# CROSS-INDUSTRY UNDER 16'S LEVEL CROSSING SAFETY CAMPAIGN

Partner Communication Toolkit | November 2026



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# 1.0

# CAMPAIGN BACKGROUND

**This latest iteration of the rail industry's shared No Second Chances campaign is designed to help children aged 10-15 understand the dangers at level crossings and make safer decisions as they become more independent.**

Sadly, recent fatalities involving under-16s have highlighted the need to speak directly to this age group. Their growing confidence and over-familiarity with crossings they encounter every day can lead young people to underestimate the risks and either knowingly or unknowingly behave in unsafe ways.

The campaign was created with input from young audiences and focuses on two types of unsafe behaviours: distraction and deliberate misuse. From being absorbed in a phone call to messing about with friends, it's designed to show young people how real-world, relatable behaviours can have devastating consequences at a level crossing.

While the campaign films are purposefully disruptive and hard-hitting, they've been designed to avoid unnecessary shock or psychological harm to young viewers. The intention is to appropriately shock young people out of their over-confident complacency, so they don't just understand that trains travel at up to 125mph almost silently – they also understand what it might feel like when a speeding train is almost upon you.

This is paired with clear information to help young people know exactly what to do to stay safe at level crossings: put phones away, take headphones out, don't mess about, and stop, look and listen.

NO SECOND CHANCES

**This campaign aims to:**

- **give the whole rail industry age-appropriate campaign assets to use to tackle both behaviours, distractions and misuse, amongst under 16s**
- **use appropriate levels of shock to help ensure the message is internalised and therefore memorable**
- **give young people clear guidance on the simple actions they should take to use level crossings safely and without incident**
- **inspire more young people to make informed, safer choices at level crossings.**

**For more information visit: using level crossings safely**

# 2.0

# CAMPAIGN CHANNELS

**The No Second Chances under 16s level crossing campaign will run from 23 November 2026.**

Campaign activity includes:

- **Snapchat video placements** with a special exemption to target 13-15 year olds with our safety message
- **Cinema advertising** around blockbusters
- **Paid outdoor placements** around hotspot locations
- **Owned outdoor placements** at stations and on platforms
- **Digital and partner-owned channels** to extend reach and reinforce messages
- **Level crossing and community safety team** to engage and support local communities

Partners play a vital role in the success of the campaign by sharing approved assets, supporting consistent messaging, and helping reach audiences at both a national and local level.

**If you would like to support the campaign through PR activity, and receive the press release, please contact: mediarelations@networkrail.co.uk**



# 3.0

# HOW YOU CAN SUPPORT THE CAMPAIGN

**To support the campaign, you can use a variety of promotional materials across your communications channels from this toolkit.**


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# 3.1

# FILM ASSETS

**To support the campaign, you can:**

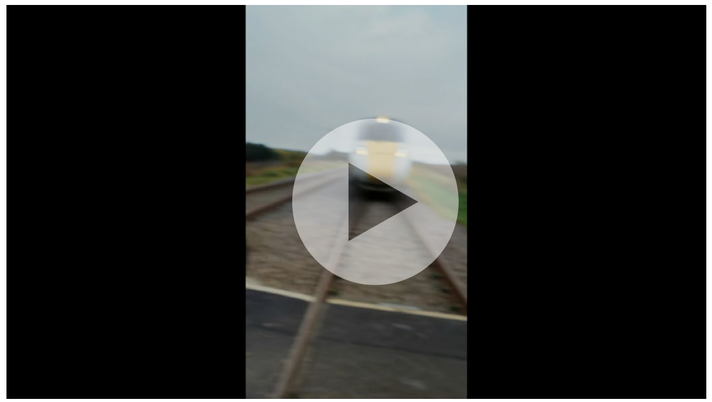
Download the films and share on your social media channels and website.

