Messaging that Sticks: What Works to Drive Behavioral Change

Work Zone Safety Campaign: Case Study
Nebraska Work Zone Crashes

Source: State of Nebraska 2017 Annual Report, Traffic Crash Facts
Construction worker hit by car, suffers life-threatening injuries

October 11, 2107

A construction worker suffered life-threatening injuries after being hit by a car at 31st and Superior streets Wednesday afternoon.

Amy Walton watched a westbound car cross the median on Superior Street and drive into a coned-off area in the eastbound lanes, striking the construction worker around 2:30 p.m.

The car came to a stop east of 27th and Superior, where Walton found the driver, an elderly woman. Other passersby tended to the construction worker.
City urges caution after 2nd construction worker struck by car this week

Lincoln police and public works officials urged drivers to use more caution near construction zones after two construction workers were hit and seriously injured by cars this week.

Friday morning, a construction worker who is a volunteer firefighter in Eagle lost one leg and suffered severe injuries to the other after being hit by a vehicle and pinned against a sign in a marked construction zone near 16th Street and Old Cheney Road, fellow firefighter Mike Vanarsdall said.

Eric Walkenhorst, 39, was taken to Bryan West Campus, where he was placed in a medically induced coma, Vanarsdall said.

The accident came as a shock to members of the Eagle Volunteer Fire and Rescue Department, Vanarsdall said, and it "hit hard, because he's a very active member."
Researched the victims of these crashes

December 18, 2017
Duties of drivers approaching stopped vehicle or towing, maintenance, solid waste collection, or other vehicles.

A driver in a vehicle on any roadway other than a controlled-access highway who is approaching (1) a stopped authorized emergency vehicle using flashing or rotating lights as provided in section 60-6,231 or (2) a vehicle operated by a towing or vehicle recovery service, a Nebraska State Patrol motorist assistance vehicle, a publicly or privately owned utility maintenance vehicle, a highway maintenance vehicle, or a vehicle operated by a solid waste or recycling collection service, which is stopped and displaying strobe or flashing red, yellow, or amber lights, shall, unless otherwise directed by a law enforcement officer, proceed with due care and caution and:
Neff Towing Service, Inc.

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Good morning, I am Mark Sagerstrom, the Road Safety Project Coordinator for Nebraska Safety Council. I am developing driver awareness of work zones and emergency service.

1/24/18, 11:27 AM

Hi Loren, I'm Mark from the Nebraska Safety Council. Have been trying to get a hold of you to record a radio spot for the roadside safety campaign. My cell is 402-331-3254. Let me know when you have a minute.

2/27/18, 11:18 AM

Had a very professional gentleman come and would work with you guys anytime!

October 5, 2018

The worst experience I had in towing. I needed to be towed. I go through AT&T roads... See More
You have one job.

Dave had just finished hooking up a truck to his tow truck when he heard the screech of skidding tires. He looked up and saw a vehicle hit his wrecker skidding towards him, but managed to duck between the wrecker and the truck it was hooked to.

Put the phone down and drive.
You have one job.

Joe was under his truck pulling the driveshaft of the vehicle he was about to tow when a tractor trailer did not move and hit his cones sending them flying into his vehicle. Joe suffered a shoulder injury that has made it difficult to work since.

Put the phone down and drive.
You have one job.

John was flagging traffic in a work zone when he was struck by an inattentive, speeding motorist. John died immediately. In that instant many other lives were forever changed.

Put the phone down and drive.
You have one job.

Ken was filling potholes on "O" Street when hit by a driver. He died shortly after leaving a young son and wife without a father or husband. His son has grown to raise his own family without his father or his children's grandfather.
You have one job.

Larry was under the front of a truck he was connecting to his tow truck when a pickup came across a lane and a half of traffic and sideswiped the truck and trailer and proceeded to run over his right leg, severing it before side-swiping the tow truck. He has been in therapy for months.
Between 2014 and 2016, Nebraska averaged 953 work zone crashes annually.
MOVE OVER

Between 2012 and 2016, Nebraska traffic crashes increased

15%
Between 2011 and 2016, Nebraska work zone fatal crashes increased by 60%.
Between 2011 and 2016, Nebraska work zone crashes increased by 75%
FIVE construction worker work zone fatalities occurred in Nebraska between 2016 and 2017.
NEBRASKA WORK ZONE SAFETY

WORK ZONE? NO PHONE!

