

SAFE Roads – everyone deserves to make it home



I want to make it home, too!



Watch for signs and signals.

With its theme of “I Want to Make It Home, Too,” this year’s SAFE Roads campaign puts the focus on protecting workers who make their living on and around Manitoba’s roads. Whether you’re one of these workers or a regular user of our roads, the campaign message serves as a timely reminder.

The annual campaign, which got underway May 12, uses radio, billboard and other advertising featuring images of emergency responders and a flag person to reinforce its message. Of course, many workers spend their days on and near our province’s roads – construction workers, utility employees, equipment operators and others. They face greater dangers on the job than most – something other workers would quickly realize if they were to imagine their own workstations relocated close to busy roadways.

The SAFE Roads campaign has been running since 2004, and its message seems to be getting through. Surveys show that 84% of Manitobans who are aware of the SAFE Roads campaign become more considerate, empathetic and understanding of workers and their designated work zones.

As with other workplace incidents, those that take place on our roads are preventable. Here’s hoping we all take some time to consider the safety of our fellow Manitobans and strive to make this our safest road construction season yet.

SAFE Work Manitoba is proud to partner with the MHCA and other members of the SAFE Roads Committee in making our roadways safer for workers.

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