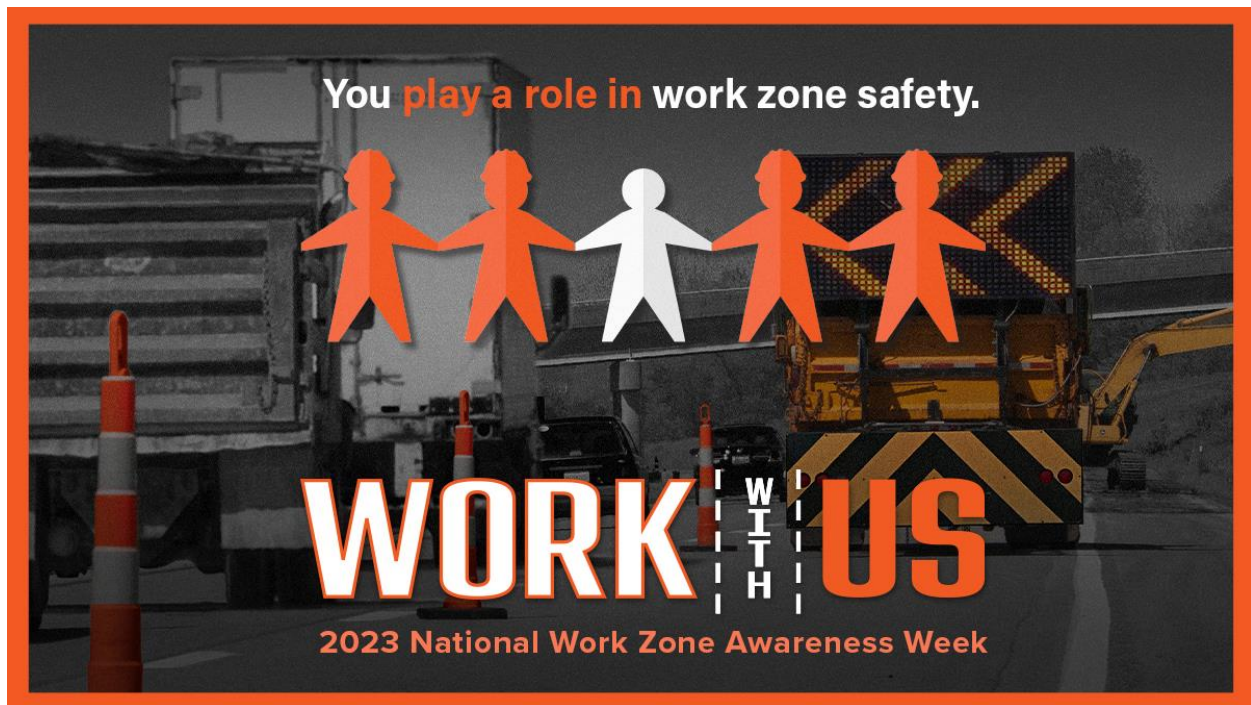


Event Promotion Guide

April 17-21, 2023



ATSSA.com

OVERVIEW

Thank you for participating in National Work Zone Awareness Week.

This **NWZAW Promotion Guide** is intended to assist you in spreading the word about National Work Zone Awareness Week (NWZAW) and the importance of motorists slowing their vehicles and staying alert when approaching and passing a work zone.

ATSSA also offers an **NWZAW Event Planning Guide** that provides details to assist in organizing a NWZAW event.

Some ATSSA Chapters use NWZAW planning as an opportunity to reach out to local officials for both NWZAW and to plan a legislative advocacy day. As part of that, many groups ask a local or state governing body to pass a resolution declaring its support for NWZAW. (See the sample resolution governing body to pass a resolution declaring its support for NWZAW. (See the sample resolution below that can be modified for proposing to the governing body in your jurisdiction.)

Included in the **NWZAW Promotion Guide** are:

- Facts and background
- Sample press release
- Public Service Announcements for radio and television
- Social media samples
- Ideas for public messaging locations such as digital message signs (DMS), billboards and portable changeable message signs (PCMS)
- Sample resolution for NWZAW

FACTS & BACKGROUND

NWZAW is an annual event observed nationwide that brings together the American Traffic Safety Services Association (ATSSA), public agencies, national roadway safety organizations, companies and individuals to promote the importance of work zone safety.

