



# **Work Zone Awareness Week: Outreach Ideas and Strategies from Virginia**

**Feb. 6, 2013**

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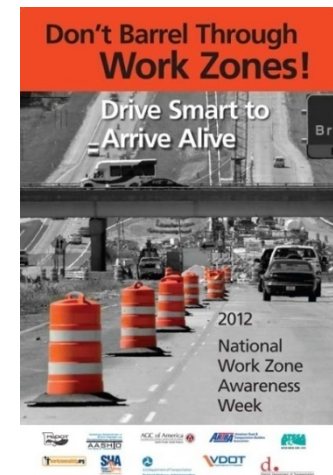
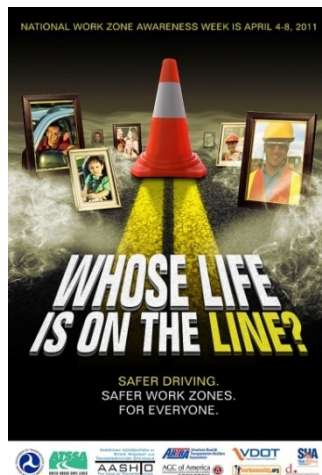


# NWZAW Outreach Ideas and Strategies

Low cost ideas

Contractor participation

Review of ideas from other states



## Low Cost Ideas

### WZS Displays at Welcome Centers and Rest Areas





# Low Cost Ideas

## WZS Displays at Welcome Centers and Rest Areas







## Low Cost Ideas

### WZS Displays at Welcome Centers and Rest Areas



# Low Cost Ideas

## Work Zone Safety Day at VDOT HQ





## Low Cost Ideas

### Work Zone Safety Day at VDOT HQ



Engage

Educate





# Low Cost Ideas

## Work Zone Safety Day at VDOT HQ



Vendor participation



## Low Cost Ideas

### WZS Day at VDOT HQ

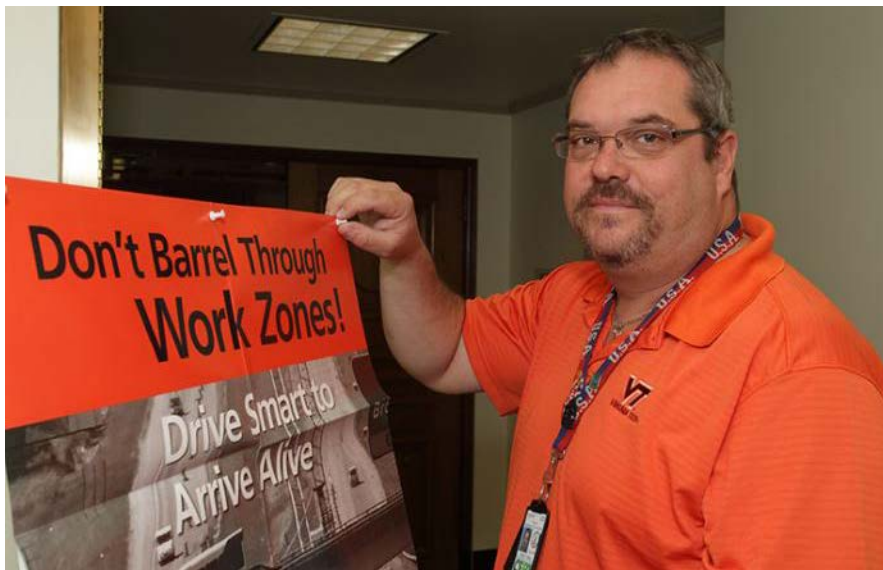
Make it fun,  
entertaining,  
and  
informative!





# Low Cost Ideas

## Go Orange Day





# Low Cost Ideas

## Pledging to Drive Safely in WZ's



# Low Cost Ideas

## Holding a Recognition Event Honoring Lost Workers



## Low Cost Ideas

### Holding a Recognition Event Honoring Lost Workers





## Low Cost Ideas

### Holding a Recognition Event Honoring Lost Workers



## Low Cost Ideas

### Sharing with High School Drivers Education Students



# Low Cost Ideas

## Sharing with High School Drivers Education Students





## Low Cost Ideas

Other low cost ideas include:

- Use of Social Media (Twitter, Facebook) to send daily WZS messages.
- Development of an electronic Media Kit.
- Display of WZA messages on CMS during non-rush hour traffic.



## Low Cost Ideas

**Other low cost ideas include:**

- **Send out daily WZS messages via e-mail.**
- **Send letters to the editors of newspapers across the state.**
- **Post WZA videos on YouTube.**
- **Hold a press conference in or near a work zone to raise the media's attention to the dangers motorist present.**



## Low Cost Ideas

Other low cost ideas include:

- Encourage field forces to review and ensure all TCD's are legible and up to standards.
- Obtain a proclamation from the governor recognizing NWZAW and the importance of driving safely through WZs.
- Join with other organizations to help spread the word!

