Cooperation with customers and communities to ensure safety

To ensure the safe use of stations and trains, we are implementing various measures so that our customers and people in communities can press emergency stop buttons when they sense danger.

Platform zero accident campaign
27 railway companies are jointly conducting platform zero accident campaigns to alert customers to avoid coming into contact with trains or falling onto tracks at platforms. Additionally, the campaigns aim to ask customers to push emergency stop buttons when they sense danger.

Campaign to prevent dashing onto a departing train
27 railway companies are jointly implementing a campaign to prevent customers from dashing onto a departing train to raise awareness among passengers that it is dangerous, and asking them to push an emergency stop button when they notice danger.

Level crossing zero accident campaigns
We ask our customers and neighboring communities for cooperation in the safe use of level crossings, through awareness increase activities with local police stations and by posting campaign posters at stations and showing TV and radio commercials.

Utilization of simulators for platforms and level crossings
We are offering opportunities for our customers to try pushing emergency stop buttons that can be found on platforms and at level crossings. Platform simulators are located at stations and local events, while level crossing simulators are located at driving license centers, so that people can try pushing the button and see how it works.

Our efforts for safety at level crossings in coalition with local communities
At Sendai District Center, on May 10, starting with the opening ceremony at Sendai station, in cooperation with local law enforcement, local municipalities and JR East Group companies, we implemented the spring level-crossing accident prevention campaign. We conducted promotion activities by distributing leaflets and campaign goods, simulations on how to escape from a level crossing by using a mock level-crossing, and lessons on how to properly cross a level-crossing for kindergarteners. In the Sendai District, we had zero level-crossing accidents in the previous fiscal year. By calling out “stop at a level-crossing”, “do not cross while a warning device starts beeping”, “press an emergency button when you notice an abnormality on a level-crossing”, “do not cross once a warning device starts beeping” and “press an emergency button when you sense danger”, as many people as possible, we will continue our efforts to maintain a zero level-crossing accident record in Sendai District.

Sales Chief Sendai District Center, Sendai Branch Office

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Sustainability Report 2019

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Sales Chief Sendai District Center, Sendai Branch Office