



Campaign Resource Toolkit

Updated March 2024

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National Work Zone Awareness Campaign

Campaign Overview & Ways to Promote

In 2021, 956 people died in work zones, according to National Highway Traffic Safety Administration (NHTSA) Fatality Analysis Reporting System (FARS) data, with 778 of those attributed to drivers and their passengers. In the same year, 108 highway worker occupational fatalities occurred in road construction sites, based on Bureau of Labor Statistics data. These statistics show it's all the more important for drivers to slow down and stay focused while approaching and passing through a roadway work zone.

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 materials are designed to be used year-round. While some of the messages used are unique to asphalt pavements, the campaign is applicable for all roadway work zones.

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.

Here are some easy ways you can help promote the Watch For Us campaign messages and the [Watch For Us](http://www.WatchFor.Us) website (www.WatchFor.Us):

- Promote the Watch For Us campaign and [WatchFor.Us](http://www.WatchFor.Us) website on your **social media channels**. (Sample social posts included, see page 5-7.)
- Contact **local media** and suggest stories about roadway work zone crews. Focus on the human element and, if possible, personal stories that highlight the important, but dangerous, work being done.
- Consider adding to your **website or blog** a post discussing work zone safety. You can share Watch For Us 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. 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

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 [Ty Johnson](#).



Go Orange Day (Wednesday, April 17)

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 and your employees wearing orange and show your commitment to work zone safety by posting it on social media 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 to be 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 17 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. These samples aim to raise awareness about the importance of driving safely, particularly in work zones, and emphasize the human element behind road construction crews, and should allow for usage on any social media networks you use.

Hashtags:

#GoOrangeDay

#NWZAW

#WatchForUs

April 15-19: National Work Zone Awareness Week

Sponsor: [ATSSA](#)

2024 Theme: **Work Zones are temporary. Actions behind the wheel can last forever.**

- 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.

Key Phrases: Watch for Us | A Moment Can Save a Life | Stand Down for Safety

Additional ideas for social media:

- Every day 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

2024 NWZAW Theme: Work Zones are temporary. Actions behind the wheel can last forever.

Key Phrases:

Watch for Us

Stand Down for Safety

A Moment Can Save a Life

Every year, hundreds lose their lives in roadway work zones. Let's make a difference by staying alert and driving safely.

Remember, it takes just one moment of distraction to change lives forever. Let's keep our road crews and fellow drivers safe by staying focused.

Road work crew members aren't just workers; they're someone's family. Slow down and drive safely to ensure they make it home to their loved ones.

Let's show appreciation for the hardworking road crews who keep our streets safe. Drive cautiously through work zones and #WatchForUs

Asphalt paving crews work tirelessly for safer roads. Let's honor their dedication by driving responsibly and keeping our eyes on the road.

Distracted driving is a danger to everyone on the road, especially roadside workers. Stay focused behind the wheel.

Road construction crews are more than just workers; they're someone's loved ones. Let's drive with care and respect for their safety.

Every person working on a roadside construction crew has a family counting on them. Let's prioritize safety on the road.

Your attention on the road could save a life. Let's all do our part to keep our roads safe for everyone.

Year-Round: Watch For Us Wednesday

General Guidance



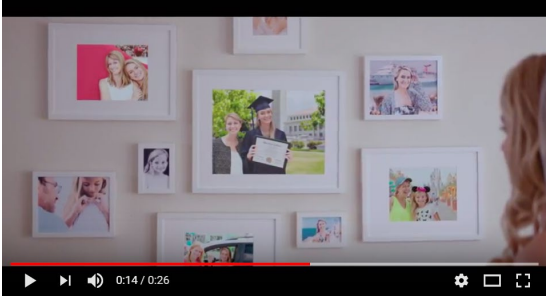
- Use the #WatchForUs campaign hashtag to highlight work zone safety every Wednesday of the year.
- Post about your dedication to increasing work zone safety awareness, and encourage others to do the same. Retweet/re-share posts that add a personal element to awareness efforts.

Following are sample posts that can be paired with the social media graphics available from the WatchForUs web page.

- 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
- 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
- When driving in a work zone, pay attention to the road. Someone's future is in your hands. #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

“A Moment Can Save a Life” Video

The centerpiece of the Watch For Us campaign is the “A Moment Can Save a Life” video. This short film demonstrates how the loss caused by a distracted driver reverberates throughout the life of a worker’s family. NAPA’s YouTube page includes shareable versions of the full video (3'26"), as well as two shorter trailer versions (≈25") designed for use on social media. Links are provided below.

<p>A moment can save a life (Full)</p>  <p>https://youtu.be/3XGWEeh1BME</p>	<p>Trailer #1</p>  <p>https://youtu.be/bHQFqfRwBPs</p>
<p>Trailer #2</p>  <p>https://youtu.be/kAayvbjWjCU</p>	<p>Share the “A Moment Can Save a Life” video, (either the full version or one of the trailers) as well as the individual testimonial videos with these messages:</p> <p><i>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</i></p>
<p><i>One moment of distracted driving can change a life forever. Pay attention when driving. Always #WatchForUs. #NWZAW</i></p>	<p><i>One moment can change someone’s life forever. Be alert when driving in work zones and at all times. #WatchForUs #NWZAW</i></p>

“Safety Is Your Responsibility Too” Video

For 2019, a video sharing true stories from men and women in the roadway construction industry was developed. NAPA’s YouTube page includes a shareable version of the full video (1'51") as part of the #WatchForUs campaign.



<https://youtu.be/xnPz9uEXS6U>

Below are some suggested tweets that use the “Safety Is Your Responsibility Too” video and #WatchForUs with #NWZAW.

- This week is National Work Zone Awareness Week. Each year, hundreds of 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

Testimonial Videos

During World of Asphalt 2018, NAPA recorded real-world stories about work zone safety and how a moment can change lives. Five of those videos have been [posted to YouTube](#) for sharing as part of the #WatchForUs campaign.

We have also developed [guidelines](#) that can be used by companies or individuals who would like to produce similar videos aligned with #WatchForUs.






The Shelly Company, A CRH Co., has produced one such video, “[One Family’s Message](#),” that can be shared as part of the #WatchForUs campaign. We encourage other companies to share their stories.

Steve Cook’s Family, The Shelly Co., A CRH Co.: <https://vimeo.com/263215252>

- Work zone accidents shatter lives. Hear from one family how a drunk & distracted driver changed their lives forever. #WatchForUs <https://vimeo.com/263215252>

Below are suggested tweets for use with the testimonial videos:

<p>Brad Sant, ARTBA testimonial</p> <p>“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</p>	<p>One moment and one decision can change a life — just like it did Brad’s. Listen to his story. #WatchForUs</p>	 <p>Brad Sant, ARTBA: https://youtu.be/musDH_3SfN8</p>
<p>Bob Williams, Gallagher Asphalt Corp. testimonial</p> <p>Take a look at Bob’s story to learn more about what distracted driving in work zones can cost someone. #WatchForUs</p>	 <p>Bob Williams, Gallagher Asphalt Corp.: https://youtu.be/xJD_FRYrhGI</p>	
<p>James Padgett, Milestone Contractors</p> <p>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</p>	 <p>James (Jim) Padgett, Milestone Contractors: https://youtu.be/kxA_PY9q6jo</p>	

Additional Materials

Work Zone Safety Campaign Logos

Hi-res versions available on the Watch For Us webpage.

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://www.WatchFor.Us/>