



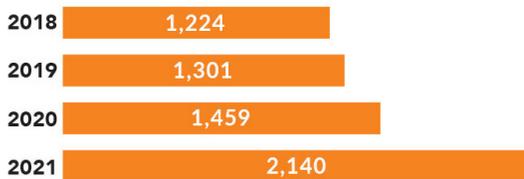
SLOW DOWN PHONE DOWN

in work zones

Slow Down, Phone Down is a statewide work zone safety campaign urging drivers to slow down and put their phone down when entering a work zone. Not only are these the two most important measures we can take to prevent accidents in work zones, but speeding and/or using your phone in a work zone are illegal. Fines for traffic violations are doubled in work zones when workers are present.



WORK ZONE INCIDENTS & INJURIES ARE ON THE RISE:



In 2018, more than 1,200 work zone crashes were reported in Arkansas. In 2021, the number jumped to more than 2,100.

In four years, work zone crashes in Arkansas have increased by more than 70%.

ARDOT, Arkansas State Police and Arkansas Highway Police are taking action to stop this alarming trend.

THESE RULES APPLY WHEN WORKERS ARE PRESENT IN A WORK ZONE:



Fines double

If a driver receives a citation for any moving traffic violations in a work zone, they will pay double the fine.



Leave your phone alone

Holding your phone to take a call, send a text, look up directions, or scroll social media counts as a moving traffic violation. Hands-free connections are a much safer option for communicating while driving.



Watch your speed

When approaching a work zone, you will see orange barrels, cones, road work signs, etc. At this point, you can safely assume the speed limit will be significantly reduced. Slow down, put your phone down, and watch for posted speed limit signs.



Back off

Fender-benders are one of the most common types of collisions in work zones – and following too close is typically the cause. Use the 3-second rule: Keep 3 seconds of distance between you and the car in front of you; add another second when driving in inclement weather; double the number of seconds when driving behind a large truck.



HOW DOES THE CAMPAIGN WORK?

Beginning February 2022, Arkansas State Police and Arkansas Highway Police will have marked and low-profile patrols stationed in work zones across the state to crack down on reckless and distracted driving.

When an officer observes someone speeding, using their phone, or distracted driving in a work zone, the person will be pulled over and cited. This is a zero tolerance campaign. The rules are simple: **slow down, phone down.**