



Safety Campaign Report



Introduction

The Aslam Lak Safety Campaign is part of the ongoing efforts of Saudi Arabia Railways “SAR” to enhance safety awareness and reduce encroachments on railway rights-of-way. The campaign aims to protect lives, safeguard public and private assets, and ensure the continuity and safety of railway operations.

The campaign is implemented through well planned field tours supported by accurate operational data, ensuring that high priority locations are effectively targeted and that a sustainable community and awareness impact is achieved.

Site Selection Methodology

Field tour locations were identified based on data and reports received from the Infrastructure Department, specifically related to recorded encroachments and violations along the railway right-of-way.

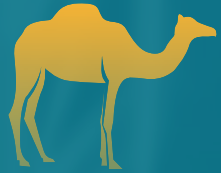
This data was analyzed to identify areas with the highest frequency of reports and operational observations, ensuring that awareness and field efforts are directed toward locations with the greatest operational priority and direct impact on safety and service continuity.

Campaign Objectives

- 1** Raise awareness of the risks associated with encroaching on railway rights-of-way
- 2** Promote compliance with the use of designated and safe crossings
- 3** Increase awareness of regulations and penalties related to unauthorized crossings, while emphasizing the protection of lives and public and private property

- 4** Directly engage with communities most closely connected to railway locations and deliver awareness messages effectively
- 5** Support community partnerships and expand the campaign's media and digital reach
- 6** Contribute to reducing operational risks and enhancing overall railway safety

Target Audiences for Field Campaigns



**Livestock
Owners**



**Livestock
herders**



**Recreational
Visitors**



**General
Public**

Communication Channels Used

- Field tours
- Customized content published across SAR's official social media platforms
- Internal employee communications
- SMS awareness messages
- Distributed brochures
- Awareness giveaways
- Child focused giveaways
- Coordination with relevant authorities to reach target audiences
- General safety awareness videos
- Field tour videos
- Animated awareness videos for children



Field Tours Overview



First Tour

1,000 km

Total Distance Covered

13 Locations

Villages Visited

3 days

Duration

+908,000

Total post views

Locations Visited

Dumat Al-Jandal, Al-Rudayfah, Al-Adhari', Abu Ajram, Al-Nabk Abu Qasr, Shaibah, Al-Nabaj, Tabarjal, Fayyadh Tabarjal, Ghatti, Al-Nasifah, Qulaib Khudr, Al-Eisawiyah

Tour Deliverables



Second Tour

500 km

Total Distance Covered

8 Locations

Villages Visited

4 schools

Schools Visited

3 days

Duration

+380,000

Total post views

Locations Visited

Asaylan, Eastern Al-Tarfiyah, Al-Shamasiyah, Al-Rabiyah, Al-Zulfi, Al-'Alaqah, Rawdat Al-Sabalah, Al-Majma'ah

Tour Deliverables



Third Tour

250 km

Total Distance Covered

3 Locations

Villages Visited

3 days

Duration

+419,000

Total post views

Locations Visited

Al-Hofuf, Al-Zaidiyah, Shuja'ah

Tour Deliverables



Fourth Tour

402 km

Total Distance Covered

3 Locations

Villages Visited

3 days

Duration

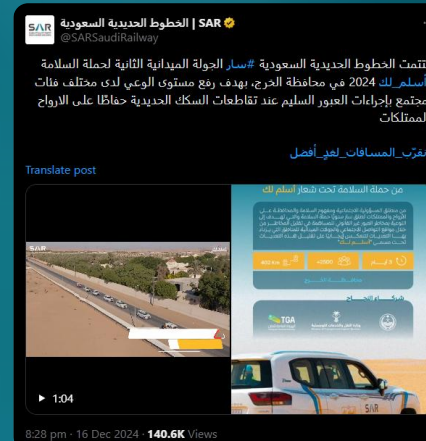
+419,000

Total post views

Locations Visited

Al-Kharj, Al-Shadidah, Hait

Tour Deliverables



Fifth Tour

720 km

Total Distance Covered

9 Locations

Villages Visited

3 days

Duration

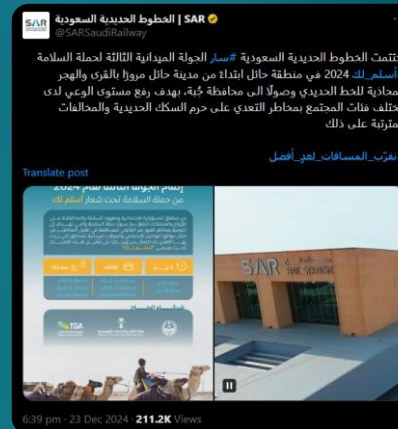
+390,000

Total post views

Locations Visited

Ha'il, Jubbah, Al-Qa'id, Al-Jithamiyah, Al-Naisyah, Umm Al-Qulban, Qina', Al-Turaybah, Muzairat

Tour Deliverables



Sixth Tour

320 km

Total Distance Covered

1 Region

Regions Visited

3 days

Duration

+2.3 Million

Total post views

Locations Visited

Al-Zulfi

Tour Deliverables



Seventh Tour

760 km

Total Distance Covered

7 Locations

Villages Visited

3 days

Duration

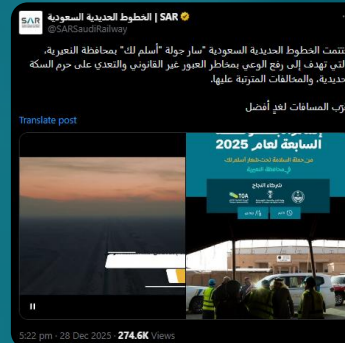
809,000

Total post views

Locations Visited

Al-Nu'ayriyah, Al-Hayrah, Al-Lisafah, Umm Al-Shafлах, Qaryat Al-'Ulya, Al-Kahfah, Mulayjah

Tour Deliverables





Campaign Media Library

أسلم لك

Thank You