NWZAW
National Work Zone Awareness Week

April 20-24, 2020
Media Kit
OVERVIEW

Thank you for participating in 2020 National Work Zone Awareness Week

National Work Zone Awareness Week (NWZAW) is an annual nationwide event that brings the American Traffic Safety Services Association (ATSSA), public agencies, national roadway safety organizations, companies, and individuals together to promote the importance of work zone safety.

SUMMARY OF EVENTS

- National Work Zone Awareness Week, April 20-24
- Work Zone Safety Training Day, Monday, April 20
- National Kick-off Event, Tuesday April 21
- Go Orange Day, Wednesday April 22

This year’s national kick-off event is taking place in Ypsilanti, Michigan, hosted by the Michigan Department of Transportation (MDOT), on April 20-24, 2020. The event will be happening at the American Center for Mobility (ACM).

Below is information meant to help organizations, publications, and individuals promote and learn more about National Work Zone Awareness Week, and how vital work zone safety is in getting workers and motorists home safely.

For additional information or questions, contact ATSSA at communications@atssa.com.
KICK-OFF EVENT

This year’s national kick-off event is taking place in Ypsilanti, Michigan, hosted by MDOT on April 21, 2020. The event will be happening at the American Center for Mobility (ACM) at 11 a.m. Eastern time.

The American Center for Mobility is an outdoor track on a 500-acre property where Connected and Automated Vehicles (CAVs) are tested. MDOT has a partnership with ACM. It is Michigan’s largest track for autonomous vehicles and helps Michigan to be on the forefront of new work zone technologies.

If you are interested in attending the event as a member of the media, please contact ATSSA at communications@atssa.com.
PRESS RELEASE FOR NWZAW

FOR IMMEDIATE RELEASE

Safe Work Zones for All: Protect workers. Protect road users.
We Can Do It!
Support work zone safety during National Work Zone Awareness Week 2020

Ypsilanti, Michigan (April 21, 2020) – Whether you work in an office or on nation’s roadways, everyone deserves to get home safely.

National Work Zone Awareness Week (NWZAW), in its 20th year, is a national public awareness campaign that spreads the message that we are all responsible for work zone safety. This year’s NWZAW is April 20-24, 2020, and this year’s theme is “Safe Work Zones for All: Protect workers. Protect road users. We Can Do It!”

This year’s theme features a poster reminiscent of the World War II poster with Rosie the Riveter. In her place are a male and female roadway worker proclaiming, “We Can Do It!”

Michigan chose that image as a reflection of its industrial heritage. The original “Rosie” worked as a riveter in an aircraft factory in Ypsilanti that built B24 bombers.

Recent statistics from the National Work Zone Safety Information Clearinghouse shows a total of 671 work zone crashes resulted in 754 fatalities in 2018 with 124 of those fatalities being workers. Those startling statistics further demonstrate the importance of spreading awareness of work zone safety and participating in NWZAW to spread the message that we all play a role in getting roadway workers home safely.

Additionally, there were a total of 94,000 work zone crashes total in 2017—of which 25,000 were injury-involved crashes that resulted in 37,000 injuries – which underscores the need for further awareness of how to behave and drive safely in work zones.

The 2020 media kickoff event will be held by the Michigan Department of Transportation (MDOT) in Ypsilanti, Michigan on April 21, 2020 at the American Center for Mobility at 11 a.m. Eastern time.
This year we will also be calling attention to "struck-by injuries" with a Work Zone Safety Training Day on Monday, April 20. Struck-by injuries are a leading cause of death, and since 1992 the leading cause of nonfatal injuries in the construction industry. The national stand down encourages employers and workers to pause voluntarily during the workday for safety demonstrations, training in hazard recognition and fall prevention, and talks about hazards, protective methods, and the company’s safety policies, goals and expectations.

As part of NWZAW, all are also encouraged to participate in Go Orange Day on Wednesday, April 22, a day where individuals are encouraged to wear orange as a visual reminder to others of work zones, and post photos of their Go Orange Day activities to further spread awareness of work zone safety. While fun, participation in Go Orange Day and NWZAW goes a long way in getting much needed attention on work zone safety.

State departments of transportation, federal agencies, and other organizations will be participating in NWZAW and Go Orange Day, putting out PSAs about work zone safety, and hosting events to highlight the issue. For additional information on the history of NWZAW, visit NWZAW.org/learn.

Be sure to participate in #NWZAW and #GoOrangeDay – Wednesday, April 22, 2020 – by spreading the message of work zone safety with your friends, family, and community, and by liking, commenting, and sharing on social media using the hashtags #NWZAW and #GoOrange4Safety. To learn more about NWZAW, visit NWZAW.org.

#NWZAW #SafeWorkZonesForAll #WorkZoneSafety #StandDown4Safety #SaferRoadsSaveLives #GoOrange4Safety

NWZAW was formed by ATSSA, AASHTO, and FHWA. The partnership has expanded to include the Federal Motor Carrier Safety Administration (FMCSA), National Highway Traffic Safety Administration (NHTSA), Occupational Safety and Health Administration (OSHA), Virginia Department of Transportation (VDOT), Maryland State Highway Administration (MSHA), D.C. Department of Transportation (D-DOT), Associated General Contractors (AGC), and American Road & Transportation Builders (ARTBA), plus support from many people and organizations touched by work zone safety.

###