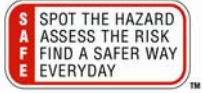




# SAFE ROADS



## **SAFE Roads Committee**

**Chris Lorenc, Chair**  
Manitoba Heavy  
Construction Association

**Warren Preece**  
Workers Compensation  
Board of Manitoba

**Bruce McPhail**  
City of Winnipeg

**Ron Ireland**  
City of Winnipeg

**Correy Myco**  
ChangeMakers

**Keven Jonasson**  
Manitoba Hydro

**Ronuk Modha**  
Manitoba Floodway  
Authority

**Jason Rosin**  
Manitoba Heavy  
Construction Association

**John Baert**  
Manitoba Government  
Employees Union

**Bruce Klassen**  
Brandon Police Service

**Sean Scott**  
Construction Safety  
Association of Manitoba

**Ken Stuebing**  
Winnipeg Fire &  
Paramedics Service

**Doug Safioles**  
Winnipeg Police Service

**FOR IMMEDIATE RELEASE: May 11, 2009**

## **SAFE ROADS CAMPAIGN URGES MANITOBANS TO DRIVE SLOWLY, THINK OF ROADS AS WORKPLACES**

WINNIPEG – The fourth annual SAFE Roads campaign, a joint initiative aimed at bringing awareness about the safety of workers on Manitoba's roads, was kicked off today. The campaign targets motorists across the province, asking them to slow down and exercise caution when driving past road construction projects and when sharing the road with emergency workers such as firefighters, paramedics and police officers.

During the busy summer months, there are numerous road construction projects taking place throughout Manitoba on any given day. Add to this the emergency personnel who are also on Manitoba roads and the result is scores of workers on the job in public places, all needing to be kept safe.

"When we think of workplaces the common tendency is to think of four walls and a roof, but that's just not the case, workplaces come in many forms - roads are workplaces for many Manitobans," said Manitoba Infrastructure and Transportation Minister Ron Lemieux. "The SAFE Roads campaign we are launching today, is not only an important workplace injury prevention and awareness initiative, it's a means to help workers feel safe while they are on the job."

The SAFE Roads campaign includes radio and transit bus ads that feature the message 'What the heck were you thinking?' to encourage speeding motorists to slow down and raise awareness of Manitoba's roads as a workplace.

A recent survey showed that Manitobans are frustrated when driving through road construction zones and 77 per cent of Manitobans see people driving too fast through construction zones.

"Our citizens need to ensure that they take extra caution while driving through construction zones. We want everyone to make it safely home from work," said Winnipeg City Councillor Scott Fielding.

Over eight in 10 Manitobans surveyed say they think about the safety of road construction workers. That concern is reflected in the growth of SAFE Roads.

"The SAFE Roads campaign is a perfect example of how effective partnerships can be," said SAFE Roads Committee Chair Chris Lorenc. "The campaign started with just six partners and has now expanded to include a diverse group of 11 partners."

The SAFE Roads campaign operates under the umbrella of the successful SAFE Work initiative that draws attention to the need to prevent workplace injuries, illnesses and deaths.

"By supporting partnerships and promoting injury prevention champions, we are building a culture of safety and health in Manitoba," said WCB President and CEO Doug Sexsmith. "That's why we're proud to be part of SAFE Roads."

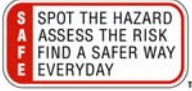


**SAFE Work – A Way of Life**  
[www.safemanitoba.com](http://www.safemanitoba.com)





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*The Highway Traffic Act* supports the SAFE Roads campaign with increased fines for speeding in construction zones when workers are present. The base fine for offenders caught speeding while workers are present is increased by \$5 for each kilometre recorded over the posted speed limit.

The SAFE Roads campaign, initiated by the Manitoba Heavy Construction Association, is a joint safety effort between 11 partners:

- City of Winnipeg
- Manitoba Infrastructure and Transportation
- Manitoba Heavy Construction Association
- Manitoba Floodway Authority
- Manitoba Hydro
- Workers Compensation Board of Manitoba
- City of Winnipeg Police
- City of Brandon Police
- Manitoba Government Employees Union
- Winnipeg Fire & Paramedic Service
- Construction Safety Association of Manitoba

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