Each year, a department of transportation (DOT) serves as national host and creates the year's theme. (DOTs interested in serving as national host can obtain an application at [NWZAW.org/participate](https://www.nwzaw.org/participate).) Additionally, NWZAW events are held throughout the country.

The Missouri Department of Transportation (VDOT) is the 2023 host agency. This year's theme is "**You play a role in work zone safety. Work with us.**" Below are the special events held each day of the week.

2023 National Work Zone Awareness Week - April 17-21

- Monday, April 17 — **Work Zone Safety Training Day**
- Tuesday, April 18 — **National kickoff event**
- Wednesday, April 19 — **Go Orange Day**
- Thursday, April 20 — **Social media storm**
- Friday, April 21 — **Moment of Silence**

Work Zone Safety Training Day is intended for employers and workers to pause during the workday for safety demonstrations, training in hazard recognition and fall prevention, and talks about hazards, protective methods and the company's safety policies, goals and expectations.

Resources to conduct a Work Zone Safety Training Day are available from [ATSSA](#) and the [Center for Construction Research and Training](#).

The **national kickoff event** is organized by the host DOT and includes public officials, the media, members of the public and often speakers with firsthand knowledge of a work zone tragedy.

Go Orange Day is an opportunity for everyone in the community to show their support for work zone safety by wearing orange. Participants are encouraged to post videos and photos of themselves or a group wearing orange with the hashtags #Orange4Safety and #GoOrangeDay.

The **social media storm** includes posts from Go Orange Day as well as other events and efforts promoting work zone social media storm safety.

The **moment of silence** can be observed by individuals or groups.

The American Traffic Safety Services Foundation (ATSS Foundation) offers groups the opportunity to host the National Work Zone Memorial at events. The Memorial lists the names of men and women killed in work zone incidents to honor them and to help make fatalities "real" to policy makers and drivers. The traveling Memorial will be used at the national kickoff event and is available for display at other events throughout the year. The virtual memorial is available for use during NWZAW and throughout the year. For full details, Foundation.atssa.com/Memorial.

History of NWZAW (NWZAW.org/history)

In 1997, a group of **Virginia Department of Transportation (VDOT)** staff members, located in southwestern Virginia, wanted to dedicate a week to raise awareness about work zone safety among all district employees before construction projects picked up during the warmer months. Following the successful promotion of this first event, VDOT brought the idea of raising awareness to other DOTs, and in 1999 the **California Department of Transportation (Caltrans)** began its statewide public awareness campaign, "Slow for the Cone Zone."

However, it was in 1998 when VDOT first presented the idea to create a national campaign to ATSSA officials. In December 1999, ATSSA approached the **Federal Highway Administration (FHWA)** and the **American Association of State Highway Transportation Officials (AASHTO)** to launch the first official NWZAW. They developed an agreement between the organizations, that outlined goals for NWZAW efforts:

- Initiate efforts to raise awareness of the need for more caution when driving through work zones to decrease fatalities and injuries;
- Establish and promote a uniform set of safety tips;
- The value of training and importance of best practices in regard to work zone safety would be promoted among individuals in the private sector, industry, and roadway workers;

- Reach out to both roadway workers and contractors to communicate possible effects of motorists' behavior in response to traffic delays, and advise on what steps might possibly be taken to lessen negative behavior; and
- Outreach efforts would be made to work with entities involved with work zone safety and to form partnerships.

The first official NWZAW kickoff event was held in 2000 in Springfield, Va. The site where the kickoff event is held now alternates each year from being hosted in the Washington, D.C., area to different locations across the United States. State transportation departments can submit applications to host the event on those alternate years.

WORK ZONE STATISTICS

Work zone statistics are available through the National Work Zone Safety Information Clearinghouse (workzonesafety.org). Each year, it provides nationwide statistics on work zone fatalities including the number of fatal crashes and the number of roadway workers killed. (bit.ly/WorkZoneStats)

CONTACTING THE MEDIA

Identify your local print, online, radio and television media at least six weeks ahead of when you plan to send press releases. Their contact information should be readily accessible online.