Virginia   
*is for Lovers\**



U.S. Department  
of Transportation  
Federal Highway  
Administration



# Low Cost Ideas

<http://www.virginiadot.org/programs/prog-wzsa-default.asp>



Virginia.gov Online Services | Commonwealth Sites | Help | Governor Search Virginia.Gov

VDOT Virginia Department of Transportation

About VDOT | Jobs | Contact Us | Site Map | Español

NEED HELP? 800-FOR-ROAD 800-367-7623

Home > Programs > Work Zone Awareness

Travel Center Newsroom Info Center Business Center Programs Projects & Studies


WALK TO SCHOOL DAY Ms. Roma's 5th Grade

Search this site

First time to our site? Click here.

### Traffic Information

511 offers real-time traffic info. Anytime you need it, anywhere you are.



### Popular Links

- On the Go in Virginia
- Business Center
- Weekly Lane Closures and Travel Advisories
- Gilmerton Bridge Replacement Project
- Consider a Career at VDOT
- Manuals and Guides
- Construction Division
- The Latest from VDOT

### Connect With Us!

### Work Zone Awareness

[Main](#) | [Before](#) | [During](#) | [After](#) | [Media/Facts](#)

#### National Work Zone Awareness Week

In 1997 a VDOT employee had an idea: during one week in April the agency should focus on educating the public about highway work zones. Over the next several years the observance spread across Virginia and, with the cooperation of the Virginia Transportation Construction Alliance, expanded to include presentations to high school driver's education classes. In 2000 the observance of Work Zone Awareness Week became a national event.


VDOT and the transportation construction industry will participate in National Work Zone Awareness Week April 23-27, 2012. This year VDOT is partnering with the Virginia Department of Motor Vehicles and DriveSmart Virginia to highlight Distracted Driving Awareness Month, also observed during April.

Work Zone Awareness Week still provides an opportunity to educate the public about the critical part that motorists play in keeping everyone safe in highway work zones. Since undivided attention to driving is the most important factor in avoiding a crash, the coordination of Distracted Driving Awareness Month and Work Zone Awareness Week reinforces both messages.

In Virginia in 2011 there were 3,457 crashes in highway work zones across the state. The crashes resulted in 11 deaths and 1,816 injuries. While the death toll decreased eight percent from 2010, injuries in work zone crashes

#### Don't Barrel Through Work Zones!

Drive Smart to Arrive Alive



National Work Zone Safety Awareness Week April 23-27

[Download and view poster \(JPG, 462 KB\)](#)

## **Contractor Participation**

**We work closely with the contracting industry in Virginia and have partnered in:**

- Producing PSA's**
- Holding joint press conferences**
- Writing letters to newspaper editors across the commonwealth**
- Conducting training in HS Drivers Education classes**
- Displaying NWZAW messages on PCMS's during the week**

## Contractor Participation

We work closely with the contracting industry in Virginia and have partnered in:

- Utilizing their WZ TCD's at Welcome Centers and rest areas





## Contractor Participation

Some have even taken the initiative to sponsor billboards and expand the national safety message:



Billboard along I-81 near Harrisonburg

## Contractor Participation

Some have even taken the initiative to sponsor billboards and expand on the national safety message:



Megaproject contractors in NOVA asked drivers to put their phones down.

