**NEWS**

**IMMEDIATE RELEASE**

April 11, 2024

**CONTACT**

Bill Rowan, 240-825-4444, BRowan@AsphaltPavement.org

**NAPA Urges Drivers to “Watch For Us” During National Work Zone Awareness Week**

GREENBELT, MD—Road construction crews put themselves on the line daily to ensure a functional surface transportation system. While there are always safety measures in place to protect these men and women, drivers behind the wheel – especially distracted drivers – often put these parents, children, and neighbors at risk. More than 40,000 work zone crashes occurred in the United States last year. National Work Zone Awareness Week (NWZAW), April 15-19, reminds drivers that their actions can have everlasting consequences.

As the sole trade association representing the nation’s asphalt pavement manufacturers and contractors at the federal level, the National Asphalt Pavement Association (NAPA) continuously advocates for better work zone safety. While transportation agencies and road construction companies are focused on ensuring worker safety inside the barrels, additional attention is needed from everyone and every driver. Annually, in conjunction with NWZAW, NAPA encourages its members and the public to bring awareness to the issue by using the [Watch For Us toolkit](https://www.asphaltpavement.org/uploads/documents/2024_WatchForUs_Campaign_Toolkit.pdf), participating in local and national events, and even wearing orange on April 17.

On March 21, a resolution designating the week of April 15-19, as ‘’National Work Zone Awareness Week” passed the Senate floor. NAPA [thanked Senator Mike Braun](https://www.asphaltpavement.org/uploads/documents/Letter_of_Support_for_IMPACT_Act.pdf) (R-IN) for his leadership on work zone safety and for putting forward the resolution.

The theme for this year’s campaign – **Work zones are *temporary*. Actions behind the wheel can last *forever*.** – underscores the critical need for responsible, undistracted driving through construction zones. NAPA’s Vice President for Environment, Health & Safety, Howard Marks, highlighted the importance of the Watch For Us campaign. “This toolkit provides resources to help NAPA members and the public more easily communicate the importance of proper driver actions behind the wheel and provides resources that advance prudent driving decisions."

To enhance the industry’s knowledge on ensuring work zone safety, NAPA will host a [free webinar](https://us06web.zoom.us/webinar/register/WN_00KN4NIsSkK0oeKgadSYEA#/) on Wednesday, April 17, at 1:00 pm Eastern time. The webinar will provide inclusive perspectives from national, regional, and state representatives. Speakers include OSHA Deputy Assistant Secretary James Frederick, NAPA staff, and leaders from State Asphalt Pavement Associations. Registration is open to all who are interested in better protecting road construction workers.

"We are committed to raising awareness about the importance of safe driving practices in work zones,” Marks explained. To that end, NAPA will participate in the Maryland Work Zone Safety Unity Ride in Glen Burnie on Tuesday, April 16, in partnership with the Maryland Asphalt Association. The event promotes a culture of safety, honors those impacted by work zone accidents, and brings awareness to the need for preventing future tragedies.

To activate online audiences, NAPA encourages Watch For Us partners, members, and concerned citizens to share the #WatchForUs message on social media. Examples and guidelines are available in the toolkit and in NAPA’s previous #WatchForUsWednesday posts.

NAPA is proud to support the American Traffic Safety Services Association’s (ATSSA) efforts on NWZAW. This year’s national events include:

* **Monday, April 15:** Work Zone Safety Training Day
* **Tuesday, April 16:** Kickoff Event hosted by Missouri DOT (and MD Unity Ride)
* **Wednesday, April 17:** Go Orange Day – Wear orange to show your support for work zone safety.
* **Thursday, April 18:** Social Media Storm – Share messages using #WorkZoneSafety and #WatchForUs.
* **Friday, April 19:** Moment of Silence – Remember those who have lost their lives in work zone crashes.

For more information about NAPA's Watch For Us campaign, to download the toolkit, and to register for the webinar, visit [WatchFor.Us](https://www.asphaltpavement.org/expertise/health-safety/health-safety/watchforus).

###

**About NAPA**

Founded in 1955, the National Asphalt Pavement Association (AsphaltPavement.org) is the only trade association that exclusively represents the interests of the asphalt pavement material producer/contractor on the national level with Congress, government agencies, and other national trade and business organizations. NAPA supports an active research program designed to improve the quality of asphalt pavements and paving techniques used in the construction of roadways, parking lots, airports, and environmental and recreational facilities. NAPA provides technical, educational, and marketing materials and information to its members and supplies product information to users and specifiers of paving materials.