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International Level Crossing Awareness Day (ILCAD) on 7 June 2012

'We are delighted to see that the idea of ILCAD attracts each year more and more countries and organisations. This indicates that we have chosen the right path, as good initiatives tend to grow.

ILCAD is growing into something similar to a public railway charter where countries and organisations take voluntarily the obligation to talk about the issues related to railway crossings.

It is not a secret that pedestrians often just ignore the red lights placed at railway crossings. While talking to kids and youth during public events, it appears that there are many of those who are certain that the traffic lights displayed at railway level crossings are for motor vehicle drivers only.

The TV ad prepared for this year's ILCAD campaign should help the audience to understand that ILCAD's target group is not just motor vehicle drivers but also pedestrians for whom apply the same rules for acting at level crossings as for drivers. "RED is RED both at roads and railway level crossings" is one of the campaign slogans of Operation Lifesaver Estonia. It calls upon people to obey the rules that ensure their own safety.

I believe that ILCAD will continue to grow also in the forthcoming years and becomes eventually an international level crossing awareness day during which are discussed various public railway safety issues and people are called upon to cross railways safely.

In its events organised for ILCAD 2012, Operation Lifesaver Estonia continues the traditions developed in the previous years. We shall display at level crossings our rail safety mascots "Sparkies", we send a press release to the Estonian media, we publish the ILCAD TV ad on our website and the Estonian Police and Border Guard Board shall pay more attention to following the rules related to crossing railways.

The campaign organised in cooperation with:

Estonian Railways, South Western Railway, Estonian Technical Surveillance Authority, Estonian Police and Border Guard Board, Estonian Road Administration, etc. "