## **How Oklahoma Modernized Teen Driver Work Zone Safety**



WORKZONESAFE.COM

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# The mission of Work Zone Safe Every New Teen Driver to Know there is a Face and Family Behind Every Flag, Cone and Flashing Light



**WORKZONESAFE.COM** 





## THE CRISIS

- *Digitally Drunk Distracted Drivers* have flooded the roads.
- The United States registered its greatest-ever rise in traffic deaths in 2021.
- 956 Work Zone Fatalities
- 106K Work Zone Crashes



### New Teen Drivers

- Highest risk for crashes, injuries, and fatalities.
- Don't understand the risks
- Don't see a face or family behind the flag or cone.
- Developing lifelong driver safety habits and behaviors

## THE CHALLENGE

Work Zone Safety, for New Teen Drivers Not Modernized



## THE OPPORTUNITY

Hands-on



Face Behind the Flag



Modernized Work Zone Safe Learning Online 365/24/7



- Video the Oklahoma Department of Transportation Work Zone Safe Hands On WZSWebsite D5vr2.mp4 (vimeo.com)
- ODOT Work Zone Safe 30- PSA Version 1
   WORK ZONE SAFE NOVEMBER 30-SECOND PROMO
   VERSION 1 (vimeo.com)
- ODOT Work Zone Safe 30-Second PSA Version 2 <a href="https://vimeo.com/777105556/1eac55970b">https://vimeo.com/777105556/1eac55970b</a>



## Oklahoma Department of Transportation Went All In

## OKLAHOMA WORK ZONE SAFE

FREE online work zone driving safety course for all Oklahoma drivers ages 15-21

## \$1,000 Monthly Scholarship Drawing

Every teen who completes the course will be entered into one of two \$500 monthly scholarships.

### **OKC Thunder Tickets Drawing**

Every teen who completes the course will be entered to win two free Thunder tickets to attend a game with Work Zone Safe.

### **Safe Driver Discount**

Teens who complete the course can check www.WorkZoneSafe.com for insurance companies offering a Work Zone Safe Driver Discount

### 60 Minute Jump Park Pass

Teens can take their course completion certificate to Edmond Sky Zone and redeem it for a free 60 minute jump pass

