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Year-Round Work Zone Safety Campaign Steps It Up

DeLand – Drivers on Interstate 4 in the Orlando metro area are now seeing the Florida Department of Transportation's (FDOT) work zone safety campaign on billboards. It is part of a year-round campaign by the East-Central Regional Office of FDOT, where I-4 and many other construction projects are underway.

Just in time for Memorial Day travel, the visual displays show children dressed in oversized construction gear, and ask drivers to drive safely; "Drive Safe, Florida's Future Depends On It." The aim of the campaign is to get drivers to think of construction workers as somebody's child. An earlier public service video, released and posted on social media by FDOT, asks the question: "Would you slow down if your child worked here?" [Click here.](#)

All of the participants in the video and on the billboards are FDOT employees' children. The billboards are owned by FDOT as part of the I-4 project, and are in use until their scheduled removal during the I-4 reconstruction. The billboards are located in Altamonte Springs and in south Orlando, just off the interstate.

In addition, FDOT is adding adults to the theme that everyone is somebody's child. A parallel social media campaign is underway showing FDOT employees posing with their parents or loved ones. The posting features a short bio, or information about the employee (sample below).

The department is also working on a poster for eventual distribution. We expect further discussions on that initiative with potential partners.

The goal is for everyone -- workers, drivers and passengers -- to get home to their families safely at the end of the day. The Florida Department of Transportation urges you to drive safely, eliminate distractions and concentrate on the road when you are behind the wheel. Remember, everyone is somebody's child.

Slow Down ▲ Stay Alert ▲ Save a Life



Christine Barone, Deputy District Maintenance Engineer for FDOT District 6, and her father, Jim Hickey

FDOT | **#SomeonesChild**

“Dad always says the two most important lessons in life are to put family first and always do the right thing,” Christine says. “I’m proud of our efforts to keep Florida’s roads safe for all of our families.”

