by mobile phones, and running in stations – are key contributors to accidents across the rail network. Recent figures show a significant increase in incidents related to these behaviours – impacting not just the individuals involved but also fellow passengers and station staff.

To tackle this, we're launching a new **passenger safety toolkit** to target 3 safety risk areas; **intoxication, distractions** and **running** – a targeted initiative designed to reduce high-risk behaviours in and around the station environment. This toolkit includes posters, digital screens, and social media content aimed at raising awareness, encouraging safer decisions, and reducing avoidable accidents.

After the campaign period, impact will be assessed through incident reporting and audience feedback, helping shape future iterations.



Who is the campaign being led by?

Lucy Dixon – Senior Safety Campaigns Manager, Marketing & Brand Team

Lucy.dixon@networkrail.co.uk | 07354 525018



Scan the QR code to access the campaign resource centre.

networkrailcampaigns.co.uk/station-safety-intoxication-distractions-running/

Important safety announccccccccc

**When you're distracted,
you can make mistakes.**

Take extra time to look up and be aware
of your surroundings in the station.

Stay sharp, stay safe.



Important safety announcement

**When you're running,
accidents can happen.**

Take extra time to look up and be aware
of your surroundings in the station.

Stay sharp, stay safe.



Imprtnat saefity annonucmnet?

**When you've had too much to
drink, you can't think straight.**

Take extra time to look up and be aware
of your surroundings in the station.

Stay sharp, stay safe.