www.WorkZoneSafe.com

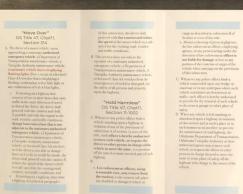


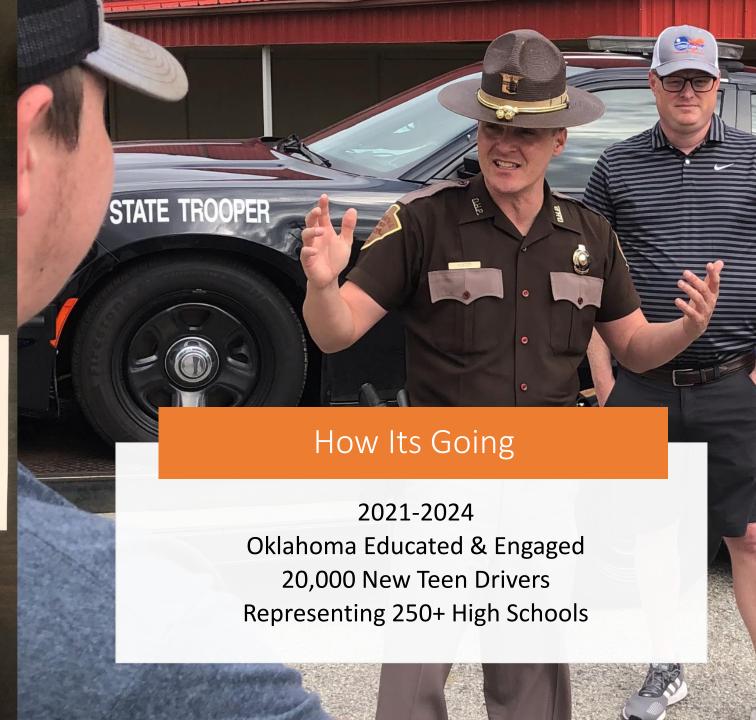








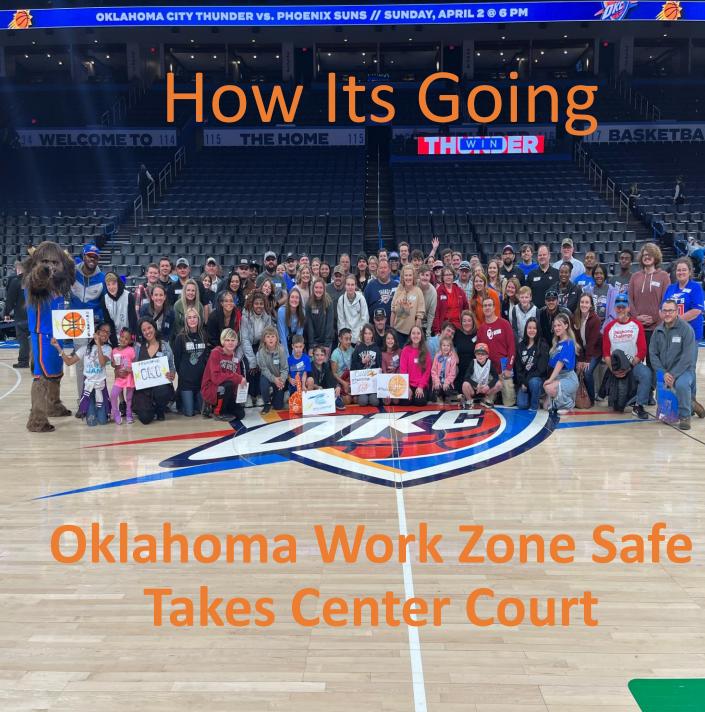








2021-2024 60 Work Zone Safe Scholarships \$30,000



## How It Started



## How It's Going



2021-2023

000 Oklahoma Teen Drivers Took Work Zone Safe Online

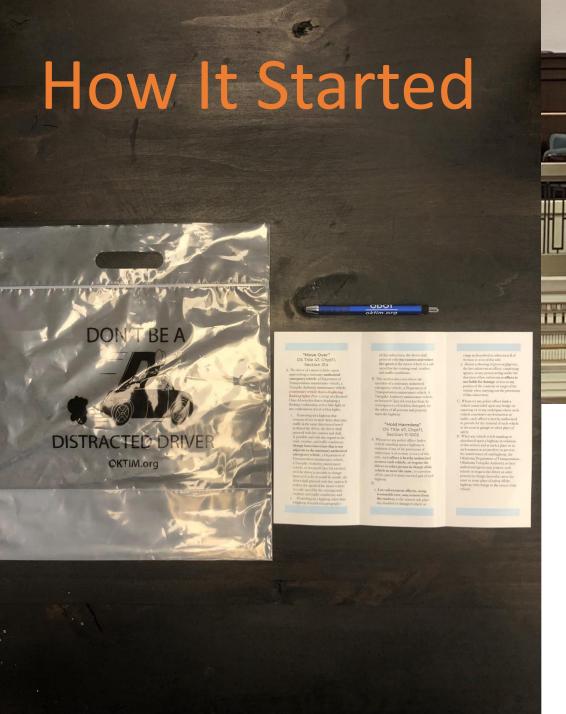


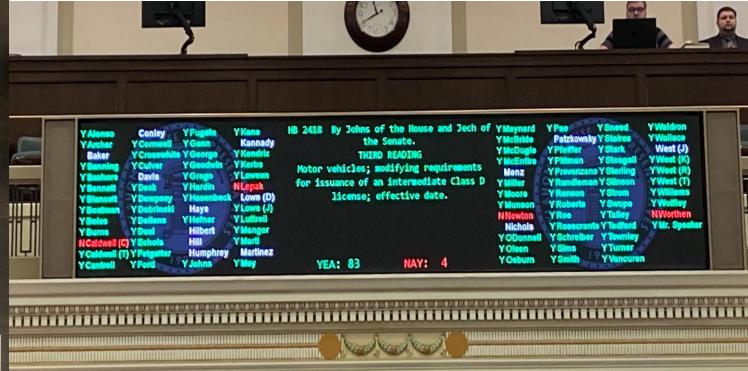


## How Its Going

Oklahoma Leads the Country
Passes HB 2418

All teen drivers must complete the Oklahoma Department of Transportation teen driver work zone and first responder safety course to receive a driver's license.

