WHAT WE'RE DOING?

To understand what the **Slow for the Cone Zone** campaign is doing, it's important to look at what it isn't doing. As a social marketing campaign, the message of **Slow for the Cone Zone** is one that doesn't change drivers' behavior by scaring them or forcing a right/wrong view upon them.

Instead, it's somewhat of an enlightening process where information, facts and ideas are presented in a way that leads motorists down a path. And at the end of that path, they make up their own mind on whether or not to change their behavior, based on social responsibility.

This campaign is also benefiting from previous efforts, such as the Caltrans 'Give 'em a break' campaign. Launched in 1982, the campaign was aimed at changing driver behavior by informing them of the risks Caltrans workers faced in highway work zones. As a result, the number of worker deaths decreased, but drivers didn't realize that they themselves were at risk. And, that 96% of people killed in highway work zones are in fact drivers and their passengers.

So using this information, and a social marketing approach to disseminate it, the **Slow for the Cone Zone** message was created to inform drivers of the risks they and their passengers face, and many times cause, by driving irresponsibly or recklessly through a highway work zone.

As a result, the lives of drivers and Caltrans workers alike are being saved. Because when a driver is more cautious in an attempt to save their own life, the lives of those around them are saved as well.

SLOW FOR THE CONE ZONE

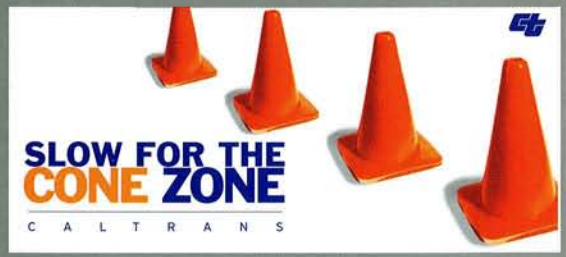
CALTRANS

www.dot.ca.gov

SAVING LIVES IN THE CONE ZONE.

YOU ARE NOW ENTERING THE CONE ZONE.

Slow for the Cone Zone is a social marketing, public awareness campaign that warns California motorists of the hazards associated with driving recklessly through California's highway work zones. Since it's inception, the number of collisions in construction and other improvement zones on California state highways has consistently decreased, year after year. And compared to the national average of highway work zone fatalities, the yearly number of fatalities in California work zones has also been consistently lower.



HOW WE'RE REACHING CALIFORNIA?

In terms of media, the **Slow for the Cone Zone** message uses highly targeted mediums such as outdoor billboards and radio advertisements, to reach California motorists in their cars, while they're driving. A place and time where they're more apt to receive the message, and it can take immediate effect.

In addition, television is used to reach a mass market and those drivers that radio and outdoor may have missed.

However, no matter what the medium, the underlying message is always letting drivers know that irresponsible motorists who drive recklessly through highway work zones put everyone at risk. And in order to safely and quickly get through these zones, drivers needs to be alert, slow down a bit and proceed with caution.

Usually an example is given to show exactly what this entails. Such as:

- Not speeding.
- Merging early.
- Being prepared for sudden stops.
- And avoiding distractions like using a cell phone or changing the radio station.

OUR SUCCESS IN SAVING LIVES.

Two reasons why the **Slow for the Cone Zone** campaign has and will continue to save lives are as follows.

First, by using a social marketing effort to inform motorists that their actions in highway work zones have serious personal consequences, it changes their perception about these work zones. This, in effect, changes their actions and ultimately saves lives.

The second reason is due to the simplicity of the message. **'Slow for the Cone Zone'** is so easy for consumers to remember that even after one or two exposures, it sticks. And whether they're aware of it or not, the next time they're driving through the cone zone, they slow down.

Almost as if helping to save lives has become second nature.

For more information about Caltrans and the **Slow for the Cone Zone** campaign, visit www.dot.ca.gov