Send an introductory email to the news editor, an assignment editor or transportation reporter establishing who you are, that you will be reaching out soon with information about the upcoming National Work Zone Awareness Week and its date and that you would like to invite them to your event or to help publicize this awareness event that involves the safety of everyone who travels on the nation's roads.

Include the year's theme and statistics in this introduction. (These will be the same items contained in your press release.) Through this process, you can determine the best point of contact for your official press release and the public service announcements.

Send the press release and public service announcements one month ahead of the start of NWZAW to give the media time to prepare for coverage. Offer to provide comments and someone willing to be interviewed for print or on air. Follow up with a call two weeks ahead of NWZAW and your event.

Encourage the media, in particular, television, to take part in Go Orange Day by wearing orange. Once you establish a relationship, it will be easier to make additional contacts this year and in the future.

Sample Press Release:

[Header with BUSINESS NAME, ADDRESS, WEBSITE]

FOR IMMEDIATE RELEASE

Contact:

[NAME]

[TITLE]

[PHONE]

[EMAIL]

Your
Logo
Here

You play a role in work zone safety. Work with us.

National Work Zone Awareness Week is April 17-21

[Your City, Your State] (March xx, 2023) – National Work Zone Awareness Week ([NWZAW](#)) will be observed April 17-21 with this year’s theme of “You play a role in work zone safety. Work with us.”

NWZAW has been observed for more than 20 years and was launched as a public awareness campaign to help everyone understand they play a role in keeping motorists and roadway workers safe.

This year’s national kickoff event is scheduled for April 18 in Rocheport, Missouri, and is hosted by the Missouri Department of Transportation ([MoDOT](#)). NWZAW got its start in 1997 when a group of VDOT employees in southwestern Virginia wanted to dedicate a week to raise awareness of work zone safety among all district employees ahead of the busy roadway work season.

The next year, VDOT presented the idea for a national awareness campaign to the American Traffic Safety Services Association ([ATSSA](#)), which, in turn, approached the Federal Highway Administration ([FHWA](#)) and the American Association of State Highway Transportation Officials ([AASHTO](#)). The groups finalized plans and launched the first national kickoff event in 2000.

Statistics from the [National Work Zone Safety Information Clearinghouse](#) show there were 774 fatal crashes in work zones resulting in 857 deaths in 2020. In addition, 117 roadway workers were killed in work zones. The vast majority of people killed in work zones were motorists, passengers and pedestrians. Those statistics demonstrate the importance of work zone safety and participating in NWZAW to spread the message that everyone plays a role in getting roadway workers home safely.

As part of NWZAW, everyone is encouraged to participate in Go Orange Day on April 19 and to observe a moment of silence on April 21 for people killed in work zone incidents.

On Go Orange Day individuals are encouraged to wear orange as a visual reminder of

work zones. Photos can be posted on social media using the hashtags #NWZAW and #GoOrange4Safety.

State departments of transportation, federal agencies and other organizations will be participating in NWZAW and distributing public service announcements about work zone safety and hosting events to highlight the issue.

In addition to ATSSA, MoDOT, FHWA and AASHTO, NWZAW partners now include the Federal Motor Carrier Safety Administration (FMCSA), National Highway Traffic Safety Administration (NHTSA), Occupational Safety and Health Administration (OSHA), the Maryland State Highway Administration (MSHA), D.C. Department of Transportation (DDOT), Associated General Contractors (AGC), and American Road & Transportation Builders (ARTBA), plus support from many people and organizations touched by work zone safety.

To learn more about NWZAW, visit nwzaw.org.

[INCLUDE YOUR MISSION STATEMENT FOR ROADWAY SAFETY AND YOUR WEB ADDRESS]

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Public Service Announcements – Three Options for 2023

Offer these public service announcements to local radio and television stations to air ahead of and during National Work Zone Awareness Week.

Hundreds of people are killed every year in work zone crashes. Most are drivers, their passengers and pedestrians. That means, as this year's National Work Zone Awareness Week message says, "You play a role in work zone safety. Work with us." National Work Zone Awareness Week is April 17-21. Please do your part.

