



SAFE ROADS

S SPOT THE HAZARD
A ASSESS THE RISK
F FIND A SAFER WAY
E EVERYDAY

HELP US RAISE AWARENESS AND PROTECT WORKERS & MOTORISTS, ALL YEAR LONG!

WHAT IS SAFE ROADS?

The SAFE Roads Committee is a community initiative led by 16 key public/private stakeholders committed to educating and encouraging motorists to engage in respectful and safe driving practices.

Established in 2004, The SAFE Roads vision is to educate motorists and the general public to follow respectful and safe driving practices - protecting the safety of construction, utility, emergency services personnel, equipment operators and others who work in or adjacent to our roadways.

SAFE Roads is effectively delivering its key message, **“This is my workplace. Slow down”**, to its audiences. Our research shows that the 84 per cent of people who have seen and/or heard the SAFE Roads campaign are more considerate, empathetic and understanding of workers and their designated work zones.

MEMBERSHIP

Any organization or association that supports the SAFE Roads mission and vision can become a member of the SAFE Roads Committee and help lead and shape our future awareness campaigns.

BENEFITS OF MEMBERSHIP

Leadership opportunity

Membership earns you a seat at the SAFE Roads Committee table where you can bring your support, voice your ideas, and become a power of influence behind SAFE Roads messaging.

The SAFE Roads Committee also provides proactive **Corporate Social Responsibility** to its members by coming together as Committee to create, promote and support SAFE Roads mission, vision and key messaging that ultimately raises awareness, encourages changes in behaviour and creates safe working and driving conditions.

Promoting safety messages

Your membership and financial support for SAFE Roads is a visible demonstration of commitment to our awareness campaigns: promoting safety while reinforcing safe work places for those working in or adjacent to our roadways and public rights of way. By participating and contributing to the SAFE Roads Committee, your final contribution is leveraged in partnership and influence with all stakeholders and its audiences.

Education

The SAFE Roads campaign targets specific audiences and educates them about the rules of the roads as well as how to safely approach different types of work zones.

Growing brand

Be a part of a visible, credible, influential, and strong community-initiative voice in our province: advocating workplace safety for those working in and adjacent to our roadways and public rights of way.

CONTACT US

Join us and become member of a leading and successful safety message initiative - the SAFE Roads Committee. For more information, please visit www.saferoadsmanitoba.com.

SAFE ROADS IS BROUGHT TO YOU BY A PARTNERSHIP OF:

City of Brandon

City of Winnipeg

City of Winnipeg Public Works

Construction Safety Association of Manitoba (CSAM)

Heavy Equipment and Aggregate Truckers (HEAT)

International Brotherhood of Electrical Workers (IBEW 2034)

Manitoba Government Employees Union (MGEU)

Manitoba Heavy Construction Association (MHCA)

Manitoba Hydro

Manitoba Infrastructure and Transportation (MIT)

Manitoba Public Insurance (MPI)

Office of the Fire Commissioner (OFC)

SAFE Work Manitoba

Winnipeg Fire Paramedic Service (WFPS)

Winnipeg Police Service (WPS)

WORKSAFELY™