

“Slow Down” Campaign

Frequently Asked Questions

What is the “Slow Down” campaign?

The “Slow Down” campaign, through strategically placed signage of workers and their families, encourages drivers to reduce their speed and pay close attention to traffic control directions as they pass through worksites.

What makes “Slow Down” signs unique?

Rather than using models, the campaign features real workers and their families. Over 55 families have volunteered their time to be part of the campaign.

Workers featured on “Slow Down” signs come from a wide variety of occupations including: traffic control persons, equipment operators, carpenters, engineers, utility workers, and welders.

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

Signs are project, or area-specific: motorists who drive by a “Slow Down” sign may actually see the photographed worker on the jobsite.

The campaign has produced over 100 signs throughout the province. While the large 8'x8' campaign signs are stationary, a variety of smaller upright signs of varying size are frequently moved around to areas where work is taking place. A number of municipalities have opted to decal their “Slow Down” signs on vehicles. Motorists may even see the photographed worker driving the truck with their image as work takes place at various locations throughout the city.

How did the campaign start?

In July 2007, the campaign launched as a pilot program featuring traffic control people and their families. Inspired by text-only signs produced by Peter Kiewit and Sons found along the Sea-to-Sky Highway, WorkSafeBC partnered with local road building companies to produce signs with life-sized photographs of real workers and their families.

The “Slow Down” campaign has since expanded to include participation from a wide variety of workers, construction companies, and municipalities throughout the province.

Who has participated in the campaign?

Over 15 companies and organizations have joined the “Slow Down” campaign. While a number of partners are municipal organizations – such as Metro Vancouver, the majority are from construction companies who work on high-profile projects around the province.

Projects that have featured “Slow Down” signs include: the Sea-to-Sky Highway Improvement Project, the Canada Line Project, the Pitt River Bridge, Prince George's Simon Fraser Bridge Project, Kelowna's William R. Bennett Bridge, and the Kicking Horse Canyon Project near Golden.

Does the campaign improve safety?

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.

Is more information available?

For details about “Slow Down” campaign partners, events and participation, visit www.slowdownbc.com.