

“SLOW DOWN” SIGN SAFETY CAMPAIGN



Overview

The first unveiling of the “Slow Down” sign safety campaign was in Langley, July 5, 2007. It was developed out of a concern by employers and workers on bridge and road construction projects who were at a heightened risk because of the proximity of the traffic.

Signage has been successfully located at various projects including: Canada Line, the Sea-to-Sky Highway, the William R. Bennett Bridge, and the Pitt River Bridge. It was determined that some general principles were needed to maintain the quality, novelty, and lifespan of the signs.

As a result, WorkSafeBC coordinated a lunch in December of 2007 with the “Slow Down” partners both to thank them and to create a framework creating the 2008 “Slow Down” campaign. At the meeting, the Construction Safety Association of British Columbia (CSABC), and the Construction Safety Network (CSN), the two health and safety associations for construction and/or road building, indicated they were prepared to manage the sign requests from their members.

The following information suggests procedures to streamline the signage process:

1. A company responsible for either a road or bridge project should first approach its respective health and safety association.
2. The company should either have a Certificate of Recognition or be actively registered in the process of completing the COR requirements of its certifying partner.
3. The association will provide the company with the necessary information and guidance to submit a “Slow Down” request to WorkSafeBC.
4. The request should include the names of the proposed models and their

- family members. Job titles of the proposed models should also be included. If the model is a traffic control person and/or requires certification specific to their job (e.g. crane operator), proof of valid certification must be provided.
5. Should any questions or concerns arise during this process the association will liaise with WorkSafeBC's Public Affairs department to provide answers and/or solutions.
 6. The requesting company is responsible for the following costs: photography, printing, erection, and maintenance of the signage. Please see the attached standards.
 7. The association will submit the proposed photography along with the proposed locations, municipal authorization(s), the size and number of signs, company logo in AI format, and the contact details of the selected printing company and photographer. For highway and/or bridge projects, the Ministry of Transportation's authorization should be obtained.
 8. WorkSafeBC will approve the photos for compliance, prepare print-ready files which will include the logos of the company, the association, and WorkSafeBC, and forward them to the printing company.
 9. Should the signage be the first for a high profile project in a region, WorkSafeBC will discuss with the company and association the development of media event for the signage unveiling.
 10. Prior to printing any signs by the company, the association and WorkSafeBC must sign off the proof of the signage.

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STANDARDS

Photography

- Models clothing must be in compliance with the Occupation Health and Safety (OHS) Regulation
- Model must be a current employee of the requesting company
- The preference is to use younger children in the posters
- The professional photographer must use a white backdrop during the photo session (no white clothing should be worn)
- A camera with a minimum of 12 mega pixels set to the lowest ISO (eg 100 or 200) should be shot in raw format and processed a maximum resolution in Adobe 1998 colour space, not sRGB jpg
- Quality and composition of new “Slow Down” photos should be consistent with the previous year

Signage

- Current standards are:
 - 8 ft. X 8 ft. (also known as “marquee” signs, made from two 4 ft. X 8 ft. panels)
 - 4 ft. X 8 ft.
 - 3 ft. X 6 ft. (also known as mobile “windmaster” signs, usually mounted on sign masts of the same name)
- If another format is to be requested, this must be noted at the time of the original submission
- The requesting company is responsible for the printing, erection, maintenance and removal of the signs at the end of the campaign
- To keep the campaign innovative and compelling to drivers, “Slow Down” signs may be displayed publically for up to 12 months or until the end of the road or bridge project
- “Slow Down” campaign signs cannot be transferred between companies