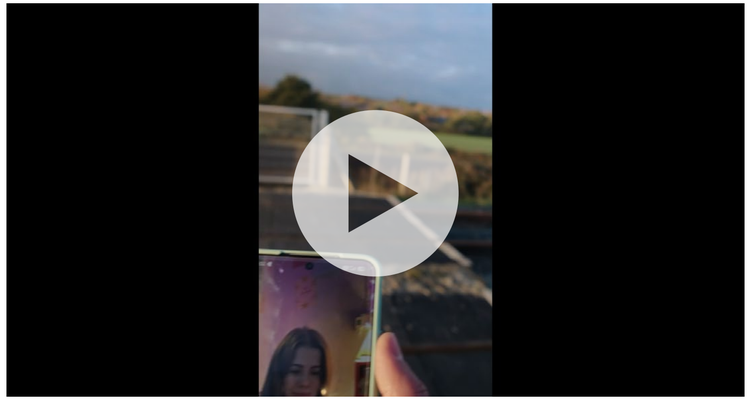
There are two campaign films available in landscape and portrait targeting two different behaviours:

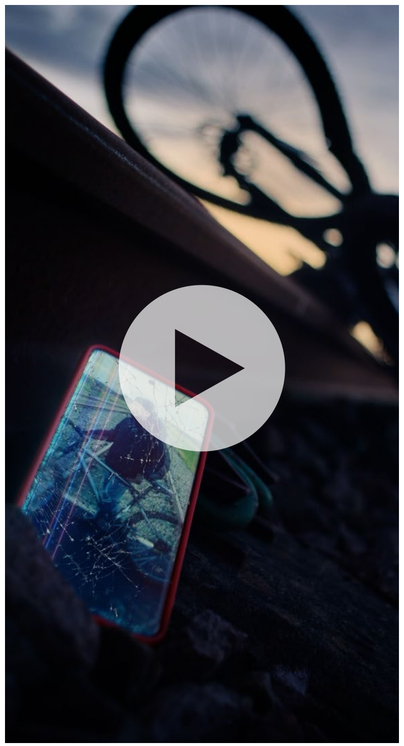
1. Focusing on distractions.
2. Focusing on deliberate misuse.

Please note – the CAA (Cinema Advertising Association) rated these films a 12a against the CAP code (Committee of Advertising Practice).

Please take this into consideration when sharing in a schools/community setting.







**30s films 9x16**
**Download here**

**30s films 16x9**
**Download here**

# 3.2

# SOCIAL MEDIA STATIC ASSETS

**To support the campaign, you can:**

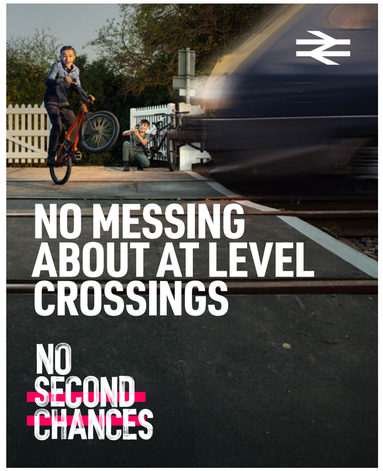
Download the images and share on your social media and digital channels.

**Suggested social copy and campaign messages:**

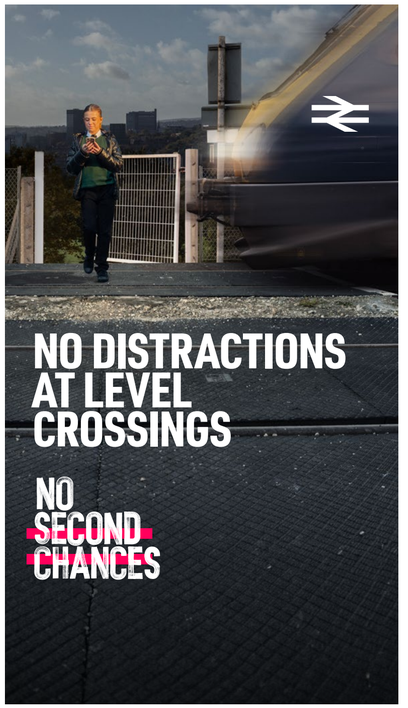
- If you're not paying attention at level crossings, you won't know a train's coming until it's too late. #NoSecondChances
- Put your phone away and stop, look and listen at level crossings.
- No phones. No headphones. No distractions. #NoSecondChances
- If you're messing about on level crossings, you won't know a train's coming until it's too late. #NoSecondChances
- Don't mess with your safety. Stop, look and listen at level crossings.
- No phones. No dares. No messing. #NoSecondChances
- Trains travelling at up to 125mph barely make a sound.




