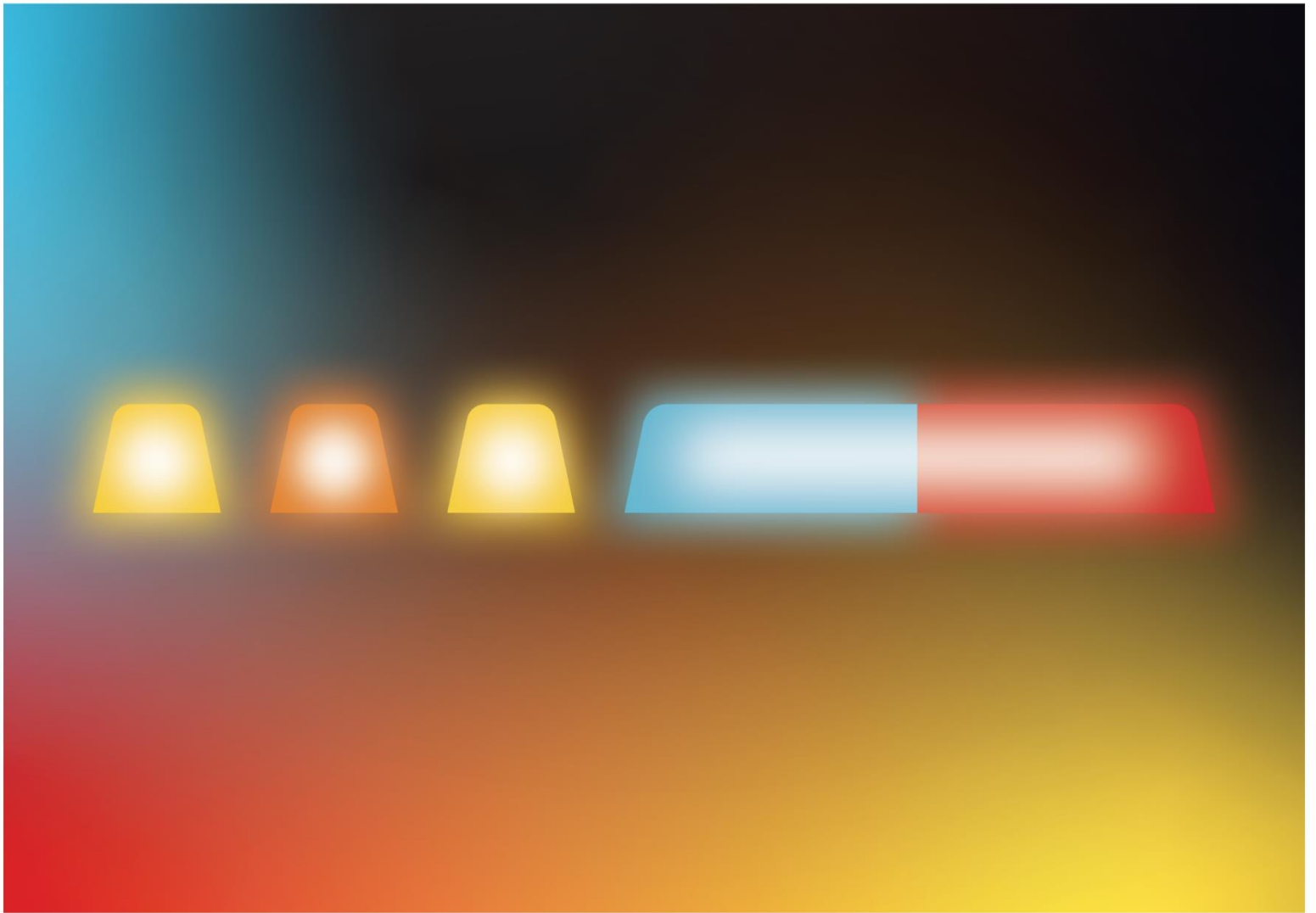

Roadside Worker Safety Campaign Communications Toolkit



Required

Roadside Worker Safety Communications Toolkit | Transportation & Economic Corridors

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Introduction

Thank you for your support of this important roadside worker safety campaign.

Safety for roadside workers has long been a concern in Alberta. In October 2005, Alberta's Government made changes requiring traffic to slow down to 60 km/h or the posted speed limit, whichever is lower, when passing stopped police, ambulances, fire trucks and tow trucks with their flashing lights activated. Fines for speeding when stopped first responder vehicles and tow trucks with their flashing lights activated were also doubled at that time.

Despite these safety measures, roadside workers continue to be injured and even killed while working in very dangerous environments, and not all roadside workers, including highway maintenance workers and snowplow operators, were protected under these rules.

Did you know:

- According to Alberta's Workers' Compensation Board (WCB), between 2014 and 2018, there were 2,229 injuries involving workers being struck by a vehicle.
- Additionally, between March 2018 and March 2021, there were approximately 130 collisions involving snowplows contracted by Transportation and Economic Corridors.
- During the winter of 2022-23, there were 37 collisions involving a government-contracted snowplow.

In 2021, a public engagement, employing an online survey, queried Albertans on their knowledge of roadside worker safety and found many were unaware of the rules, as well as had strong support for new rules to increase protections for all roadside workers, not just first responders.

To continue to increase safety for emergency responders and other roadside workers, Alberta's government made changes to regulations under the *Traffic Safety Act* to improve roadside worker safety by including all roadside workers, not just first responders and tow trucks. The changes still require the adjacent lane of traffic to slow down when passing stopped roadside worker vehicles with flashing lights, but they also require traffic in the adjacent lane to move over when it's safe to do so.

Implementation of these changes was expected on March 1, 2023. However, these changes were postponed until September 1, 2023, allowing time for an extensive public education campaign on these changes.