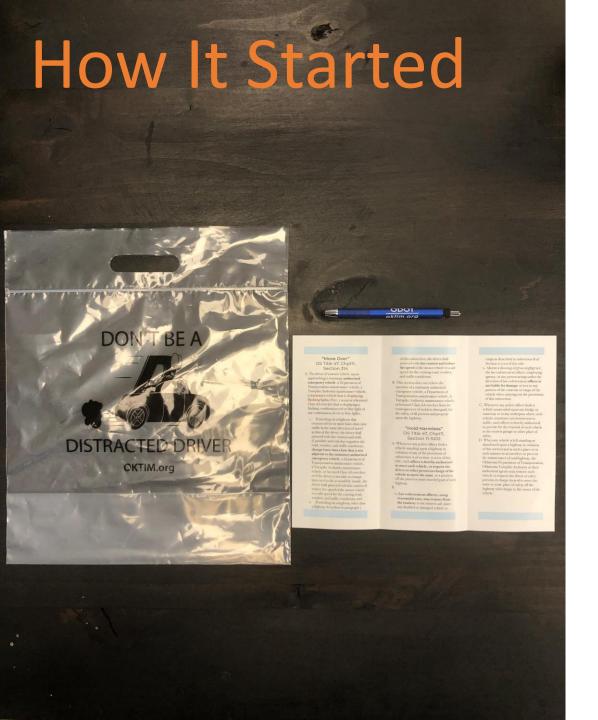




How Its Going

37,504

Teen Drivers Have Completed
Work Zone Safe Since it Became Law









Connecting state and local government leaders

## One State Targets Teen Drivers to Reduce Work Zone Deaths



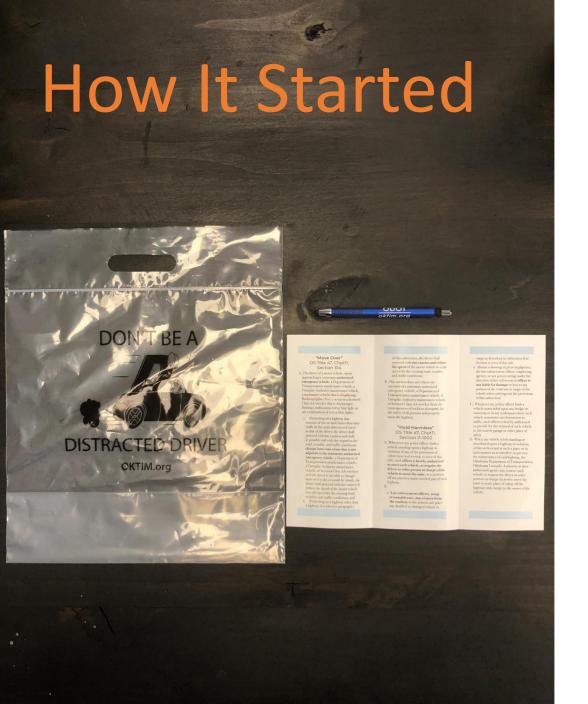
BEN HASTY/MEDIANEWS GROUP/READING EAGLE VIA GETTY IMAGE

By Daniel C. Vock | MAY 26, 2023

As traffic deaths surge, contractors are calling on states to do more. One state—Oklahoma—will be the first in the nation to require teen drivers to complete a course on construction worker safety.