*transurban* **FLUOR.**



# Lessons Learned

**If possible, plan early**

**Focus both internally and externally**

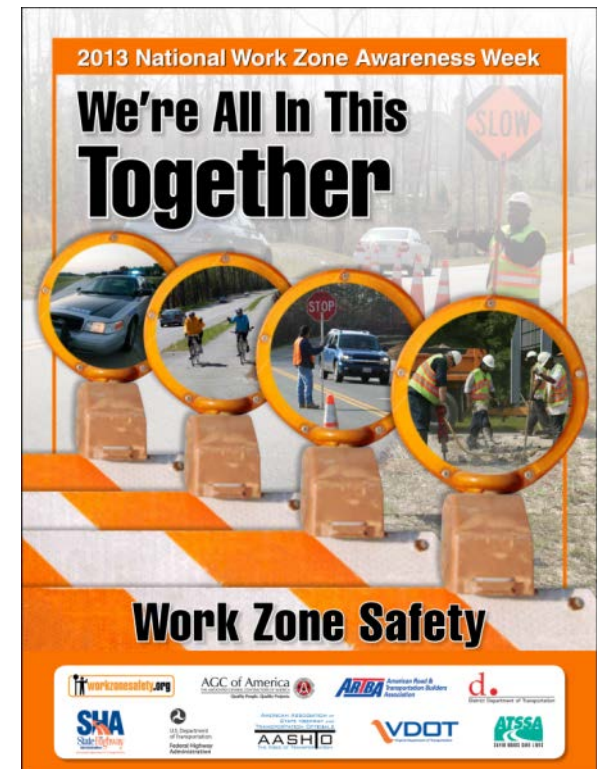
**Seek out partners to assist**

**Make the message personal**

**Be creative**

**It's a year long campaign**

**We're all in this together!!**





## Ideas From Other States

- IA, NC, PA, TN and VT had WZAW YouTube videos in 2012.
- NJ conducts a one-day safety conference every year.
- GA has a safety stand-down hour at construction sites to conduct safety training from 7 to 8 a.m.
- A few other states also have mascots (CT, NC).

Work Zone Wally



Buddy Barrel & Connie Cone



## Ideas From Other States

- AL has created a WZ Safety rack card placed in rest areas, Welcome Center, and other areas.
- CDOT has an annual Remember Day event.
- CT has conducted a roadway safety children's poster contest.
- SC has a “Take the pledge, wear the pin” (Highways or Dieways) campaign.
- Many states have used the appeal to ‘Slow Down My Mommy (or Daddy) works Here” signs.



## Ideas From Other States

**MSHA and WDOT have also obtained governor proclamations for NWZAW.**

**RIDOT partnered with AAA to light the state house dome orange and WIDOT also lit the dome of their capital.**





# Ideas From Other States

[http://www.workzonesafety.org/news\\_events/awareness\\_week/2011](http://www.workzonesafety.org/news_events/awareness_week/2011)



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The National Work Zone Safety Information Clearinghouse  
THE WORLD'S LARGEST INTERNET RESOURCE

[workzonesafety.org](http://www.workzonesafety.org)

Crash Data | Expert Contacts | Laws & Regulations | News & Events | Public Awareness | Research | Safety Products | Standards & Practices | Training | Links

NEWS & EVENTS

- > News Releases
- > News Articles
- > Newsletters
- > Work Zone Safety Conferences
- > Other Work Zone Related Conferences
- > National Work Zone Awareness Week
  - Archives

[Home](#)

## National Work Zone Awareness Week 2011

Some documents are made available in PDF format. You will need [Adobe Reader](#) to view them.

 The 2011 National Work Zone Awareness Week is scheduled for April 4-8. The theme for this year is "Safer driving. Safer work zones. For everyone." The National Kickoff event will be held in Maryland at the Intercounty Connector (ICC) project site.

[Work Zone Safety Fact Sheet for Motorists](#) developed by the National Work Zone Safety Information Clearinghouse

[Video Coverage of the National Kick-off Event in Maryland: National Work Zone Awareness Week Kickoff 2011](#)

[Pictures from the National Kickoff Event](#)

News Release: [Attention Motorist: Safer Driving Means Safer Work Zones for Everyone](#)

[How States and Other Agencies Are Promoting the National Work Zone Awareness Week](#)

[Pictures from the National Kickoff Event](#)

