



Green Cross for Safety® Awards 2023 Finalist | Advocate

Flagman Inc.

Mission: To save the lives of first responders, highway workers, the motoring public and their passengers by raising awareness for Slow Down Move Over (SDMO) laws.

Introduction: Roadside emergencies resulting from crashes or incidents with stopped or disabled vehicles pose a significant safety concern in the United States. Between 2016 to 2018, approximately 566 people were killed and 14,371 were injured in crashes involving disabled vehicles on the side of the road. The associated societal cost amounted to approximately \$8.8 billion annually. Despite SDMO laws being enacted in all 50 states and the District of Columbia by 2012, fatalities and injuries among first responders, highway workers, motorists and their passengers persist. The Flagman K-12 Slow Down Move Over Education Outreach Traffic Safety Program was developed to address this critical issue and promote road safety awareness.

Challenges and Urgency: Although there is an ongoing effort to improve legislation, SDMO fatalities and injuries are at an all-time high. Enhanced awareness, education and enforcement efforts are essential to curb the toll of injuries and deaths stemming from roadside emergencies.

Program Summary: Flagman's K-12 Education Outreach Program is a comprehensive initiative aimed at enhancing road safety awareness among students and their families. Flagman uniquely addresses the challenges faced by first responders and highway workers through school assemblies, real-world scenarios and firsthand narratives. This case study delves into the program's efficacy, substantiated through pre- and post-assembly surveys, showcasing substantial improvements in students' awareness and comprehension of essential road safety principles.

Flagman focuses on key areas: who works on the side of the road (police officers, firefighters, EMTs, tow operators and highway workers) and what we can all do to help them return home safely at the end of their day, the importance of the Slow Down Move Over (SDMO) laws, the difference between a primary and secondary crash, and understanding how our actions on the road impact others. These results underscore Flagman's effectiveness in equipping students with knowledge, awareness and responsibility, positioning them as safety-conscious and responsible road users. Through empowering future generations of drivers to make informed

decisions, Flagman's K-12 Education Program plays a pivotal role in fostering a culture of road safety.

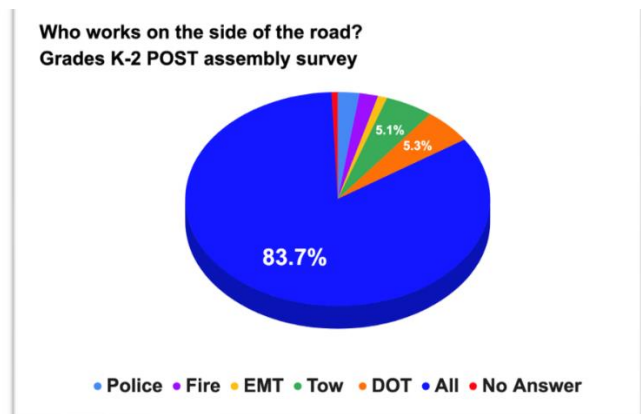
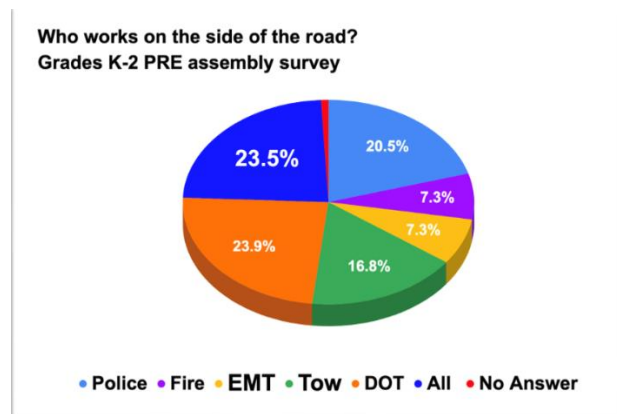
Flagman is a global initiative working with the National Highway Transportation Safety Administration (NHTSA), the U.S. Department of Transportation (USDOT), Connecticut Department of Transportation (CONNDOT), Mothers Against Drunk Driving (MADD) and AAA to create a safer driving culture by eliminating secondary crashes that result in injury and death.



Flagman K-2: The objective is to educate students about who works on the side of the road: police officers, firefighters, EMTs, tow operators and highway workers, and what we can all do to help them return home safely at the end of their day.

Roadside Worker Identification:

- Pre-Assembly Survey: 23.5% of students accurately identified all roadside workers
- Post-Assembly Survey: 83.7% of students precisely identified these professionals
- Increase: 60.2 % improvement in identifying roadside workers





Flagman 3-5: The objective is to teach fundamental road safety knowledge and an understanding of the significance of local roadway workers. Students are encouraged to consider how their actions impact others and the program emphasizes the importance of being an active passenger.

Roadside Worker Identification:

- Pre-Assembly Survey: 61.6% of students accurately identified all roadside workers
- Post-Assembly Survey: 83.9% of students precisely identified these professionals
- Increase: 22.3% improvement in identifying roadside workers

Understanding Danger of Roadside Work:

- Pre-Assembly Survey: 75.2% of students perceived roadside work as dangerous
- Post-Assembly Survey: 94% of students comprehended the inherent dangers associated with these roles
- Increase: 18.8% improvement in understanding roadside work dangers

Awareness of Slow Down Move Over:

- Pre-Assembly Survey: 53.4 % of students were familiar with the concept of "slow down move over"
- Post-Assembly Survey: 96.0% of students were aware of and understood this principle
- Increase: 43.6 % increase in awareness of slow down move over



Flagman 9-12: Flagman empowers students to be active passengers and responsible drivers, ensuring a safer environment for all road users.

Student Awareness of SDMO Law:

- Initial Awareness: 51.5%
- Post-Program Awareness: 95.2%
- Increase: 43.7%

Knowledge of Secondary Crashes:

- Initial Knowledge: 77.3%
- Post-Program Knowledge: 95.3%
- Increase: 18%

Understanding How Our Actions on the Road Impact Others:

- Initial Understanding: 65.1%
- Post-Program Understanding: 83.0%
- Increase: 17.9%



This data highlights the measurable impact of the Flagman 9-12 Education Program on high school students' knowledge and attitudes toward road safety. These outcomes underscore the program's effectiveness in equipping high school students with the knowledge, awareness and responsibility needed to become safety-conscious road users. By effectively elevating awareness of road safety laws and demonstrating the potential consequences of negligence, the program serves as a catalyst in creating a safer road environment for everyone. Through the empowerment of the next generation of drivers with informed decision-making tools, the Flagman 9-12 Education Program plays a pivotal role in fostering a culture of road safety.