STATISTICS

LARGE TRUCK WORK ZONE Fatalities 133%

WORK ZONE Crash Fatalities 160%

WORK ZONE Worker Fatalities 300%

NEBRASKA 2016-2017
There were 8 fatal work zone crashes that resulted in 13 fatalities and 4 work fatalities. Large trucks accounted for 7 of these fatalities.

YOU HAVE ONE JOB. PUT THE PHONE DOWN AND DRIVE.

DON'T ZONE OUT.

MOVE OVER. SLOW DOWN.

STATE LAW

MOVE OVER OR SLOW DOWN FOR STOPPED EMERGENCY OR ROAD ASSISTANCE VEHICLES

OFFICIAL VEHICLES
Include those operated by roadway maintenance, law enforcement, emergency medical service, towing, and motorist assistance.

WORKING NEAR TRAFFIC IS DANGEROUS

34,890 Traffic crashes in 2016

4,447 More than 2012

Up 15% since 2012

TWO & FOUR LANE DRIVING
If safety and traffic conditions allow, a driver approaching an emergency or road assistance vehicle with flashing lights should slow down and move into the far lane. When changing lanes is not possible, a driver should reduce speed.

Larry was underneath the front of his wrecker when a pickup sideswiped the truck and attached trailer. His right leg was severed. He has been in physical therapy for months.

Dave heard the screech of skidding tires. A vehicle was hitting his wrecker and skidding towards him. Luckily, he managed to get out of the way.

Joe was underneath his wrecker when a tractor trailer hit his cones sending them flying into his vehicle. Joe suffered a shoulder injury that has made it difficult to work.
Media Kits and Resources

Are you a member of the media looking for information on National Work Zone Awareness Week (NWZAW)? Looking for information to send to the local media to get community coverage of NWZAW?

- ATSSA MEDIA KIT
- ILLINOIS DOT MEDIA KIT
- FHWA Fact Sheet (2018)
- FHWA Fact Sheet (2017)
- Nebraska Work Zone Stats
- Nebraska Move Over, Slow Down Flyer
WHEREAS, Nebraska experienced an increase in Work Zone and Roadside crashes and fatalities from 2015 to 2016; and

WHEREAS, Work Zone and Road Assistance Vehicles are active daily throughout the State, and we must protect all workers as they courageously work to improve the safety and lend assistance to those traveling Nebraska’s roadways; and

WHEREAS, We recognize those who work in roadway construction, and maintenance, as well as traffic engineers, traffic operations personnel, law enforcement officers, emergency personnel and others whose work environments include the open road and we honor those who have been injured or lost in the line of duty; and

WHEREAS, With the aid of education efforts of the Nebraska Safety Council and Drive Smart Nebraska coalition in raising drivers’ awareness of the need to move over, slow down, stay alert, avoid distractions, obey the signs and the flag persons to prevent crashes and injuries.

NOW, THEREFORE, I, Pete Ricketts, Governor of the State of Nebraska, DO HEREBY PROCLAIM the week of April 8 – 14, 2018 as WORK ZONE AND ROADSIDE SAFETY AWARENESS WEEK in Nebraska, and I do hereby urge all citizens to take due note of the observance.

IN WITNESS WHEREOF, I have hereunto set my hand, and cause the Great Seal of the State of Nebraska to be affixed this Twenty-ninth day of March, in the year of our Lord Two Thousand Eighteen.

Attest:

[Signature]
Secretary of State

[Signature]
Governor
SAVE THE DATE
April 9, 2018

Press Conference: Nebraska Safety Council, Lincoln
3243 Cornhusker Hwy, Suite A-10

Time: 10am
Why: National Work Zone Safety Awareness Week
Description: We are working with six families that have personally experienced loss or injury from the startling rise in work zone and roadside safety crashes in Nebraska. In a recent study 49% of highway contractors reported that motor vehicles had crashed into their construction zone. Work zone fatalities have doubled in Nebraska from 2011-2016. Last year, there were three employee fatalities, several serious employee injuries, in over 900 crashes. Come and meet these heroes working to keep our roads safe.

For additional information, contact:
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LARRY MILLER
LOST LEG IN WORK ZONE CRASH
Crash survivors, first responders urge Nebraska drivers to move over, look out for roadside workers

RILEY JOHNSON Lincoln Journal Star   Apr 9, 2018   3 min to read
Well Dad's first tow back in his truck was a winch out of a loaded boom truck. Did everything by himself. He's been back in his truck since 8/6/18. Doing a fine job!!!
Thank You

Follow me on Twitter @MarkSegerstrom