X and IG In-Feed Graphic (1x1)
Download here




FB Graphic (4x5)
Download here




IG & FB Stories and Reels (9x16)
Download here



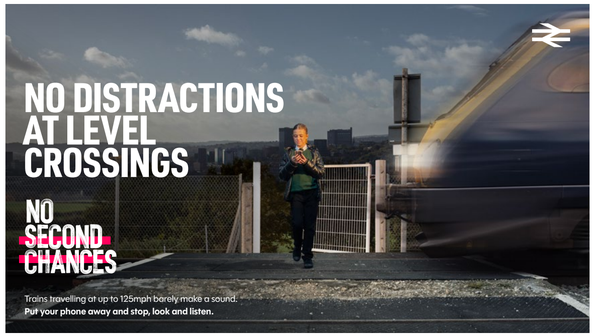

LinkedIn Post
Download here

# 3.3

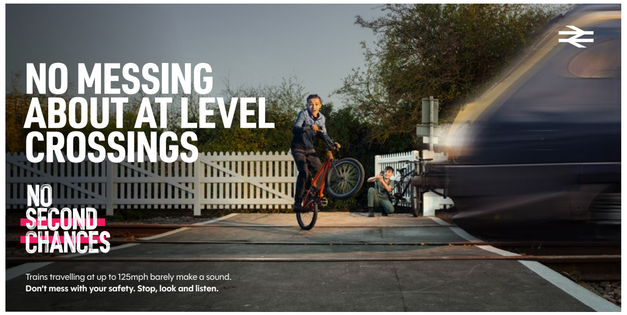
# STATION ASSETS

**To support the campaign, you can:**

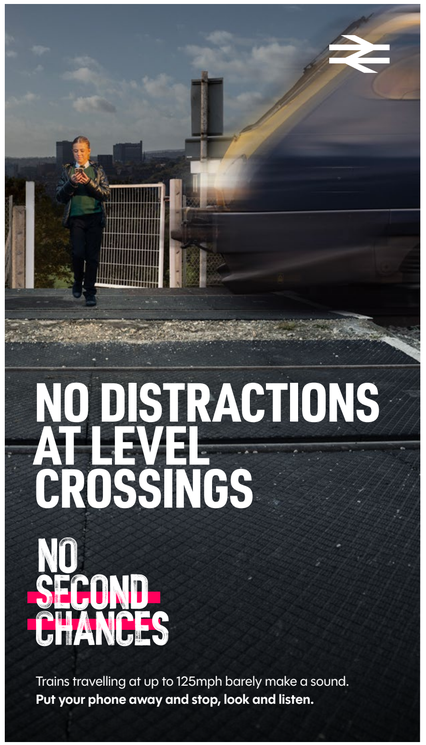
Display posters on digital screens and other placements at your stations.



