



News from the Ohio Turnpike

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FOR IMMEDIATE RELEASE

You Play a Role in Work Zone Safety. Work with Us.

Ohio Turnpike creates videos and implements new tactics to raise public awareness of work zone safety.

By Ferzan Ahmed
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This week, the Ohio Turnpike and Infrastructure Commission joined participating state and federal transportation and safety agencies to promote National Work Zone Awareness Week (April 17-21, 2023), an annual spring campaign held at the start of the construction season to encourage safe driving in highway work zones.

The campaign's message to motorists: *You play a role in work zone safety. Work with us.*

Work zone-related crashes caused by dangerous driving behaviors can be avoided if motorists follow these basic safety tips: obey the posted speed limit, establish a safe following distance, avoid distractions, pay attention to the signs, and be prepared to slow down or stop.

Over the past five years, more than 5,000 work zone-related crashes have occurred on Ohio's roadways per year resulting in fatalities, injuries, and property damage.

To help us raise awareness about work zone safety, we salute the network TV affiliates [WNWO](#) and [WTVG](#) in Toledo, [WEWS](#) in Cleveland, [WFMJ](#) and [WKBN](#) in Youngstown for their news segments as well as the numerous stories published in newspapers across northern Ohio to keep motorists and our maintenance/roadway workers safe along the 241-mile Ohio Turnpike and beyond.

As part of our efforts to create a highly visible and memorable campaign to prevent work zone crashes, several new tactics were implemented to remind travelers about the potential human toll caused by dangerous driving behaviors. They include:

- Life-size vinyl-adhesive cutouts of actual Ohio Turnpike maintenance/roadway workers, Eddie and Tommy, were affixed to the interior columns at all 14 service plazas with the message "Move Over Slow Down For All Vehicles With Flashing Lights" and a QR code to learn more about [Ohio's Move Over Law](#); and
- Vinyl-adhesive images of a hardhat and safety vest were affixed to the mirrors in the public restrooms at all the service plazas, so when a traveler walks to the sink to wash his or her hands or look at themselves, they will see their face reflected in the mirror framed between the hardhat and safety vest.

To reach our social media audiences, we also created a four-part video series to promote work zone safety week. The videos were also displayed on closed-circuit televisions inside all the service plazas. The videos include:

- Video 1: [Coming soon... Work Zone Awareness Week](#)
- Video 2: [Ohio Turnpike Promotes Work Zone Safety](#)
- Video 3: [Go Orange Day](#)
- Video 4: To Be Announced

In addition, to create impressions with travelers entering the service plazas, our maintenance sign shop created a stencil that was used to spray paint the “Move Over Slow Down” message on the main sidewalks using orange marking paint.

During the week, we also illuminated our administration and maintenance buildings, which are visible to motorists traveling on the Ohio Turnpike, with orange-colored spotlights to show our support for the weeklong campaign.

Staff at our administration building in Berea participated in the campaign’s Go Orange Day by wearing orange-colored clothing to raise awareness of work zone safety, recognize roadway workers, and remember the individuals who lost their lives in work zone crashes.

To remind motorists of Ohio’s Move Over Law, permanent “Move Over Slow Down for All Vehicles with Flashing Light” signs were installed ahead of the ramps at all 14 service plazas. The law requires drivers to move over and slow down for all stationary vehicles with flashing lights – including road construction and maintenance vehicles – on the side of all roadways in the state. Fines are doubled for failing to comply with the law.

When it comes to work zone awareness, the goal at the end of the day is for everyone to go home safely to their families and that is what these campaign tactics are designed to accomplish.

The month of April, which kicks off the highway construction season, serves as a reminder that everyone plays a role in work zone safety all year long.

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