



Campaign Resource Toolkit

Updated March 2025

In 2022, 956 lives were lost in work zones, according to the NHTSA FARS data.

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 takes just a moment of distraction for a life-changing incident.

The Watch For Us campaign materials can be used year-round to draw attention to the need for caution when motorists approach work zones. While some of the messages used are unique to asphalt pavements, the campaign is applicable for all roadway work zones.

NAPA members launched the Watch For Us work zone safety campaign in 2018 to augment other work zone safety efforts, like National Work Zone Awareness Week, and that effort has grown to include leading a coalition with the American Traffic Safety Services Association (ATSSA) aimed at including work zone safety considerations in future federal highway bills.

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**.
- 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 a post discussing work zone safety to your **website or blog**. 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.

National Work Zone Awareness Week

Monday, April 21 **Work Zone Safety Training Day**

Make work zone safety the focus of your toolbox talk or use resources from NAPA's [Crew Safety Work Zone Training](#) to help start the week off with safety in mind. The Center for Construction Research and Training has [additional resources](#).

Tuesday, April 22 **National Kickoff Event**

The North Carolina Department of Transportation (NCDOT) will host the 2025 in-person kickoff event.

Wednesday, April 23 **Go Orange Day**

Join NAPA as we wear orange to support the men and women who work tirelessly to keep our roads in top condition.

Take a photo of employees wearing orange and share it on social media with the hashtags #GoOrangeDay and #WatchForUs. Send your best photos to [Ty Johnson](#) to be considered for future use in NAPA marketing.

Thursday, April 24 **Social Media Storm**

When creating traffic is a good thing! Use the resources available from NAPA, ATSSA, ARTBA and others to share messaging across all social media channels asking motorists to slow down and pay attention in work zones. Join the online conversation by using the hashtag #NWZAW.

Friday, April 25 **Moment of Silence**

Since 2022, the final day of NWZAW is dedicated to the roadside workers who have lost their lives while on the job and encourages workers to pause for a moment of silence during the workday to remember the fallen.

Additional materials, including logos and graphics, can be found on the [WatchFor.Us](#) web page.

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/>

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 21-25: National Work Zone Awareness Week	
<p>2025 Theme: Respect the zone so we all get home.</p> <ul style="list-style-type: none">• 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. <p>Key Phrases: Watch for Us A Moment Can Save a Life Stand Down for Safety</p> <p>Sample posts:</p> <ul style="list-style-type: none">• Orange isn't just a color—it's a signal for safety. When you see roadway workers, slow down, stay alert, and help keep them safe. 🚧🧑 #WatchForUs #NWZAW• Work zones are designed to protect both drivers and crews, but safety depends on all of us. A split-second distraction can lead to disaster. Stay focused and drive with care. 🚦⚠️ #WatchForUs #NWZAW• Just 5 seconds of texting at 55 mph = the length of a football field traveled blind. Eyes on the road. Hands on the wheel. Lives on the line. 🚫🚗 #WatchForUs #NWZAW	

Year-Round: Watch For Us Wednesday

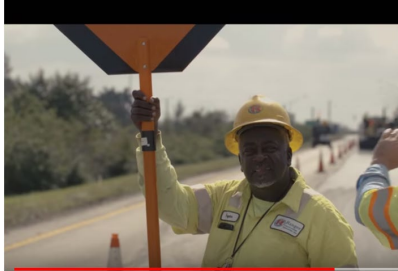



General Guidance

- 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.

- Road crew workers are more than just workers—they're parents, siblings, and friends. Keep them safe by slowing down and staying alert in work zones. 🚧❤️ #WatchForUs #NWZAW
- Every worker in a construction zone is someone's loved one. Drive carefully, stay focused, and help protect the people behind the hard hats. 🧑‍🔧 #WatchForUs #NWZAW
- Moms and dads are out there working to improve your roads. Let's keep them safe by slowing down in work zones. 🚧🧑‍🔧 #WatchForUs #NWZAW
- Safe roads start with you. Stay focused, avoid distractions, and watch out for road crews, pedestrians, and fellow drivers. 🚦 #WatchForUs
- No text, call, or distraction is worth a life. Keep your phone down and your eyes up to make the road safer for everyone. 🚫🚗 #WatchForUs
- Safer roads benefit us all. Stay alert, slow down, and drive with caution—especially in work zones. 🚧🚗 #WatchForUs #NWZAW
- Work zones are filled with real people—parents, siblings, friends. Obey signs, put the phone away, and slow down to help keep them safe. 🧑‍🔧⚠️ #WatchForUs #NWZAW
- Road workers build and repair roads for all of us—and for their families too. Let's protect them by staying alert behind the wheel. 🚧 #WatchForUs. #NWZAW
- In a work zone, every decision matters. Stay focused, drive carefully, and remember—someone's future is in your hands. 🚦 #WatchForUs
- The people behind the cones and vests are more than just workers—they're family. See them, respect them, and drive safely for them. ❤️🚧 #WatchForUs

Videos

<p>A moment can save a life (Full)</p>  <p>2:06 / 3:26</p> <p>https://youtu.be/3XGWEeh1BME</p>	<p>Trailer #1</p>  <p>0:00 / 0:20</p> <p>https://youtu.be/bHQFqfRwBPs</p>	<p>Trailer #2</p>  <p>0:14 / 0:26</p> <p>https://youtu.be/kAayvbjWjCU</p>
<p>In 2019, the Safety Is Your Responsibility Too campaign introduced a video sharing true stories from men and women in the roadway construction industry was developed.</p> <p>https://youtu.be/xnPz9uEXS6U</p>	 <p>Every year more than 700 people are killed in roadway work zones.</p> <p>The following are true stories from men and women in the roadway construction industry.</p> <p>0:11 / 1:50</p>	

Testimonial Videos

In 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>	