

A large, semi-transparent graphic of a high-visibility safety vest. The vest is orange with two vertical yellow reflective stripes. A small white label with the CSEA logo is on the upper chest. The text "DON'T ZONE OUT" is printed in large, semi-transparent grey letters across the lower chest area of the vest.

CSEA's Work Zone Safety & Distracted Driver Campaign



Roads are Dangerous Places!

- Over **37,000** fatalities and **2.4 million** injuries in 2008.
- **1,231** people were killed on NY's roads that year.
- In general, roads are **VERY** dangerous places.



DON'T ZONE OUT



Try Working Here!

- How would you like to work at a location that claims a life every **10** hours and injures someone every **13** minutes?
- There were **720** fatalities and over **44,000** injuries in work zones across the US in 2008.
- That accounts for **2.3** fatalities per day & **110** injuries per day.



It's Rough Out There!

- Since 1983, **45** CSEA members have been killed in work zones.
- About half (**22**) were caused by the traveling public.
- The NYS DOT reported **511** work zone crashes with **12** fatalities and **173** injuries in 2009 alone.

DON'T ZONE OUT

It's Getting Worse!

- Roads are filled with aggressive and distracted drivers.
- Aggressive Drivers
 - Caused **56%** of Fatal Crashes in 2008.





Distracted Driving

- At any given time, more than **800,000** vehicles are being driven by someone using a cell phone.
- Distracted drivers killed **6,000** people and injured another **500,000** in 2008.



Distracted Driving

- Driving while using a cell phone reduces brain activity by **37%**.
- Using a cell phone increases your chance of a crash with serious injuries by **4 times!**
- Texting while driving increases the chance of a serious crash up to **23 times!**

Distracted Driving

- It's like being drunk!
 - University of Utah study on cell phone use:
 - Increased the rate of rear-end collisions.
 - Decreased break-time by **10%**.
 - Caused a **25%** increase in erratic driving.
 - The study showed using a cell phone was worse than being above the legal limit for alcohol.

Distracted Driving

- Three types of distractions:
- **Visual** (taking your eyes off the road).
- **Manual** (taking your hands off the wheel).
- **Cognitive** (taking your mind off the road).
- Using a cell phone combines **ALL** three.





**It doesn't matter if it is a
“hands-free” device or not.**

**Using ANY phone is just as
dangerous while driving!**



So, What Are WE Going To Do About It?!

CSEA's Work Zone Safety & Distracted Driver Campaign

Strategy

- 1. Educate the “road users” of the importance to stay alert in work zones.**
- 2. Ensure all CSEA workers get training.**
- 3. Strengthen existing laws and enforcement of work zone regulations.**



DON'T ZONE OUT



Educating Road Users

We Need Your Help!





- **We must educate ourselves, friends, families, and communities.**
- **CSEA members that don't work on roads.**
- **Start with friends and family members.**
- **Most importantly the people making decisions that affect road workers.**

How?

- Pledge Cards
- Get on *the* “LIST”
- Fact Sheet
- Car Magnets
- Window Stickers





I Pledge To:

- **Be alert & slow down in work zones.**
- **Focus on driving not other things.**
- **Tell my friends, family, and co-workers to do the same and DON'T ZONE OUT!**
- **Distribute campaign materials at CSEA & community events.**
- **Get more people to sign on and pledge to NOT ZONE OUT!**



Get on the list! To Pledge:

csealocal1000.org/osh/work_zone_pledge.php





To help us
spread this
message:





Campaign Items

- Get some today!
- Order more from by calling CSEA Headquarters.
- Post & distribute.
- Lead by example.





Thanks For Your Support!

*Your Brothers And Sisters Working
On The Roads Are Counting On It...*

DON'T ZONE OUT

**Be Safe, Spread the Word,
Don't Zone Out!**