



Campaign Resource Toolkit

Updated March 2023

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National Work Zone Awareness Campaign

Campaign Overview & Ways to Promote

In 2020, 857 people were killed in roadway work zones. Construction companies are dedicated to ensuring the safety of their workers and the driving public. Roadway work zones use a variety of warning systems, barriers, and other traffic controls to make sure that drivers and work zones stay separated, but it just takes a moment of distraction for an accident to happen and for lives to be changed forever.

The Watch For Us campaign includes a short film entitled “One Moment Can Save a Life” that depicts a fictionalized story on the impacts of distracted driving to one family, as well as real-life testimonial videos from industry figures whose colleagues and friends have been directly affected by work zone accidents. Additional resources include an infographic that brings work zone safety statistics to life and social media graphics to share on your social media channels.

The Watch For Us YouTube Playlist can be found here:

https://www.youtube.com/watch?v=xnPz9uEXS6U&list=PLP0g6a_3gUHWZdfN7zs5cPv9K5OeyYQB9

The Watch For Us campaign materials are designed to be used year-round. While some of the messages and imagery used are asphalt-specific, the campaign is applicable for all roadway work zones.

Here are some easy ways you can help promote the WatchForUs campaign messages and the [Watch For Us](#) website:

- Promote the WatchForUs campaign and [WatchForUs](#) website on your **social media channels**. (Sample social posts included, see page 6-9.)
- Include the Work Zone Safety infographic in your **blog** or **e-newsletter**. (Hi-res image located on [WatchForUs](#).)

Logos & Infographic

Work Zone Safety Campaign Logos

Hi-res versions available on WatchForUs.

Horizontal logo:



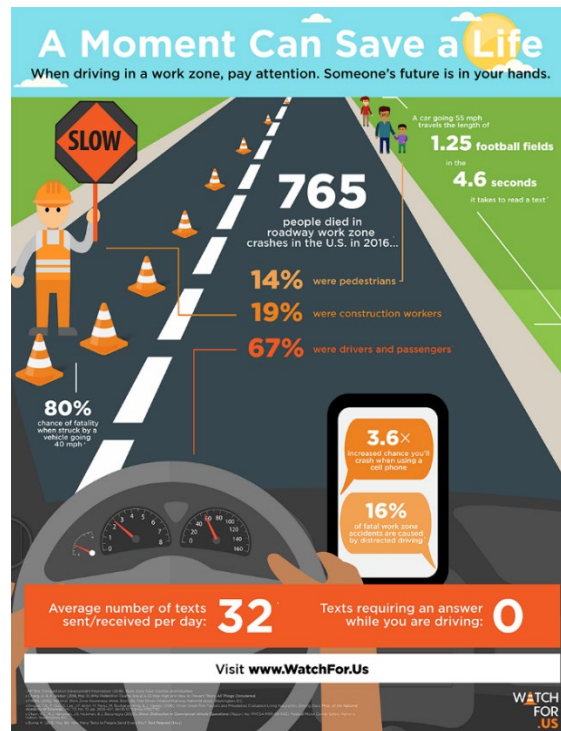
Stacked/Square Logo:



The logos are available with black text for light-colored backgrounds and white text for use on dark backgrounds. Please take care to not skew the proportions of the logo. If used online, the logo should be linked to <http://WatchForUs/>

Work Zone Safety Infographic

Hi-resolution print and digital versions available on WatchForUs.



Suggested Website/Blog Content

Consider adding to your website or blog a post discussing work zone safety. You can share WatchForUs campaign materials, embed a video, and/or highlight personal stories from workers talking about what it is like to work alongside traffic, as well as share general information about the need to combat distracted driving. Here is some suggested opening text you can use:

Every year more than 800 people are killed in roadway work zones. Construction companies are dedicated to ensuring the safety of their workers and the driving public. Roadway work zones use a variety of warning systems, barriers, and other traffic controls to make certain drivers and work zones stay separated, but it just takes a moment of distraction for an accident to happen and for lives to be changed forever.