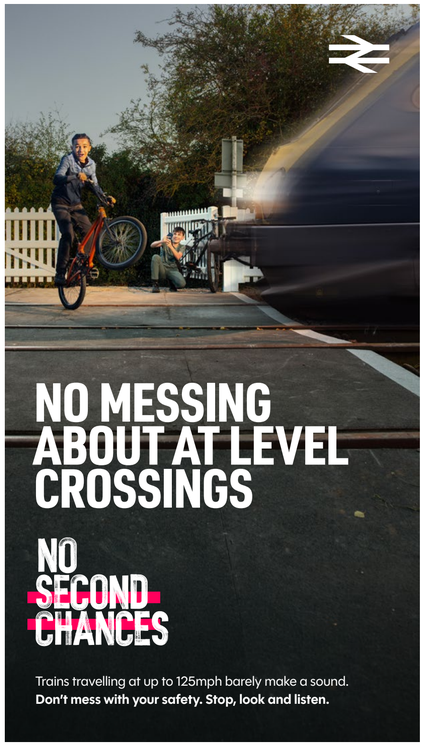

Landscape OIS screen
Download here




48 sheet
Download here




Portrait OIS screen
Download here



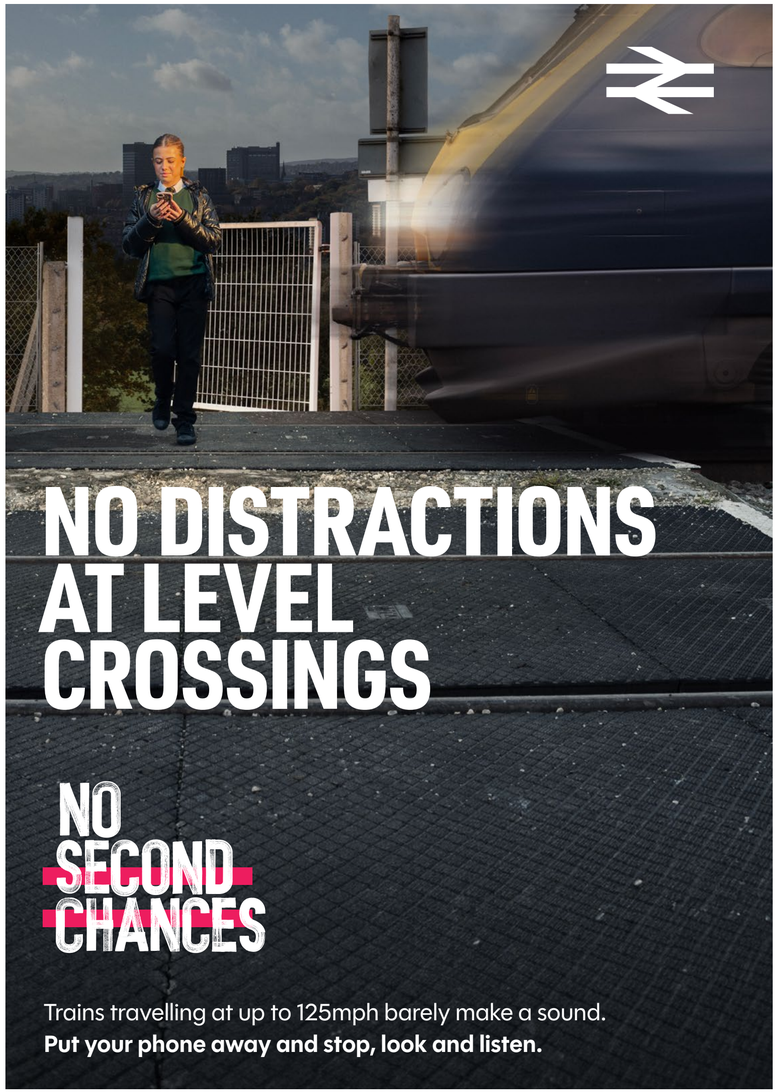

D6 and digital totems
Download here

# 3.4

# PRINT ASSETS

**To support the campaign, you can:**

Print the posters to be displayed in stations or on platforms.










