

## MRT SAFETY CAMPAIGNS

According to the passengers' accident statistics from using the MRT system for 2017, there is a tendency for passengers of the M.R.T. Chaloem Ratchamongkhon Line (MRT Blue Line) and the M.R.T. Chalong Ratchadham Line (MRT Purple Line) accidents to increase, most of which were accidents on escalators, mainly resulting from improper use of the MRT system and negligence of passengers which caused their injuries, for instance, passengers carrying many heavy belongings without holding an escalator handrail, leaning against the handrail, walking/running and slipping while stepping on and off an escalator, including physical health of passengers, etc.

Therefore, safety activities were regularly organized to acquaint passengers on safe use of the MRT Blue Line and the MRT Purple Line, comprising:



- The “Safety Share Safety All On Tour 2017” activity which was held within the stations to help urge passengers to become aware of safety and proper use of the MRT system for ensuring passengers' access to the information furthest, with an aim of minimizing risks from accidents in using the service, by means of public relations to emphasize how to safely use escalators, beware of pickpockets while boarding the trains and within the stations, as well as encouraging reduction of the use of mobile phones while using the MRT system.

- **Improvement of media within the stations** to make it more clear and provision of public relations media in forms of infographic and animation for dissemination via Facebook, Twitter, and Passenger Information Displays (PIDs) within the stations and trains to ensure broader public relations and enhance the understanding of passengers in using the MRT system.

### Examples of Infographic



### PIDs on Platforms and inside the Trains



### Posters within Stations and Trains



### Animation on how to use escalators, baby strollers and board the trains



### 7-Format Animations on Digital Media on areas of BMN



### Animation on reduction of the use of mobile phones while boarding the trains



- **How to safely use the MRT system** was educated to the youth, as well as organizing the social activities, through participation by personnel from agencies inside and outside the Company. This was considered as another channel of communication accessible to the service users the most.

### Suggestion on Safe Use of the MRT Purple Line in association with MRTA



### Safety on use of the MRT system was educated to Wat Chatkaewchongkolnee School students with CSR Division.



### Safety on use of the MRT system was educated in the M Care activity with CSR Division.



To ensure the Company's readiness in response to any potential emergencies in the MRT system, in the previous year, the Company participated in the Crisis Management Exercise 2017 (CMEX -17) with the Office of National Security Council (NSC) and the Counter Terrorist Operations Center (CTOC).