



# **Behaviour at level crossings and how to change it**

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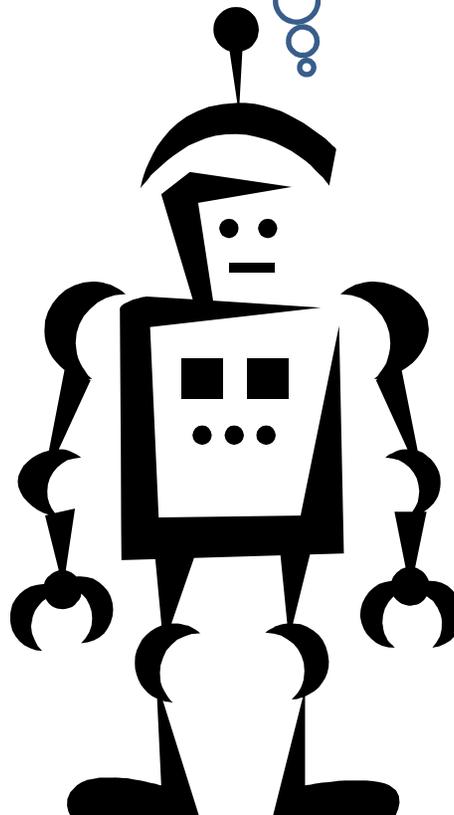
# How do we want people to behave?



*Level crossings can be unsafe,  
crossing safely is my number one  
priority*

## INPUTS

Signals  
Signs  
Audible alarms  
...



## OUTPUTS

Pay attention  
Obey signals  
Make the right  
decision  
Control speed  
Cross quickly  
Don't stop on  
the crossing

# How do people behave at level crossings?



Video courtesy of Network Rail:

<http://www.networkrailmediacentre.co.uk/imagelibrary/default.aspx?NewsAreaId=28>

# Why do people make mistakes and break rules?



*Running late for school! I hope I don't get caught at this crossing... Oh, that's my phone bleeping, wonder if it's a message from that girl?*

## INPUTS

Watch  
Mobile  
phone  
Signals  
Signs  
Audible alarms  
...



## OUTPUTS

Rushing  
Looking  
down  
Keep  
going  
Cross late

## Easy

- Crossing easy to use
- Alternatives easy to use
- Make violation difficult (e.g. physical barriers)

## Attractive

- Maximise **perceived** benefit of complying
- Minimise **perceived** disbenefit of complying (eg. reduce delay)

## Social

- Society demands correct behaviour (friends, parents, schools, positive role models)

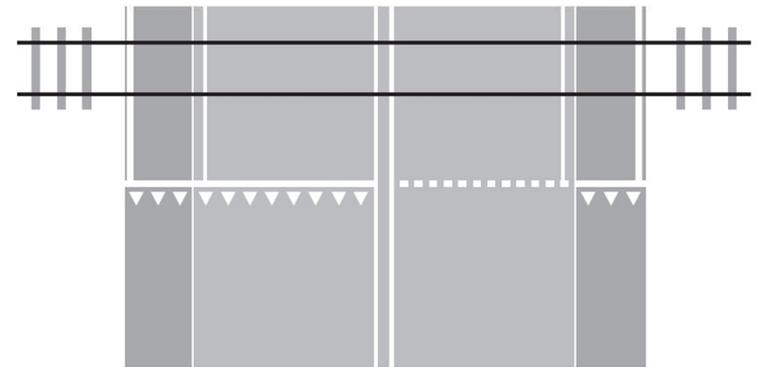
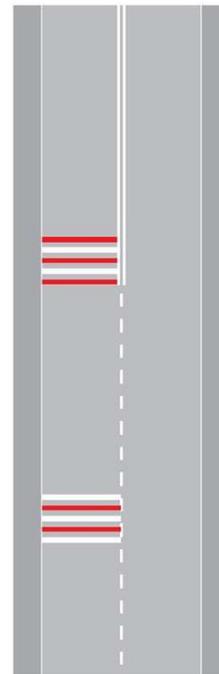
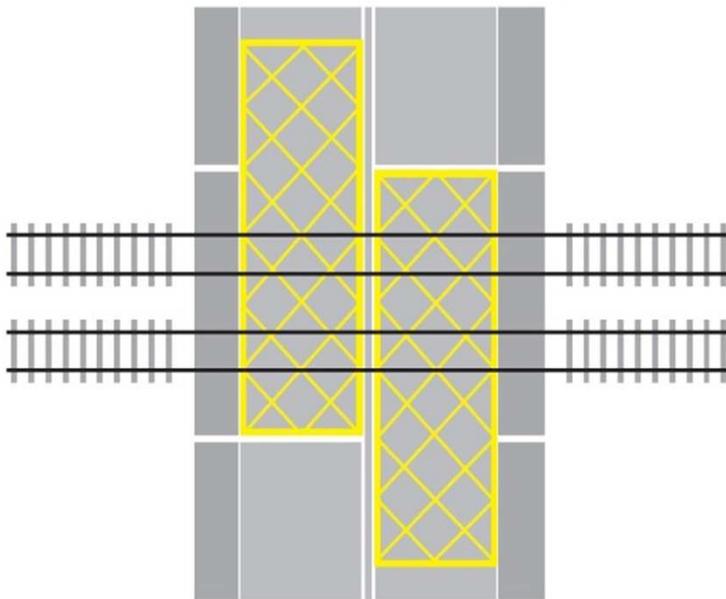
## Timely

- Reminders and instructions presented at the right time

# RSSB research – Pedestrian behaviour



# RSSB research – Public road level crossings



## **Why don't people always act safely at level crossings?**

- Short-term goals seem more urgent than long-term safety goal
- People are programmed to take short-cuts and use incomplete information

## **How can we influence them?**

- Make the desired behaviour EASY, ATTRACTIVE, SOCIAL
- Give reminders and instructions at the right TIME
- Use a range of approaches to influence the most people