National Work Zone Awareness Week's mission is to save lives. Of the 857 people killed in work zone crashes in 2020, most were drivers, their passengers and pedestrians. As this year's message says: "You play a role in work zone safety. Work with us." National Work Zone Awareness Week is April 17-21. Join us in spreading the word to drive safely through roadway work zones.

"You play a role in work zone safety. Work with us." That is the message of National Work Zone Awareness Week, held April 17-21 this year. Pay attention as you approach a roadway work zone, remove distractions and slow your vehicle. Getting safely through a work zone could save your life and that of your passengers. In 2020, 857 people were killed in work zone crashes, most of them drivers, their passengers and pedestrians.

SOCIAL MEDIA TIPS

Social media platforms are great tools to build awareness about both Work Zone Safety Training Day and Go Orange Day.

Here are some ideas for using them:

- Post to all of your social media platforms.
- Keep the message simple and clear.
- Use wording that sounds conversational.
- Consistently post throughout the promotion period.
- Use photos as often as possible. Only use images you have legal rights to use. Free stock images are available online but do not simply search for images.
- Tag and hashtag partners.
- Share posts from others when appropriate.
 - Always double check the name of the source to make sure it is not offensive.
 - Always double check the “about” section of the source’s page to make sure it is not offensive.
- Keep the message positive and professional.
- Do not use curse words, crude language or innuendos.
- If a post is doing well on Facebook or Instagram, consider boosting it for \$10.

Posting Suggestions

- To avoid a message becoming stale, start posting three weeks prior to NWZAW, Work Zone Safety Training Day and Go Orange Day.
- Post on all social media platforms at least one time a week. Do not exceed three organic posts per day. Vary the posting times. This does not include photos you share.
- Check the main hashtags every day so you can share or re-tweet posts from supporters.
- If using Instagram to share a post, screen shot the post so you can re-post and tag the original handle.

SOCIAL MEDIA POST EXAMPLES

Facebook examples

 **ATSSA-American Traffic Safety Services Association** 22 hrs · 🌐

@Sitesafe is gearing up for #GoOrangeDay, Wed., April 28 for #NWZAW #Orange4Safety



👍 Like 💬 Comment ➦ Share

 **ATSSA-American Traffic Safety Services Association** 22 hrs · 🌐

STOP what you're doing and wear ORANGE on April 28 for #GoOrangeDay #NWZAW #Orange4Safety



👍 Like 💬 Comment ➦ Share

Twitter Examples

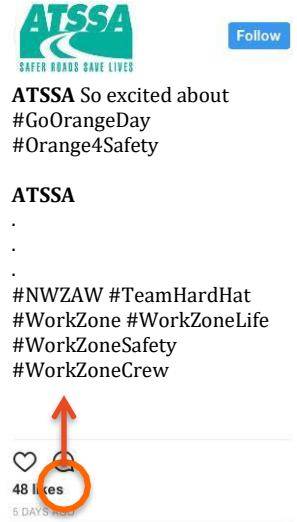


Note: The same image and message can be used on each social media platform. The message should be short, clever and include the event date with the hashtags #Orange4Safety and #GoOrangeDay.

ADDITIONAL HASHTAG OPTIONS

#Orange4Safety
#GoOrangeDay
#NWZAW
#NationalWorkZoneAwarenessWeek
#ATSSA
#ATSSAHQ
#SafeWorkZonesForAll
#StandDown4Safety
#TeamHardHat
#TeamWorkZone
#WorkZone
#WorkZoneLife
#WorkZoneSafety
#WorkZoneCrew
#DriveSmart
#SafetyDriven
#OrangeConeZone

Note: When using hashtags on Instagram, post them as the first comment or following your main text. That way you do not muddy the message. For example:



PHRASES TO CONSIDER USING

Work Zones are a Sign to Slow Down
Keep Roadway Workers Safe
See the Orange. Slow Down
Drive Carefully
Slow Down. Save Lives.
Slow Down for Work Zones
Slow for the Orange Zone
Don't Zone Out in the Cone Zone
Safe Work Zones for All
Stand Down for Safety Slow Down
Stay Alert
Safer Roads Save Lives

GO ORANGE DAY EXAMPLE PHOTOS



IDEAS FOR PUBLIC MESSAGING LOCATIONS

Consider utilizing billboards as well as tools at your disposal to help spread the word about National Work Zone Awareness Week.

