

Brussels, June 14th, 2023

#(S)heWorks #ICare

**European Day Awareness campaign to draw attention on people working
for the safety and comfort of drivers on motorway**

June 20, 2023

There is a significant increase in accidents involving motorway maintenance workers who are vulnerable people.

These accidents mainly concern motorway patrollers- but also all other persons working on motorways for the safety of all (police, firemen, emergency services, towing companies). Most often, they occur in the middle of the day, on sections with good visibility, while the intervention vehicles' signaling equipment is active and clearly visible (rotating lights, luminous arrows on the roof of the vans, cones ...). These accidents are frequently the consequence of episodes of drowsiness or inattention from drivers who are diverted from the road by dangerous use of screens (smartphones, tablets, GPS ...).

Motorway companies warn of these risky behaviors that endanger the lives of patrollers and drivers. They call for the mobilization of all actors for a change in behavior and awareness of the danger caused using screens.

A European day campaign

Road safety for motorway maintenance workers, to ensure the safety of drivers on motorways, is a top priority for road infrastructure operators.

Building on the Salzburg 2023 ASECAP Road Safety Days, it is acknowledged that, among other things, getting to know one another better is essential to enhancing mutual respect. **The (S)He Works I Care** campaign may raise awareness by organizing events like this one, which is supported by ASECAP. This operation, which is becoming increasingly successful, has already been put into practice in several countries in recent years.

Ensuring the safety of patrollers through prevention and enhancing the bond between them and drivers – among whom professional drivers play a key role - is the red wire of the awareness campaign.

About ASECAP: ASECAP is the European Association of Operators of Toll Road Infrastructures across 18 member countries representing 125 companies employing more than 44.000 direct jobs and 200.000 indirect jobs. They operate, maintain, manage a network of 82.000 km with a long-term vision that ensures highest quality standards to make the road infrastructure safest thank to the user/payer principle providing sustainable financing. **ASECAP is a signatory of the European Road Safety Charter.**

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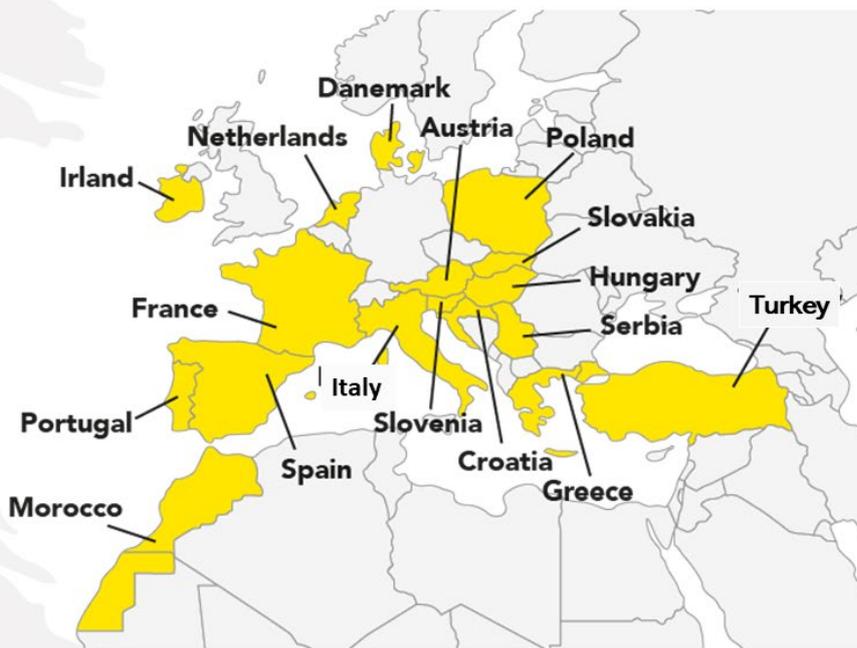
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Concepto et desarrollo: Agencia PFC

A CAMPAIGN TO RAISE AWARENESS FOR ROAD MAINTENANCE WORKERS



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