As with social media posts, the more authentic and personal of a voice you use, the more effective it can be in getting across the message.

Window Clings

We have developed several items that you can have printed locally to help spread Watch For Us messaging.

NAPA has created a sheet of individual car window clings featuring various “stick figure” family members (and pets, too!) as well as separate hard hat and safety vest clings that can be affixed to the individuals. Build out your family on your rear window to help increase awareness of the Watch For Us message among the driving public. To receive a set, contact Watch For Us Coordinator [Ty Johnson](#).

[Bumper stickers](#) are available at the NAPA online store, at cost. These stickers can be used on company vehicles, as well as shared with workers for use on their own cars or trucks.



Go Orange Day (Wednesday, April 19)

Join NAPA as we wear orange to support the men and women who work tirelessly to keep our roads in top condition. Here are some ideas to participate:

- Take a photo of yourself wearing orange and show your commitment to work zone safety by posting it to Facebook and Twitter with the hashtags #GoOrangeDay and #WatchForUs.
- Look for opportunities to partner with local companies to join in Go Orange Day. Some potential partners include:
 - Schools/colleges
 - Hospitals
 - Package delivery companies
 - Moving companies
 - Food/drink distributors
 - Local media
 - Local trucking companies
 - Local DOT
 - Municipalities, police & fire departments
- Support community partners through engaging with social media posts and, if available, logo placement on your website. Explain Go Orange Day and why participation is important. e.g., High schools could tie to driver education to encourage new drivers being alert in work zones.
- Build excitement about Go Orange Day by posting on social media ahead of time. Sample posts are below (Source: ATSSA)



- Encourage pictures, videos, and social posts. Make sure partners know which hashtags to use –#GoOrangeDay #WatchForUs
 - Partner with locally owned businesses to create a “Wear It. Get It” program. Example: Be one of the first 50 people to stop by [shop] on Wednesday, April 19 between X and Y wearing orange for National Work Zone Awareness Week. Check in with a picture showing you in your orange gear, posted it with the #GoOrangeDay and #WatchForUs hashtags and get a FREE [giveaway or shop credit]!

Social Media Sample Posts

The following are some suggestions of how to use these materials on social media. Remember, the more you can customize and make the post your authentic voice, the more effective they will be. Although these samples are geared towards Twitter, you can (and should) post to all social media networks you use.

2023 NWZAW Theme: You Play a Role in Work Zone Safety: Work With Us

Hashtags:

#GoOrangeDay

#NWZAW

#WatchForUs

April 17-21: National Work Zone Awareness Week

Sponsor: [ATSSA](#)

General Guidance

- Use the National Work Zone Awareness Week hashtag #NWZAW
- When possible, use the #WatchForUs campaign hashtag in all your social media posts.
- Post about your dedication to increasing work zone safety awareness and encourage others to do the same. Share posts that add a personal element to awareness efforts.
- Visit the [NWZAW website](#) for additional ideas, social media suggestions, and resources specific to #NWZAW.

Below are some suggested tweets that use the “Safety Is Your Responsibility Too” video (<https://youtu.be/xnPz9uEXS6U>) and #WatchForUs with #NWZAW.

- This week is National Work Zone Awareness Week. Each year, over 800 people are killed in roadway work zones. It’s everyone’s responsibility to be alert when driving. <http://watchfor.us/> #WatchForUs #NWZAW
- Every day, men and women work to build and maintain America’s roadways. #DistractedDriving puts lives at risk. Hear their stories, put down your phone, and #WatchForUs. #NWZAW

You can also share the “A Moment Can Save a Life” video (<https://youtu.be/3XGWEeh1BME>), either the full version or one of the trailers, as well as the individual testimonial videos with these messages.

