

It is important to take initiatives to improve awareness of compliance with traffic rules and of safety for drivers and pedestrians who pass through level crossings to prevent level crossing accidents. South Hokkaido Railway Company has taken awareness raising activities to prevent level crossing accidents in tandem with the national traffic safety campaign period. We interviewed them about the details of those activities.

【Interview with South Hokkaido Railway Company】

It is important to take initiatives to improve safety awareness of new elementary school children, since “they do not have much knowledge about road traffic” and “they start to act independent of their parents” once they live in a society with traffic.

(i) Call for the prevention of accidents at the neighborhood elementary schools

South Hokkaido Railway Company has called for the prevention of accidents since its inauguration (March 2016) in tandem with the spring national traffic safety campaign period every year for new students of seven elementary schools along the railway lines by distributing sheet protectors for raising awareness of traffic accident prevention. New elementary school students seem to look forward to receiving these sheet protectors. On the other hand, our employees have an opportunity to establish cooperative relationships with the schools to prevent level crossing accidents through direct communications with teachers.



Figure 14: Sheet protector for distribution

(ii) Promotion of safety awareness through local cable TV and radio stations

We have called for safe crossing at the level crossings every year since 2018 through the local radio station by requesting to “stop before entering the level crossing”. Moreover, we have been interviewed by a TV station about level crossing accident preventive measures since 2019. Our employees appear on a program of the local TV station and carry out awareness raising activities near the level crossings. We ask for “stop before entering the level crossing” and “safety check”. Also, we distribute tissues and leaflets for awareness raising to motor vehicles that stop before entering the level crossing.

(iii) Call for the prevention of level crossing accidents using the electric signboards of the drink vending machines

We call for the prevention of level crossing accidents using the electric signboards of the drink vending machines installed in all 5 stations of the South Hokkaido Isaribi lines.



Figure 15: Street awareness raising activity broadcasted by the local cable TV station



Figure 16: Use of electric signboard of the drink vending machine (Kunetsu station)

It is expected that safety awareness of those who pass through the level crossings by establishing cooperative relationships with the local elementary schools and engaging in awareness raising activities through the local Cable TV and radio stations with the aim of preventing level crossing accidents. Considering the fact that level crossing accidents occur even in class 1 level crossings, these awareness raising activities continue to play an important role in accident preventive measures in addition to the abolition of class 3 and class 4 level crossings and their conversion into class 1 level crossings.