Billboard space could be rented to display the poster for the national awareness campaign throughout the month of April. (Contact communications@atssa.com for information on obtaining the poster artwork.)

Digital message signs (DMS) could be used to convey safety messages including the national theme throughout the month of April.

Portable changeable message signs (PCMS) could display the national slogan or a safety message throughout National Work Zone Awareness Week and the month of April if the boards are not needed for a current construction message.

DRAFT RECOGNITION, RESOLUTION or PROCLAMATION

2023 NATIONAL WORK ZONE AWARENESS WEEK

(Insert the sponsor – An individual legislator, government official or governing body)

NATIONAL WORK ZONE AWARENESS WEEK IS AN ANNUAL SPRING CAMPAIGN HELD AT THE START OF CONSTRUCTION SEASON TO ENCOURAGE SAFE DRIVING THROUGH HIGHWAY WORK ZONES. THE **(Insert Governing Body Name)** RECOGNIZES APRIL 17-21, 2023 AS NATIONAL WORK ZONE AWARENESS WEEK THROUGHOUT THE **(Insert jurisdiction)**.

THEREFORE BE IT RESOLVED:

WHEREAS, National Work Zone Awareness Week (NWZAW) is an annual spring campaign held at the start of construction season to encourage safe driving through streets, roads and highway work zones; and

WHEREAS, National Work Zone Awareness Week is a way to raise public awareness for work zones and those who work in them and that motorists are encouraged to slow to posted speed limits, eliminate distractions while driving and be watchful for roadway workers, their equipment and vehicles on the side of the road in work zones; and

WHEREAS, the theme for the 2023 National Work Zone Awareness Week is “You play a role in work zone safety. Work with us.”; and

WHEREAS, according to the National Work Zone Safety Information Clearinghouse, in 2020 there were 774 fatal crashes in U.S. work zones, up from 765 in 2019; and

WHEREAS, on average, more than two persons per day were killed in work zones in 2020; and

WHEREAS, fatalities in work zone crashes increased from 757 in 2018 to 857 in 2020; and

WHEREAS, the percentage of work zone fatal crashes from all fatal crashes increased from 1.7% in 2010 to 2.3% in 2019; and

WHEREAS, estimates of injuries from work zone crashes increased in that same period from 38,000 to 44,000; and

WHEREAS, during National Work Zone Awareness Week national organizations such as the United States Department of Transportation Federal Highway Administration, the National Highway Traffic Safety Administration, the American Traffic Safety Services Association, the American Association of State Highway Transportation Officials the Association of General Contractors of America, the National Safety Council and a wide variety of partners work collaboratively and partner on work zone and roadway safety continually raising awareness of work zone safety; and

WHEREAS, The **(Insert the state’s department of transportation or a local public safety agency)** focuses on safe roads and work zones; and

WHEREAS, the **(Insert the appropriate government agency)** across the state strives to keep employees and the public safe during road and street repairs in work zones; and

WHEREAS National Work Zone Awareness Week (NWZAW) 2023 is taking place April 17-21 and is a way to raise public awareness of work zone hazards; and

WHEREAS, Go Orange Day takes place on Wednesday, April 19, 2023 and provides an opportunity to unite in wearing orange to show support for the men and women who work tirelessly to keep our roads safe; and

WHEREAS, a moment of silence will be held Friday, April 21 to honor the lives lost in work zones; and

WHEREAS, solutions to keeping everyone safe in work zones and on our roadways is our collective responsibility; and

THEREFORE BE IT FURTHER RESOLVED that April 17-21,2023 be declared National Work Zone Awareness Week in the **(Insert the government jurisdiction)**; and **BE IT FURTHER RESOLVED** that a copy of this resolution be transmitted to our elected policy makers and the members of the **(Insert the ATSSA Chapter, company or group that sought the resolution)**.

(An elected official should sign the official document.)