- One moment of distracted driving can change a life forever. Pay attention when driving. Always #WatchForUs. #NWZAW

- One moment can change someone's life forever. Be alert when driving in work zones and at all times. #WatchForUS #NWZAW
- Asphalt roads are designed to help you drive safely, but it's your job to stay alert. Help spread the word about #DistractedDrivingAwareness to keep roads safe for everyone. #WatchForUs

Additional ideas for social media:

- Everyday roadway workers wear orange for safety. When you drive past construction, slow down, pay attention, and #WatchForUs <http://watchfor.us/> #NWZAW
- Roadway crews use a variety of warning systems to make sure work zones are separated from oncoming traffic, but it takes just a single moment of distraction for an accident to happen. <http://watchfor.us/> #WatchForUs #NWZAW
- It takes 5 seconds to read a text in that time a car going 55 mph travels the length of a football field. #WatchForUs #NWZAW

Note: When using hashtags on Instagram, post them following your main text to avoid muddying the message.

Year-Round: Watch For Us Wednesday

General Guidance

- Use the #WatchForUs campaign hashtag to highlight work zone safety every Wednesday of the year.
- Post about your dedication to increasing work zone safety awareness and encourage others to do the same. Retweet/re-share posts that add a personal element to awareness efforts.



Below are some sample tweets that use the “Work Zone Safety Campaign Video” and #WatchForUs:


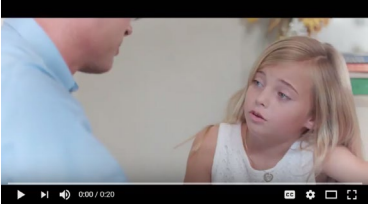
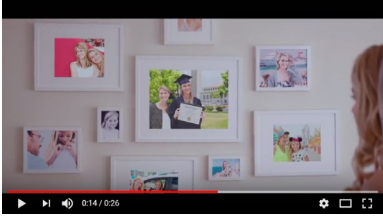

- Each year, over 800 people are killed in roadway work zones. It’s everyone’s responsibility to be alert when driving. <http://watchfor.us/> #WatchForUs
- Everyday roadway workers wear orange for safety. When you drive past construction, slow down, pay attention, and #WatchForUs <http://watchfor.us/>
- It only takes one moment to change someone’s life forever. <https://youtu.be/bHQFqfRwBPs> #WatchForUs: Slowdown in work zones.
- Roadway work zones use a variety of technology to make sure work zones are separated from traffic, but it just takes one moment of distraction for an accident to happen. <http://watchfor.us/> #WatchForUs
- While it might only take a few seconds to read a text, those few seconds can change someone’s life forever. Stay alert while driving in work zones. #WatchForUs
- One moment can change someone’s life forever. Be alert when driving in work zones and at all times. <https://youtu.be/kAayvbjWjCU> #WatchForUs

Below are tweets that can be used with photos taken of your work crews.

- Every road crew worker is someone’s child, parent or sibling. Keep them safe by slowing down in work zones and driving safely. #WatchForUs #NWZAW
- Every road crew member is someone’s family member or friend. Drive safely, slow down and remain alert when you’re driving through work zones. Every life is valuable. #WatchForUs #NWZAW
- Road work crews are filled with moms and dads. Slow down when you’re entering a work zone to keep them safe. #WatchForUs #NWZAW
- Make sure you’re staying alert to keep roads safe for drivers, pedestrians, and road crew workers. #WatchForUs #DistractedDrivingAwareness

- Don't let any distractions stop you from driving safely. Silence your phone and keep your eyes on the road to ensure you're keeping our roads safe.
#WatchForUs #DistractedDrivingAwareness
- Safer roads are better for everyone — you and the road crews building them. Stay alert when driving, especially in work zones, and #WatchForUs.
#NWZAW
- Road workers wear #OrangeForSafety, so you can see them! Be alert when driving in work zones during #NWZAW and at all times every week of the year.
- Be on the lookout for road workers by obeying warning signs, staying off your phone, and slowing down. You're watching out for someone's parent, sibling, or friend. #WatchForUs #NWZAW
- Road workers are out paving not just so you have safe roads, but for their loved ones as well. Help keep road crews safe by being alert when driving. Always #WatchForUs. #NWZAW
- By slowing down and observing work zone signs, you are protecting a parent, child, or sibling. Help keep our road crews safe so they can continue delivering top-notch pavements. #WatchForUs #NWZAW
- When driving in a work zone, pay attention to the road. Someone's future is in your hands. #WatchForUs <http://watchfor.us/>
- Stay alert and slowdown in work zones, to keep both dedicated asphalt paving crews and yourself safe. <http://watchfor.us/>
- Distracted driving includes: texting, emailing, changing music, social media, and making calls. Keep our roads safe for everyone by not driving distracted. #WatchForUs <http://watchfor.us/>
- Using your cell phone while driving is dangerous for you and for road work crews. #WatchForUs <http://watchfor.us/>
- Every person working on a construction crew is someone's mother, father, son, or daughter. See the people, not the inconvenience. #WatchForUs
- Every person working on a construction crew is someone's mother, father, son, or daughter. Put your phone down and help road workers get home safely.

