



Sarah Mayes

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Biography:

Sarah Mayes is National Director of Operation Lifesaver Canada, and has more than 15 years of combined media, communications and project-management experience. Before joining OL, Sarah served as the Railway Association of Canada's Director of Public Affairs, managing the association's day-to-day communications and media relations, and overseeing its national advertising campaign. Prior to joining the association world, Sarah worked as an associate producer and reporter for the Canadian Broadcasting Corporation (CBC). Sarah holds a Bachelor of Science from McGill University (2001) and a Master of Journalism from Carleton University (2018).

Title of presentation:

Using Virtual Reality to Train Professional Drivers About Rail Crossing Safety



Summary:

Operation Lifesaver Canada will launch two new *Train to Drive* virtual-reality (VR) videos to coincide with ILCAD 2019. The videos are specifically designed to teach professional – bus and truck – drivers how to safely approach rail crossings, and what to do in the case of an emergency (such as stalling on the tracks). These videos complement two other VRs aimed at inexperienced drivers, which OL Canada launched earlier this year.

This presentation will also touch on OL Canada's other crossing-safety initiatives, including its successful #STOPTrackTragedies campaign, delivered in partnership with OLI in the U.S., and its upcoming suicide-prevention public-awareness campaign.