**Double Royal Posters**
Download here

**Portrait A1 Posters**
Download here

**Portrait A2 Posters**
Download here

**Portrait A3 Posters**
Download here

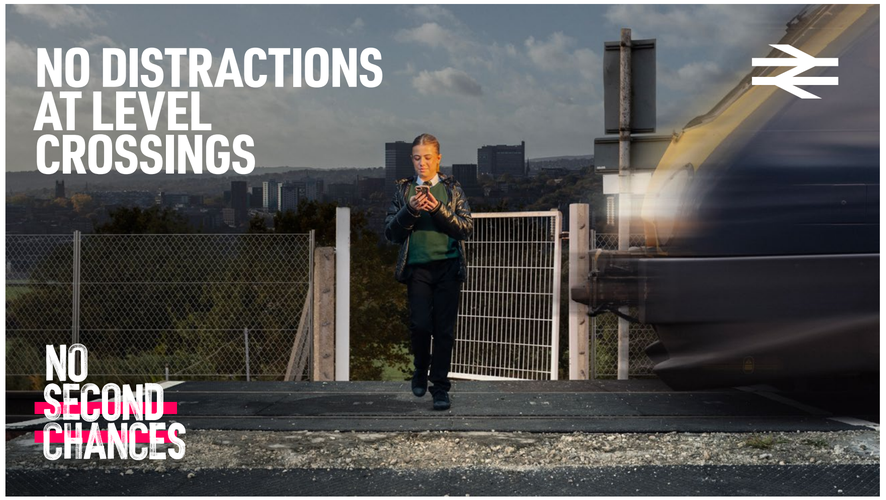
**Portrait A4 Posters**
Download here

# 3.5

# WEB ASSETS

**To support the campaign, you can:**

Use the digital banners on your website, blogs, newsletters or other digital channels.







**Webpage images (1200x675)**
Download here







**Web carousel images (1900x700)**
Download here

# 3.6

# WELSH STATION ASSETS

**To support the campaign, you can:**

Download the Welsh assets to use in stations or on platforms.

Please use local knowledge to assess whether 10–15 year olds in your local area speak and read Welsh to establish whether to use Welsh assets or English assets to engage with them.




Landscape OIS screen
Download here




48 sheet
Download here




Portrait OIS screen
Download here




D6 and digital totems
Download here

# 3.7

# WELSH PRINT ASSETS

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Download here

**Portrait A1 Posters**
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**Portrait A2 Posters**
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**Portrait A3 Posters**
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**Portrait A4 Posters**
Download here

# 3.8

# WELSH SOCIAL ASSETS

**To support the campaign, you can:**

Download the images and videos and share them on your social media and digital channels.

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Please note – the CAA (Cinema Advertising Association) rated these films a 12a against the CAP code (Committee of Advertising Practice).

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**FB Graphic (4x5)**
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**X and IG**
**In-Feed Graphic (1x1)**
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**LinkedIn Post**
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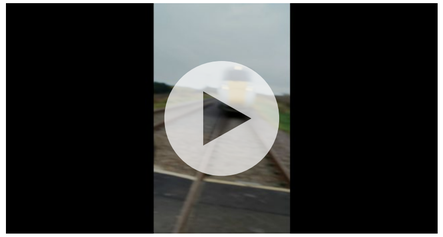