Watch For Us Videos for Sharing

<p>Work Zone Safety Campaign Video</p>  <p>https://youtu.be/3XGWEeh1BME</p>	<p>Work Zone Safety Trailer #1</p>  <p>https://youtu.be/bHQFqfRwBPz</p>	<p>Work Zone Safety Trailer #2</p>  <p>https://youtu.be/kAayvbjWjCU</p>
	<p>“Safety Is Your Responsibility Too”</p>  <p>https://youtu.be/xnPz9uEXS6U</p>	

Testimonial Videos

During World of Asphalt 2018, NAPA recorded real-world stories about work zone safety and how a moment can change lives. Below is suggested text for use with the testimonial videos.



Craig Parker, Silver Star Construction Co. testimonial

Because of a distracted driver, Justin's life was changed forever. Listen to Craig tell the story about his colleague.

#WatchForUs

<https://youtu.be/Am0sp2qP0UM>

Driving distracted in a work zone can forever alter the course of someone's life, just like Justin's

#WatchForUs

<https://youtu.be/Am0sp2qP0UM>



Timothy Lee, Lakeside Industries Inc. testimonial

"The men and women working in work zones are just like you.

They want to get home and see their kids and take care of their families after they're done working. The same respect you expect from them, you need to give them."

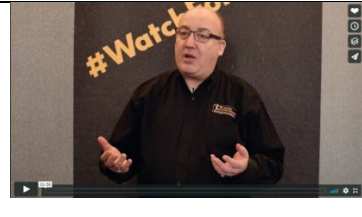
#WatchForUs

<https://youtu.be/EetrHpl8JkU>

As Timothy says, work zone accidents don't just have a physical toll, but also an emotional one. Not paying attention while driving can cost so much.

#WatchForUs

<https://youtu.be/EetrHpl8JkU>



Brad Sant, ARTBA testimonial

"When we make decisions to drive when we're impaired, to get on the phone, we don't realize the impact we may have on, not just the life of the person we kill, but their families."

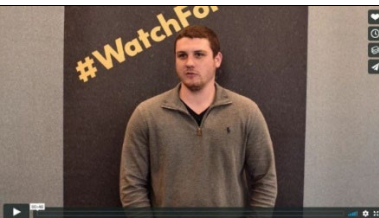
#WatchForUs

https://youtu.be/musDH_3SfN8

One moment and one decision can change a life — just like it did Brad's. Listen to his story.

https://youtu.be/musDH_3SfN8

#WatchForUs



Bob Williams, Gallagher Asphalt Corp. testimonial

Take a look at Bob's story to learn more about what distracted driving in work zones can cost someone.

#WatchForUs

https://youtu.be/xJD_FRyrhGI



James Padgett, Walsh & Kelly Inc. testimonial

Distracted driving isn't just dangerous for work zone workers. Listen to James's story to hear how a road worker saved the life of a distracted driver.

#WatchForUs

https://youtu.be/kxA_PY9q6jo



Steve Cook's Family, The Shelly Co., A CRH Co., testimonial

Work zone accidents shatter lives. Hear from one family how a drunk & distracted driver changed their lives forever.

#WatchForUs

<https://vimeo.com/263215252>

