

D31.3 Inventory of Awareness Raising and Competence Building activities for PT-staff

PUBLIC SUMMARY (PS)

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Note: this document reports only the Public Summary of a non-public document. The full document identification is noted here below for information.

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1 Public Summary

There exist a high number of measures worldwide being implemented to provide and enhance security for the public transport system.

Measures are stimulated both from authorities as well as from public transport organizations. They aim at operational staff in vehicles and at stations as well as at PT-passengers. In addition, non-operational staff in the field of security, cleaning or in shops, are also important target groups for awareness raising and competence building activities.

Awareness campaigns can be seen as a key component of a security initiative for a PTO. Several examples show the diversified approach how to encourage commuters in a safety and security related manner. As examples the campaign of Hamburger Hochbahn “I will press the security button for you”, the campaign of the Federal Transit Administration (FTA) and the campaign of the Mass Transit Railway Corporation (MTR-Hong Kong) can be named.

Effective awareness programs enlist the public in becoming an informal part of an agency security plan. Passengers are seen as an active part to contribute to the strengthening of system security by explaining them specifically how to identify and how to behave in a critical situation.

On the other hand, a safe and secure public transport system can only be provided if public transport staff is well trained and motivated in emergency issues.

In the analysis, several principles respectively findings from the various presented awareness raising activities and trainings for PT-staff could be identified. These principles comprise e.g. an intelligent use of multiple forms of media and frequency. They can serve as a guideline when implementing security measures.

It is proven that messages should be simple, yet direct and memorable; also existing (successful) campaigns can be used. PTO`s should also think of corporate identity and in measuring effectiveness. There exist several measures which can be used to measure effectiveness, which extend from output measures to outcome measures.