**TRANSPORTATION** 

**PUBLIC SAFETY** 







2023 Senate Bill 591

Date of enactment:

### **2023 WISCONSIN ACT**

A T create 38.04 (4) (e) 9., 84.01 (38), 115.28 (11) (h) and 343.71 (5) (i) of the statutes; relating to: driver education instruction related to work zone safety.

senate did assembly, do enact as follows:

**SECTION 1.** 38.04(4)(e) 9, of the statutes is created (4) of instruction in safety dealing with these hazards s 84.01 (38), acquaints each student with the hazards posed read:
by highway work zones and provides at least 30 minutes

of instruction in safely dealing with these hazards.

SECTION 2, 84.01 (38) of the statutes is created to

ready instruction in safely dealing with these hazards.

38.1838/THON-08 (staffal applicability)/CCATION. The
department shall determine the materials to be used in the
work zone safely instruction required under ss. 38.04 (4)
(6) 9, 11.52 & (11), and 34.37.15 (5) in safe spaties to driver obtaction
once some provides and provides at least 49 manules
(1) The treatment of ss. 38.04 (4) (e) 9, 115.28 (11)
(h), and 34.37.15 (5) in safe spaties to driver obtaction
once shall begin on the effective date of the subsection.

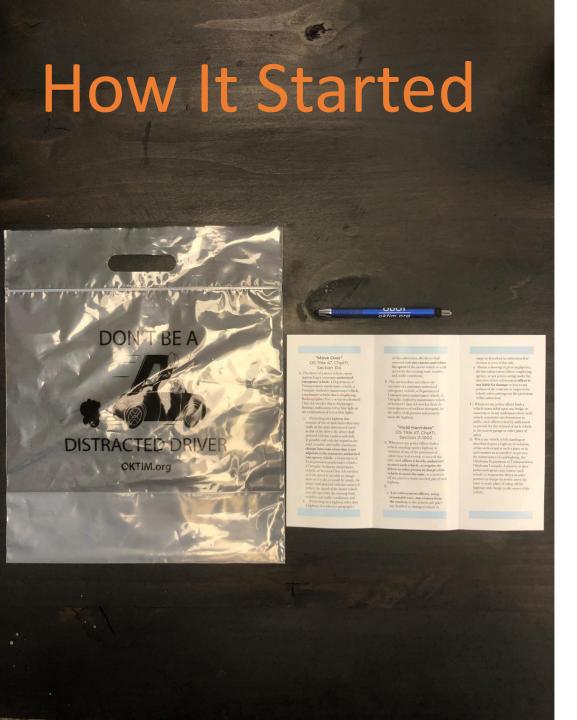
84.01 (38), acquaint each student with the hazards posed by highway work zones and provide at least 30 minutes

by highway work zones and provides at least 30 minutes

\* Section 991.11, WISCONSIN STATUTES: Effective date of acts, "Every act and every portion of an act enucted by the legislature over the most of the section of the day after its date of publication."

## How Its Going

Wisconsin Work Zone Safe **Becomes Law** 





## How Its Going

Wisconsin Road Builders Launch Work Zone Safe



## **Shred Your Pamphlets and Go All In**



National FREE and ONLINE Work Zone Driving Safety Course for all

Teens Ages 15-19

### **Monthly Scholarship Drawing**

Complete the course for a chance to win a \$500 educational scholarship provided by the American Traffic Safety Services Foundation

### **Insurance Discount**

Drivers who complete the course are eligible for a Work Zone Safe Discount.

Visit www.WorkZoneSafe.com for participating insurance companies. **www.WorkZoneSafe.com** 