To improve safety for all roadside workers we must all work together to make this a successful campaign, which reaches drivers across Alberta, both in the short term when these changes come into effect, and in the long term, over the coming months and years. This will require all of us - governments (municipal and provincial), law enforcement agencies, highway maintenance companies and non-governmental safety organizations to effectively communicate this issue to Albertans.

Messaging

These key messages can be used to develop posters and other collateral, or in drafting social media posts.

Key Messages:

- We're strengthening the rules to help protect vulnerable workers so they can get home safely.
 - Now all roadside workers and snowplow operators will receive the same protection as police, ambulances, fire trucks and tow truck drivers.
 - It doesn't matter the colour of the flashing lights – starting September 1, drivers in the lane closest to any vehicle stopped at the side of the road with its lights flashing must slow down to 60 km/h or the posted speed, whichever is lower.
 - To increase safety for roadside workers, drivers must move over to the far lane if it's safe to do so. Drivers are also required to take reasonable steps to allow another driver to move over.

- Slowing down for all roadside workers helps keep everyone safe, and it helps keep traffic flowing efficiently.
- To help enforce these changes, fines and demerits will be applied for unsafe behaviours when passing roadside workers and snowplows.

Keys Facts:

- According to Alberta’s Workers’ Compensation Board (WCB), between 2014 and 2018, there were 2,229 injuries involving workers being struck by a vehicle.
- Additionally, between March 2018 and March 2021, there were approximately 130 collisions involving snowplows contracted by Transportation and Economic Corridors.
- During the winter of 2022-23, there were 37 collisions involving a government-contracted snowplow.

Social media messaging

This section helps you promote the new roadside worker safety campaign using prewritten posts for Twitter, LinkedIn and Facebook/Instagram. Copy the text and include a co-branded graphic, image or short video to boost engagement, as well as hashtags to increase reach and searchability. Be sure to tag Alberta’s Government, @YourAlberta on social media (LinkedIn, Instagram and Facebook), so we can see your roadside worker safety messages) to share our content and spread the word!

The marketing URL for the campaign is: **alberta.ca/RoadWorkerSafety** (directs to <https://www.alberta.ca/roadside-worker-safety.aspx>)

Long form (Facebook, Instagram, LinkedIn)

Post #1

Effective September 1, 2023, all vehicles in the lane closest to the stopped roadside vehicle, you must move over to the far lane to give workers extra space. If you can’t safely move over, you must slow to at least sixty km/h, or the posted speed limit, whichever is lower.

Drivers are also required to take reasonable steps to allow other drivers to move over. Slowing down for all roadside workers helps keep everyone safe, and it helps keep traffic flowing efficiently.

Post #2

It doesn’t matter the colour of the flashing lights – starting September 1, drivers in the lane closest to any vehicle stopped at the side of the road with its lights flashing must move over one lane to increase safety for roadside workers. If they cannot safely do so, they must slow down to 60 km/h or the posted speed, whichever is lower.

Short form (Twitter)

Tweets can be sent out as a thread including multiple posts or can be sent out individually. Best practices recommend including a graphic, image or short video to boost engagement, as well as use the hashtags below to increase reach and searchability. Be sure to tag us, @ABTransComm, so we can see your roadside worker safety messages.

Tweet #1

Effective September 1, 2023, all vehicles in the lane closest to the stopped roadside vehicle must move over to the far lane to give workers extra space. If you can’t safely move over, you must slow to at least 60 km/h, or the posted speed limit, whichever is lower.

Tweet #2

It doesn't matter the colour of the flashing lights – starting Sept 1, drivers in the lane closest to any vehicle stopped at the side of the road with its lights flashing must move over to the far lane. If you can't safely move over, you must slow to at least 60 km/h.

Tweet #3

To increase safety of roadside workers, drivers on a multi-lane road or highway must move over one lane, if it is safe to do so, to allow workers the space to work safely. Failure to do so could result in a fine of \$243 and 3 demerits.

Tweet #4 (Winter safety)

Drivers who pass a snowplow unsafely, or impede the operation of the snowplow, or pass when the view is obstructed will face a fine of \$324 and three demerit points.

Please be patient and wait until the snowplow moves over to allow you to pass safely.

Potential hashtags to use in social media posts (in addition to municipal location tags such as #yyc, #yeg, #yqf, etc.):

#ABRoads

#DriveSafe

#RoadSafety

#DrivingTips

#WinterDriving

Article for e-newsletter

You can use this sample article in your company's newsletter or intranet, or it could be expanded as an op-ed column with anecdotes from colleagues.

Changes are coming to Alberta's roads and highways. These changes require drivers in the lane closest to a stopped roadside worker vehicle with its flashing lights activated to move over to the far lane to give workers extra space. If you can't safely move over, you must slow to at least 60 km/h, or the posted speed limit (whichever is lower). Other drivers are required to take reasonable steps to allow another driver to move over.

These changes take effect on September 1, 2023, after which time, speeding fines will also double when passing any stopped vehicle with its flashing lights activated.

There are also fines of \$243 and three demerits for not moving over and not allowing other drivers to move over so that they can provide additional space for roadside workers. There is also a penalty of \$342 and three demerits for unsafe passing of snowplows.

Remember, it doesn't matter the colour of the flashing lights – starting September 1, this affects every roadside worker in every vehicle with flashing lights activated.

So please slow down or move over so everyone can get home to their friends and loved ones safely.

Promotional resources

There are additional promotional resources that can be accessed by contacting [Transportation and Economic Corridors](#). These include:

11 x 17 Poster (also available at <https://www.alberta.ca/roadside-worker-safety.aspx>)

Social media graphic