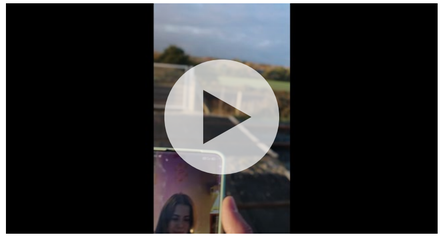

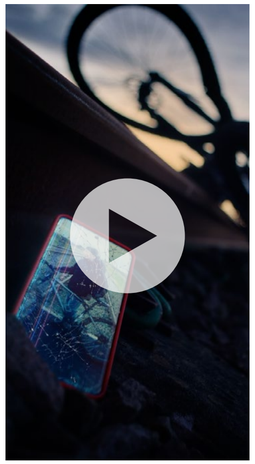

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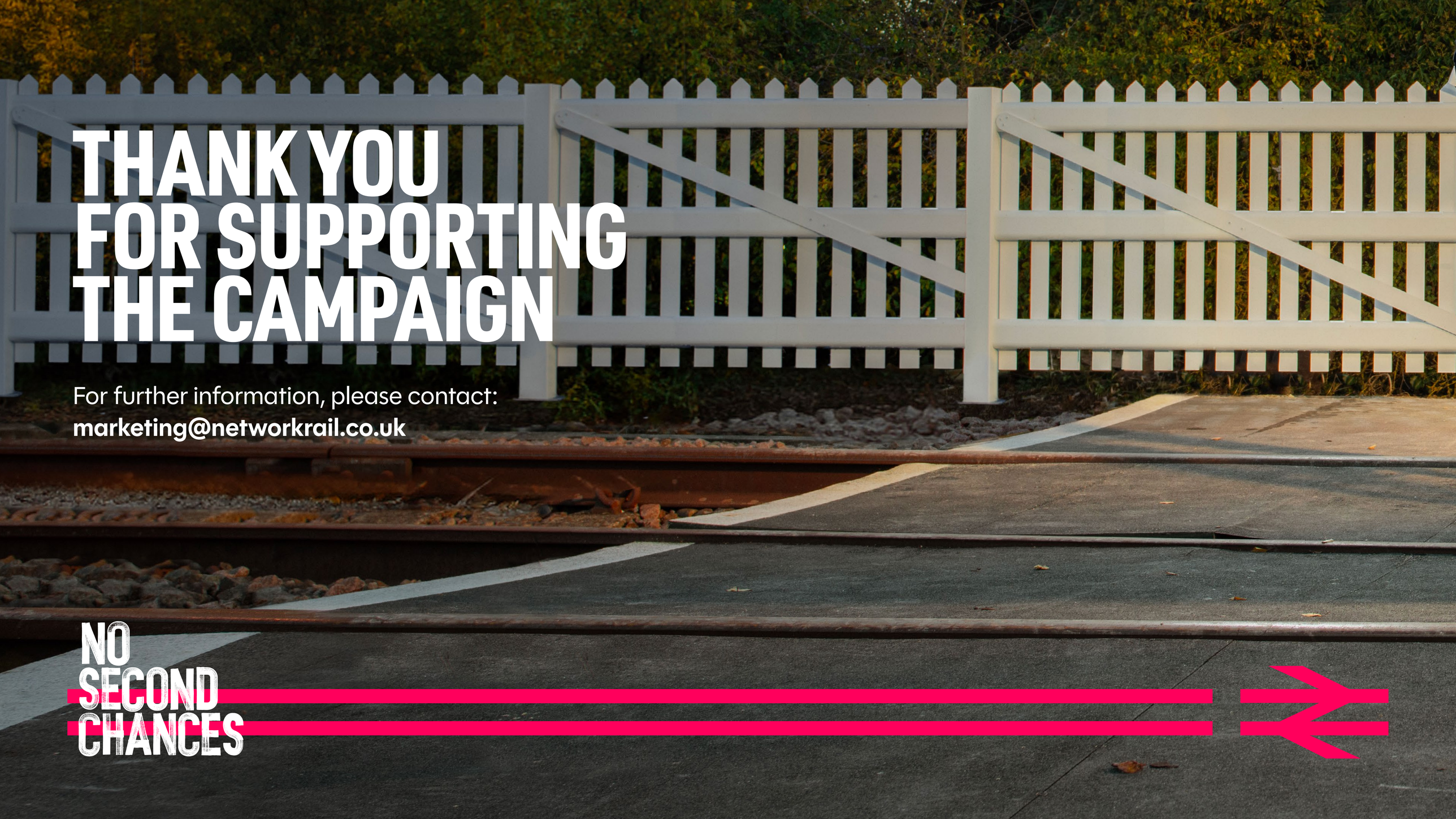
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FOR SUPPORTING
THE CAMPAIGN
For further information, please contact:
marketing@networkrail.co.uk
NO
SECOND
CHANCES