

A Moment Can Save a Life

When driving in a work zone, pay attention. Someone's future is in your hands.

A car going 55 mph travels the length of

1.25 football fields

in the

4.6 seconds

it takes to read a text⁵

765
people died in roadway work zone crashes in the U.S. in 2016...¹

14% were pedestrians

19% were construction workers

67% were drivers and passengers¹

80%

chance of fatality when struck by a vehicle going 40 mph²

3.6×

increased chance you'll crash when using a cell phone

16%

of fatal work zone accidents are caused by distracted driving³

Average number of texts sent/received per day:

32⁶

Texts requiring an answer while you are driving:

0

Visit www.WatchForUs

¹ ARTBA Transportation Development Foundation (2018). Work Zone Fatal Crashes and Fatalities

² Chang, A. & A. Walker (2018, Mar. 1). Why Pedestrian Deaths Are at a 33-Year High and How to Prevent Them. *All Things Considered*.

³ FHWA (2016). National Work Zone Awareness Week: Don't Be That Driver. Federal Highway Administration, Washington, D.C.

⁴ Dingus, T.A., F. Guo, S. Lee, J.F. Antin, M. Perez, M. Buchanan-King, & J. Hankey (2016). Driver Crash Risk Factors and Prevalence Evaluation Using Naturalistic Driving Data. *Proc. of the National Academy of Sciences*, Vol. 113, No. 10, pp. 2636-641. doi:10.1073/pnas.1513271113

⁵ Olson, R.L., R.J. Hanowski, J.S. Hickman, & J. Bocanegra (2009). *Driver Distraction in Commercial Vehicle Operations* (Report No. FMCSA-RRR-09-042). Federal Motor Carrier Safety Administration, Washington, D.C.

⁶ Burke, K. (2016, May 18). How Many Texts to People Send Every Day? *Text Request* [blog].