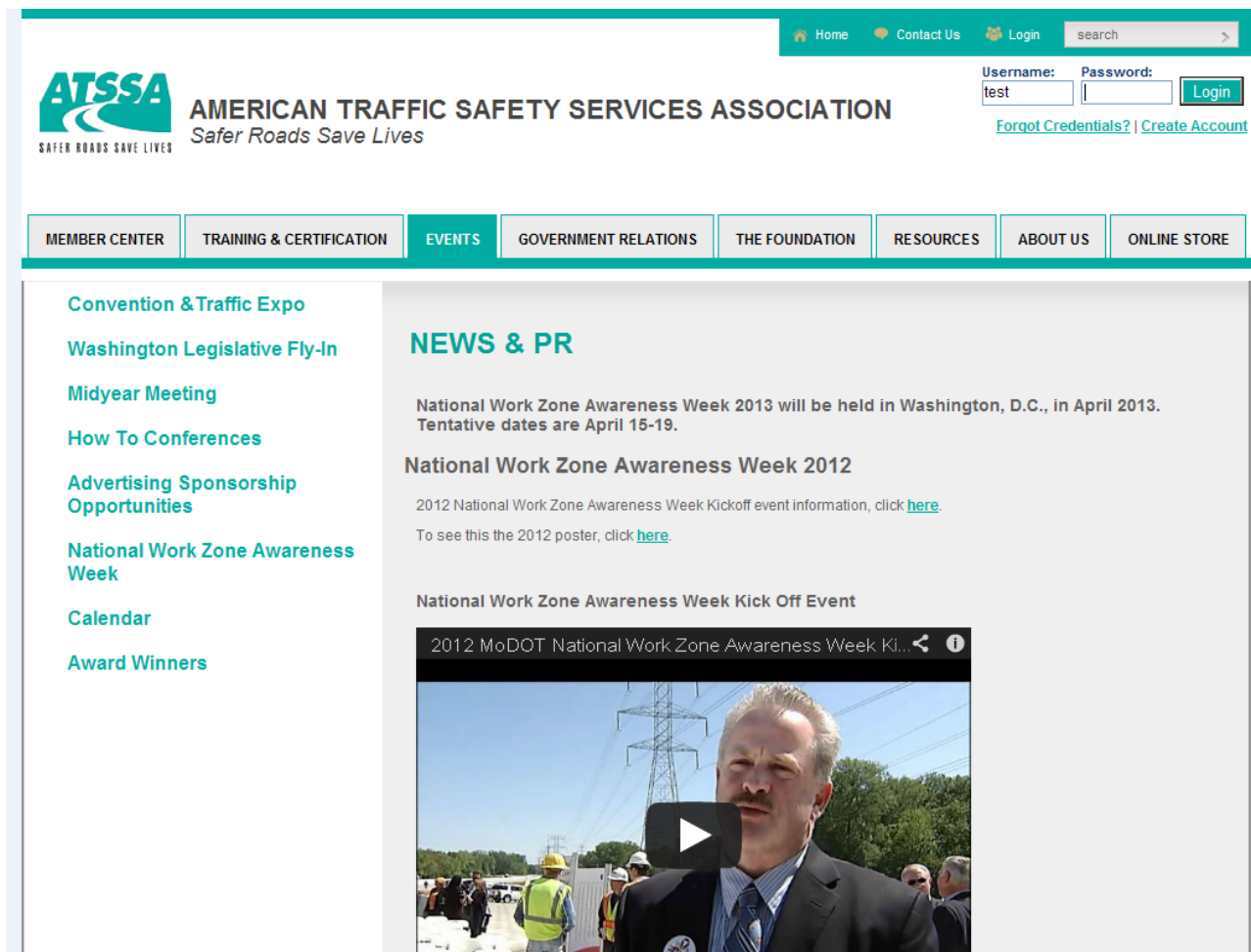






# Ideas From Other States

<http://www.atssa.com/Events/NationalWorkZoneAwarenessWeek.aspx>



The screenshot displays the ATSSA (American Traffic Safety Services Association) website. The header includes the ATSSA logo with the tagline "Safer Roads Save Lives" and a navigation bar with links for Home, Contact Us, and Login. A search bar and a login form with fields for Username (containing "test") and Password, and a Login button, are also present. Below the header is a main navigation menu with categories: MEMBER CENTER, TRAINING & CERTIFICATION, EVENTS, GOVERNMENT RELATIONS, THE FOUNDATION, RESOURCES, ABOUT US, and ONLINE STORE. The main content area is divided into two columns. The left column lists various events and resources: Convention & Traffic Expo, Washington Legislative Fly-In, Midyear Meeting, How To Conferences, Advertising Sponsorship Opportunities, National Work Zone Awareness Week, Calendar, and Award Winners. The right column features a "NEWS & PR" section with the following text: "National Work Zone Awareness Week 2013 will be held in Washington, D.C., in April 2013. Tentative dates are April 15-19." Below this, it says "National Work Zone Awareness Week 2012" and provides links for "2012 National Work Zone Awareness Week Kickoff event information, click [here](#)." and "To see this the 2012 poster, click [here](#)." At the bottom of the news section, there is a video player titled "2012 MoDOT National Work Zone Awareness Week Kick Off Event" showing a man in a suit speaking at an outdoor event.

# NWZAW Outreach Ideas and Strategies

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# National Work Zone Awareness Week

## April 15-19, 2013

2013 National Work Zone Awareness Week

# We're All In This Together

Work Zone Safety

The poster features a central image of a road construction site with orange and white striped barriers. Four circular inset images show a car, cyclists, a car at a stop sign, and workers. A 'SLOW' sign is visible in the background.

**workzonesafety.org**

AGC of America  
American Glass & Construction Association  
Quality People. Quality Products.

ARBA  
American Road & Transportation Builders Association

d.  
District Department of Transportation

SHA  
State Highway Administration

U.S. Department of Transportation  
Federal Highway Administration

AMERICAN ASSOCIATION OF STATE HIGHWAY AND TRANSPORTATION OFFICIALS  
AASHO  
FOR AASHTO, SEE [www.aashto.org](http://www.aashto.org)

VDOT  
Virginia Department of Transportation

ATSSA  
AUGUST 2008 - 2011