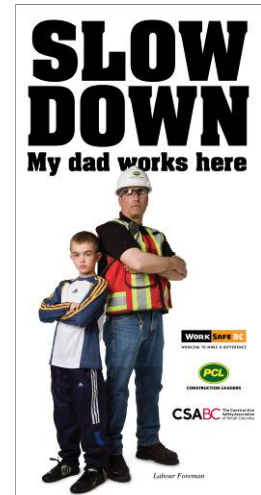
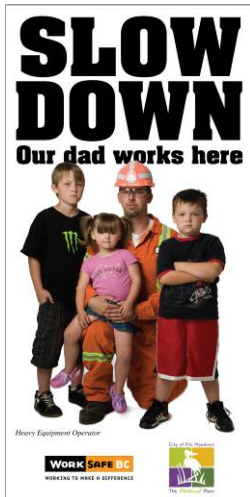


“SLOW DOWN” CAMPAIGN: FREQUENTLY ASKED QUESTIONS



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“SLOW DOWN” CAMPAIGN: FREQUENTLY ASKED QUESTIONS

What is the “Slow Down” campaign?

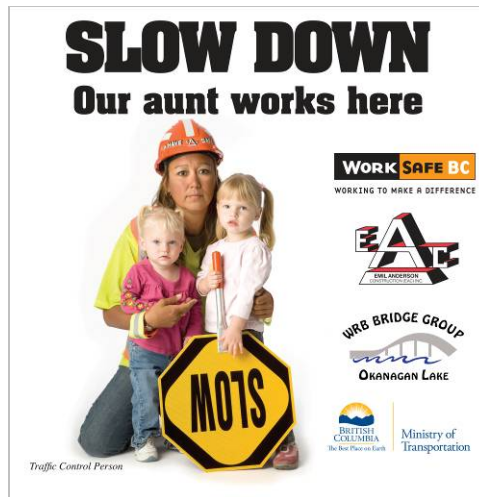
Since launching as a pilot project in July 2007, the “Slow Down” campaign encourages drivers to reduce their speed and pay close attention to traffic control directions as they pass through worksites by featuring near life-sized photographs of real workers and their families.

What do the signs look like?

“Slow Down” signs have evolved since the initial pilot project in July 2007. The first campaign signs were 4’x8’ coroplast signs. Today, “Slow Down” signage varies in size and format. Typical coroplast sign sizes are 3’x6’, 4’x8’, and 8’x8’.



Pilot project (July 2007)
4’x8’ coroplast sign



William R. Bennett Bridge (October 2007)
8’x8’ coroplast sign



Simon Fraser Bridge
(March 2008)
3’x6’ coroplast sign



Metro Vancouver
(May 2008)
4’x13’ decal sign



Township of Langley
(July 2008)
5’x8’ decal sign

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“SLOW DOWN” CAMPAIGN: FREQUENTLY ASKED QUESTIONS

Does the campaign work?

Where “Slow Down” signs are shown, safety officers at worksites have witnessed a significant change of attitude in motorists. On-site workers have also observed less hostility as well as more patience and tolerance. On the [Canada Line](#) project, there was a marked decline in incidents after “Slow Down” signs were installed.

The campaign has also increased public awareness of roads as jobsites for many vulnerable workers by reaching over one million people in the province through newspaper, radio, and television stories.

View a sample of newspaper articles:

- [Langley Advance](#)
- [Kelowna Daily Courier](#)
- [Prince George Citizen](#)

Is the campaign cost effective?

The campaign’s success relies on connecting with motorists at an emotional level as they drive through a worksite. A “Slow Down” sign is one of many tools that help prevent workplace incidents.

One 4’x8’ sign will typically cost less than \$400 to print (price exclusive of costs for photography, delivery, mounting, etc). WorkSafeBC provides graphic services for sign layout and forwards the appropriate formatted files to the chosen printing company.

Are signs available for purchase?

Each “Slow Down” sign is a collaborative product based on the unique relationship between a particular worker, their family, and their employer. As a result, “Slow Down” signs are not transferable between companies and are not available for purchase.

Is this only for traffic control persons (TCPs)?

While “Slow Down” signs initially focused on TCPs, the campaign has since expanded to include other vulnerable workers such as carpenters, equipment operators, and utility workers.

“SLOW DOWN” CAMPAIGN: FREQUENTLY ASKED QUESTIONS

Does my company need to have a certificate of recognition (COR) in order to participate?

Companies should either be [COR certified](#) with their provincial safety association or actively registered in the process of completing the COR requirements of its certifying partner.

How can my company participate?

WorkSafeBC administers the “Slow Down” campaign in partnership with the [Construction Safety Association of British Columbia \(CSABC\)](#) and the [Construction Safety Network \(CSN\)](#).

Those interested in participating in the “Slow Down” campaign should contact their respective association for details. If your company is not a member of either CSN or CSABC, contact your WorkSafeBC account manager, if you have one.

For all other prospective partners – including municipalities, contact [WorkSafeBC Public Affairs](#).

Does CSN or CSABC charge for their services related to the “Slow Down” campaign?

Like WorkSafeBC, CSN and CSABC generally provide campaign-related assistance at no cost.

What is the process for sign production?

Once a company has provided the necessary information and photographs (see “Slow Down” policy and guidelines for more information), WorkSafeBC will check photos for compliance and create the sign’s look. Once layout has been approved, WorkSafeBC will prepare print-ready files and submit them to the chosen printing company.

Typical turnaround time for a “Slow Down” sign is approximately six weeks, provided that all information and photography is sufficient at time of submission.

Whose logos appear on the signs?

A “Slow Down” sign will typically have two or three logos: WorkSafeBC, the company, and their construction safety association (CSN or CSABC). If the new partner is not member of either association, or is a municipality, the sign will only have two logos.

“SLOW DOWN” CAMPAIGN: FREQUENTLY ASKED QUESTIONS

Who pays for the signs?

WorkSafeBC provides graphic services for sign layout and the creation of print-ready files. Companies are responsible for the costs of photography, printing, erection, and maintenance of “Slow Down” signs.

Can I take the photos myself?

The use of a professional photographer is required for the campaign’s specific standards which may not be captured by amateur photographers.

When are “Slow Down” signs displayed?

“Slow Down” signs are generally displayed throughout the year for a specific campaign period (e.g. three months). In some cases, they can be displayed for the life of a major project. Contact your safety association or WorkSafeBC for more information.

Who maintains the signs?

“Slow Down” signs are expected to be properly maintained by the company.

Where can I suggest new medium ideas for the campaign?

If coroplast or decal signage is not sufficient for your needs, contact [WorkSafeBC Public Affairs](#) with your idea.