



## Garfield to Promote Largest Statewide Work Zone Safety Campaign

**(Posted March 30, 2016)** It's being billed as "the largest, most innovative statewide work zone safety campaign in the history of Indiana," and that bold statement sure seems accurate.

The Road Construction Awareness Corp. (RCAC) is gearing up for National Work Zone Awareness Week (NWZAW) in April with unprecedented activities. These include:

- Comic strips that will feature the popular "Garfield" and "B.C." characters preaching construction zone safety. These comics, drawn by those strips' current artists, will appear in the Indianapolis Star and perhaps newspapers in other major cities.
- Sixteen construction safety-themed 8-by-15-foot panel signs at strategic locations on interstates across Indiana. These signs are being installed under a partnership agreement with INDOT, at no cost to the department.
- Thousands of miniature replicas of these interstate panel signs. The magnetic tailgate signs will be placed on vehicles owned and operated by companies in the heavy highway industry.

"We believe that this three-part safety campaign will prevent countless work zone deaths not only during this construction season, but for many seasons to follow," said RCAC Vice President Tim Harvey, who is also a project manager for Milestone Contractors.

The RCAC is a coalition of Indiana road construction workers who promote road construction awareness and work zone safety. The group formed

**Please drive carefully in work zones. Your life and mine depend on it.**  
[www.RoadConstructionAwarenessCorp.com](http://www.RoadConstructionAwarenessCorp.com)

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Here are the comic strips featuring characters from "B.C." (top) and "Garfield." The drawings will remain the same, but roadway safety-themed messages below the drawings will change.

after two contractor employees were killed in May 2014 while working on an INDOT project along I-69 southbound in Marion County.

“From Day 1, INDOT has been onboard with the RCAC because we care about all our employees and contracted employees,” said Statewide Safety Director Angela Smith. “Our Permits, Traffic Administration, Communications and Safety groups came together a year ago to help with the interstate panel signs. Those collective efforts led to expediting permit fees, designing the sign, coming up with a slogan, and more.”

The plan includes activities before, during and after the American Traffic Safety Services Association’s NWZAW, April 11-15. Gov. Mike Pence also has proclaimed April 11-15 as Work Zone Awareness Week in Indiana to bring awareness to motorist and worker safety in work zones. Here are details of the three-pronged RCAC plan:

### **Comic strips**

“When I read the B.C. comic strip in the newspaper last August, it reminded me of what motorists look like when they drive into our work zones: in a daze, half-asleep, not reading the construction signs,” said Harvey. “I knew right then that this comic strip had to be part of our campaign.”

The RCAC purchased a license from John Hart Studios, owner of the “B.C.” comic strip, for the strip to run every day during NWZAW, and then Thursdays for six weeks. At that point, the “Garfield” strip will run for the next six Thursdays (note: Paws Inc., the owner of all copyrights for “Garfield,” also granted use of the strip on the [RCAC website](#), at trade shows, and on billboards). “B.C.” will then return to close out the construction season, appearing weekly through Thanksgiving.

The comic strips will remain the same to develop brand recognition, but the RCAC will keep the message fresh and interesting by changing the text below the comic strip each time it is printed. The comics will intentionally be printed in other sections of the newspaper instead of in the comics section. The RCAC believes that a comic strip that appears out of place will draw the reader’s attention to the important message each time it is printed.

“They will have a bold orange-and-black border to draw more attention,” said Harvey. “The comics will be creative and innovative in order to keep work zone safety fresh in the minds of motorists.”

Although the Indianapolis Star reaches about two-thirds of the state, the RCAC may pursue running ads of these two comic strips in other Indiana newspapers.

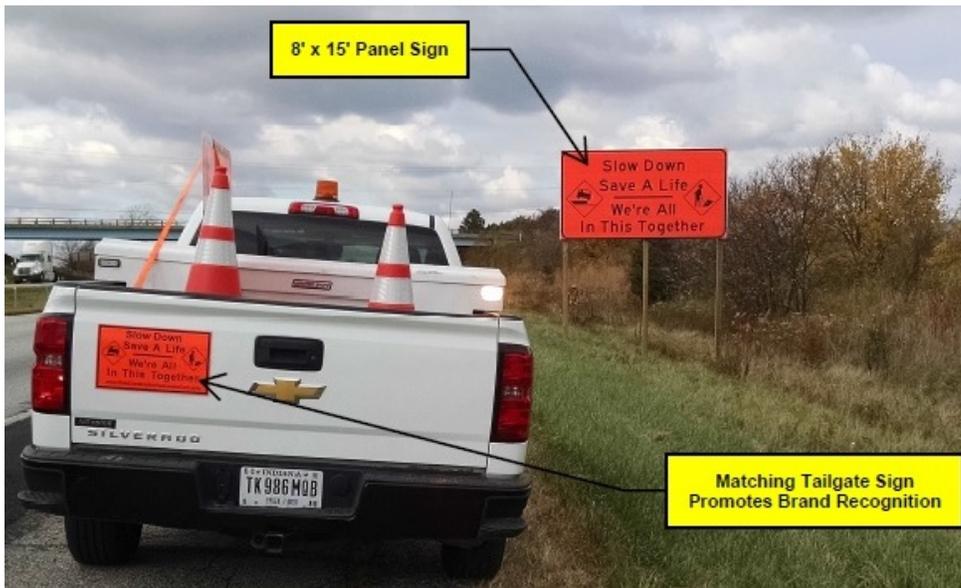
### **Panel signs**

Last March, INDOT and the RCAC unveiled the concept for these large signs, which carry the tagline “Slow Down, Save a Life, We’re All in This Together.” After the RCAC raised funds to purchase and install the signs, the first four were erected last October. By the start of NWZAW in April, 12 other signs will be installed along Indiana interstates.

“The signs have captured a lot of attention,” said Harvey. “They are faced with the same top-quality, diamond-grade, orange retroreflective material that is used for road construction signs.”

### **Magnetic tailgate signs**

The goal of the RCAC is to sell 15,000 magnetic tailgate signs to contractors and suppliers around the state. It already has manufactured nearly 10,000. Purchasers were instructed to put the signs on their vehicles after April 11, the first day of National Work Zone Awareness Week.



“But unlike NWZAW, this lifesaving tailgate sign campaign will not end after one week,” said Harvey. “These signs will remain on company vehicles indefinitely to keep conveying the message to slow down in work zones.”

The tailgate signs are made with the same high-quality, retroreflective materials used on the construction signs and include the same tagline as the interstate panel signs. They measure 9½ by 16¼ inches and feature different mounts:

*The tailgate sign (on back of pickup truck) will match the look of the interstate panel sign. A smaller car sign is also available.*

- Magnetic backing for pickup truck tailgates and service trucks
- Adhesive, removable and non-reusable material for aluminum-clad tailgates and service trucks
- Adhesive, non-removable material for dump truck tailgates and all equipment

Additionally, the RCAC has manufactured a car sign that says, “Slow Down, Save a Life.” The 3½ - by-10¼-inch sign is available in two varieties:

- Adhesive, removable and non-reusable for mounting on plastic bumpers (no damage to the finish when the sign is removed)
- Magnetic backing recommended for trunk lids where space allows

Anyone may order, at a cost, the tailgate or car signs for their personal vehicles. Those interested in ordering may email Harvey at [tim.harvey@milestonelp.com](mailto:tim.harvey@milestonelp.com). The personal vehicle signs vary from \$13.15 to \$15, not including shipping costs.