



**EXTERNAL VIDEO: WORK ZONE CRASH SURVIVOR
JIMMIE HARRIS**



Work zones are dangerous.

Work zone crashes increased by 10 percent in Virginia in 2017. The number of injuries and fatalities also increased. One of the most disturbing trends is the increasing number of crashes resulting from distracted driving. Twenty-five percent of all crashes were attributed to distracted driving, as were fifty percent of the fatalities.

But, as if those numbers aren't troubling enough, from January to March 2018 there were three major work zone crashes in Virginia. One of them resulted in a fatality.

All three were the result of distracted driving.



According to the National Safety Council, nearly 30 percent of male drivers ages 21-34 said texting has no impact on their driving. But, we know it does.

We wanted *everyone* to get this important message, but we especially wanted to reach that particular demographic.





Putting a face on the numbers

The sobering statistics on work zone crashes, received just ahead of National Work Zone Awareness Week, provided an extra incentive to create awareness about safety and work to reduce crashes in work zones.

The team felt there was no better way to do that than to tell the story of a highway worker who was involved in a crash.

Meet Jimmie Harris.

He survived a work zone crash on Jan. 31, 2018.

A man with a goatee, wearing a high-visibility yellow and orange safety vest over a dark shirt, is looking down at a smartphone held in his hands. He is wearing a gold cross necklace. In the background, another person is partially visible, and there are some posters or signs on a wall, including one that says "THE LAW".

Jimmie's story

Not only was Jimmie Harris part of the crew whose crash cushion was hit by an out-of-control tractor trailer, he had also filmed footage with his phone immediately following the crash that he shared with the team.

And, he was willing to sit down on camera and tell his story to the world.



**“At that moment,
I didn’t realize we’d been hit”**

“Debris starts flying by the truck”

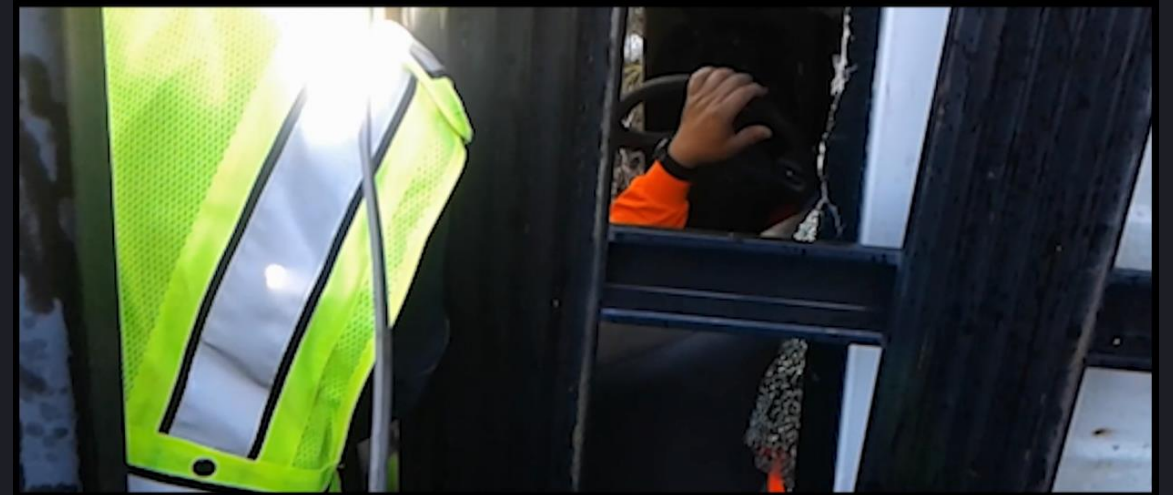
**“Brian says,
‘where’s Hank?’”**

Straightforward and emotional storytelling



The video used both first-person storytelling as well as rough-cut footage of the crash scene taken immediately after the crash occurred. The viewer practically steps into Harris' shoes as he hurries to the overturned crash cushion to find his coworker, Hank.

Hank, as seen briefly on the video, is injured and trapped inside the vehicle.



The video struck a chord

On Facebook alone, the Jimmie Harris video reached over 34,000 people, when the average reach for videos is 5,278.

There were 9,934 unique viewers, and it was shared 280 times. Many of the shares came from partner agencies and emergency response personnel/organizations.

Engagement was 786, when average engagement for videos is 255.

Most importantly, the video was popular across the board, but most popular with men ages 25-34 – the demographic we targeted.

Performance for Your Post

34,138 People Reached	11,301 Video Views	786 Reactions, Comments & Shares
340 Like	46 On Post	294 On Shares
12 Love	0 On Post	12 On Shares
22 Wow	8 On Post	14 On Shares
74 Sad	23 On Post	51 On Shares
3 Angry	0 On Post	3 On Shares
56 Comments	13 On Post	43 On Shares
280 Shares	277 On Post	3 On Shares
3,235 Post Clicks	561 Clicks to Play	0 Link Clicks
		2,674 Other Clicks

Post Details

Performance for Your Post

Top Audience: Men, 25-34

6.2K Minutes Viewed | 68% Men | 41% Women

Tweet Activity

Impressions	11,471
Media views	1,619
Total engagements	175
Media engagements	74
Likes	35
Retweets	33
Detail expands	21
Profile clicks	7
Replies	2
Hashtag clicks	1
Link clicks	1

User Comments:

- Michael Glass shared a video. April 12 · 🌐 As someone who has been out in a work-zone with cars whizzing past you, please pay attention and drive safely. #NWZAW
- Robert Turman GOD bless and take care of all VDOT workers that makes our roads safe too travel on. Respect a WORK ZONE when you enter They are working too make you trip safe
- Tony Verrigni SLOW THRU WORK ZONES ! SAVE A LIFE !
- Megan Burke So scary how it was so local 😭❤️ so glad everyone is okay. It goes to tow truck lights too, my bf has to dodge vehicles sometimes. Just slow down and move over. The lights aren't for show
- Amy Costello Moore Amy Shorter Epperley, Ana Kimball Agud, Cathy Leet Kropff - here's a great cause to wear orange for!

