



ONTARIO ROAD BUILDERS' ASSOCIATION

Road Safety Campaign Toolkit

"This campaign is about ensuring drivers perceive construction zones as workplaces – much like an office – and drive accordingly, so construction workers can be safe at work. Our videos use humour to highlight the misperceptions some drivers have of construction zones and how those misperceptions can put road workers' safety at risk."

– Geoff Wilkinson, Executive Director, Ontario Road Builders' Association



TWITTER

You wouldn't speed at the office, so why speed in a construction zone? #SiteUnseen bit.ly/1Tj5J2f

Imagine trying to work with someone yelling at you. ORBA reminds us work sites are also work places #SiteUnseen bit.ly/1OQjq6X

Campaign reminds drivers to treat work zones like workplaces. Merge properly; respect road builders #SiteUnseen bit.ly/1NBAA1t



FACEBOOK

A new campaign from the Ontario Road Builders' Association shows bad driving habits in traditional workplaces. You wouldn't speed at the office, so why speed in a construction site? #SiteUnseen bit.ly/1Tj5J2f

Directing your road rage at the construction worker you think has caused your delay? ORBA reminds us work sites are also work places #SiteUnseen bit.ly/1OQjq6X

Construction zones are workplaces. A new campaign from the Ontario Road Builders' Association reminds drivers to treat work zones like workplaces. Slow down; respect road builders #SiteUnseen bit.ly/1NBAA1t



YOUTUBE VIDEO LINKS



ORBA'S TIPS TO ENSURE CONSTRUCTION ZONE SAFETY

- Adhere to posted speed limits and other signage on the road.
- Avoid distractions while driving.
- Plan ahead to avoid delays.
- **TREAT CONSTRUCTION ZONES AS IF THEY WERE YOUR OWN WORKPLACE.**



TOP IPSOS SURVEY FINDINGS

- **ONE IN EVERY THREE DRIVERS (28%)** admits that they are not always focused on the road while driving
- Many drivers report witnessing a number of other drivers' bad habits including **SPEEDING (87%)**, **WEAVING (72%)** and **ROAD RAGE (61%)**
- Most Ontario drivers agree construction sites are simply people **DOING THEIR JOBS (93%)** but a significant majority also report viewing construction sites as an **INCONVENIENCE (75%)**



SUPPORTING WEB RESOURCES



[@ONROADBUILDERS](https://twitter.com/ONROADBUILDERS)

For information about public safety



[@OPP](https://twitter.com/OPP)

For information about road closures



[@511ONTARIO](https://twitter.com/511ONTARIO)

FOR MORE INFORMATION VISIT [ORBA.ORG](https://orba.org) OR CALL (905) 507-1107