



Connecticut's Work Zone Safety Awareness Week, April 2-8, 2006



2006 CAMPAIGN HIGHLIGHTS

- **Kickoff Event:** 10:30am on April 5, 2006 at I-84 Rest Area in Southington, CT
Featuring: DOT Deputy Commissioner Charles Urso
Campaign Partners in Attendance, Work Zone Safety Awareness Committee Booth, Media Kits, Local and State Police enforcement teams, DOT Work Zone Safety Memorial display.
- **Campaign Theme** **DON'T ZONE OUT- Pay Attention or Pay Double**
- **Media** Additional messages related to campaign themes will be displayed on buses, billboards and posters. Posters provided to Town Halls, Libraries, High Schools, Rest Areas, Truck Stops, Train Stations, Airports, DMV Offices, and Police Facilities.

Children's Work Zone Safety Activity Pamphlets and Connecticut Rest Area Information Brochure
- **Public Service Announcements** Airing on Radio and Television Stations Statewide
Primarily First Two Weeks of April and September
- **Traveler Information:** "Work Zone Safety Week/Slow Down For Work Zones" Messages
On Variable Message Signs & Highway Advisory Radio (HAR)
Rest Area Signs Advising "Slow Down for Work Zones"
Advertisements with commuter services and travel publications
- **Utility Companies & Contractors** Coalition with utility Companies and contractor associations with several companies including work zone safety messages in monthly bills or newsletters.
- **Internet:** Visit Connecticut DOT site at www.ct.gov/dot
Visit National Work Zone Clearinghouse <http://wzsafety.tamu.edu/>
Visit Federal Highway Administration at <http://safety.fhwa.dot.gov>
- **Other Events:** CT Construction Career Day, Annual Paving Conference, DOT Exhibits, Schools and Training Seminars

2006 Campaign Partners

*Connecticut Department of Transportation
Federal Highway Administration
Motor Transport Association of Connecticut
Outdoor Advertising Association of Connecticut
Connecticut Construction Industries Association
Connecticut Utility Companies*

*Connecticut Department of Public Safety
Connecticut Police Chiefs Association
Connecticut Department of Motor Vehicles
Conn. Department of Public Utility Control
Connecticut Transit
Chief State's Attorney's Office*