April 20-24, 2020
Tool Kit
NATIONAL WORK ZONE AWARENESS WEEK TOOLKIT

OVERVIEW

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.

During NWZAW, a host state department of transportation (DOT) holds a media kickoff event and Go Orange Day and NWZAW-related events are held by public agencies, organizations, and individuals across the country. This tool kit serves as a guide for NWZAW 2020. Thank you for your participation!

SUMMARY OF EVENTS

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

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KICKOFF EVENT PLANNER

The purpose of the kickoff event is to reach out to community leaders and the media, generating awareness on the importance of work zone safety. By hosting an event, you can raise awareness about NWZAW and Go Orange Day and make a difference when it comes to saving lives on our roadways. The national media kickoff event takes place nationwide on Tuesday, April 21.

STEP ONE: SECURE A KICK-OFF LOCATION

**Where:** A facility that is open to the public i.e. your local mall, library, park, government building, gathering place, etc. Having your kick-off event in a public arena will help educate the public about NWZAW.

- Meet with the contact for space you intend to use
- Explain the event and how it will drive positive media attention to the property
  - Event timeframe, i.e. access to area for setup, event time, breakdown
- Explain your setup requirements (see below)
- Ask if there is a fee. Since you are driving traffic and the media to the site, there may not be a fee.

*Suggested Setup*

<table>
<thead>
<tr>
<th></th>
<th>Backdrop</th>
<th>DJ Table</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stairs</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Setup Review**

- 6 stage pieces i.e. 16’ x 12’
- Stage skirting
- Stage backdrop
- Podium
- 1 DJ table with cover
- 2 refreshments tables with covers
- 1 trash box
- 50 chairs: 5 rows of 10 chairs
- Access to power for the DJ
- Orange Cone Display
- Work Vest Display

STEP TWO: HIRE EVENT SUPPORT

**DJ:** Hire a local DJ for the event. His or her role is as follows:

- Play appropriate music while people mingle.
- Provide speaker setup, which includes a corded microphone and stand. It is always a good idea to ask for a backup cordless microphone.
- The DJ should arrive for setup one hour prior to the event start time.
• Equipment should be tested prior to event.

*Note: Hiring a DJ is optional. If you elect to rent a sound system, be sure to test it first. If you have a media partner for the event, such as a radio station, ask them to supply an emcee as well as a sound system.*

**Photographer:** Hire a local photographer. If you cannot hire a photographer, designate someone to take photos. The photographer must arrive one hour prior to event start time. The suggested shot list is as follows and should be emailed to the photographer prior to the event:

- Event setup
- Crowd shots
- Candid photos
- Group photos, at the Photo Op Spot (see below)
- DJ setup
- Refreshments setup
- Event presentation photos

*Note: It is recommended that the photographer release all the photos to you the day of the event. This will allow you to post the photos on social media in a timely manner.*

**STEP THREE: MAKING THE EVENT SPECIAL**

**Guest Speakers:**
It is recommended that each guest speaker be given five minutes to speak. Efforts to book guest speakers should begin three months prior to the event. The presentation should run as follows:

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 a.m.</td>
<td>Opening Remarks</td>
</tr>
<tr>
<td>11:03 a.m.</td>
<td>Guest Speaker</td>
</tr>
<tr>
<td>11:10 a.m.</td>
<td>Guest Speaker</td>
</tr>
<tr>
<td>11:17 a.m.</td>
<td>Guest Speaker</td>
</tr>
<tr>
<td>11:24 a.m.</td>
<td>Closing Remarks</td>
</tr>
</tbody>
</table>

Opening remarks:
- Thank guests for coming
- Recognize dignitaries in the audience
- Give brief history of NWZAW
- Explain Go Orange Day

Guest Speaker Options: Local dignitary i.e. mayor or local elected official, family member(s) of a work zone accident victim, head of your local DOT, a first responder, etc.
Closing remarks:

- Thank guest speakers
- Thank guests for coming
- Remind them about Go Orange Day

Please see pages 10-11 for Opening and Closing Remarks example.

Refreshments:

Keep it simple by buying refreshments you do not have to prepare, cut, or serve. Ideas include:

- Bottled water
- Cookies
- Cupcakes
- Mini muffins
- Napkins, cups, plates, cutlery for serving

Grocery stores or wholesale clubs have food trays, which would be a cost-effective way to provide refreshments.

Goodie Bags:

Goodie bags are optional, but a nice touch. Another option is to have a table with “takeaway” items. Always make ten more bags than you think you need. The goodie bags might include:

- Promotional items for your business i.e. pens, notepad, etc.
- Orange awareness ribbon
- Fun orange snacks i.e. orange Tic Tacs, mini Goldfish cracker packs, Reese’s peanut butter cups, orange Starbursts, etc.
- Travel size hand sanitizer with an orange cone sticker
- Reminder flyer about Go Orange Day. The flyer should include:
  - Go Orange Day date
  - How to participate
  - Information on where they can post photos and hashtags

Note: Be sure to bring extra flyers and extra ribbons.

Photo Op Spot:

The purpose of the Photo Op Spot is to bring some excitement to the event. It is a great location for your photographer to take group photos. These photos can then be put in an album on your Facebook page. Let your guests know where they can access the
photos. They will most likely share the image on their own page. This is a great way to engage on social media.

Example: Have your photographer set up a photo booth with a white backdrop. Bring in an orange carpet and work zone props for the photo booth. You may even want to purchase a customized backdrop with #NWZAW and #Orange4Safety on it.  

Note: When creating the album, be sure to advertise Go Orange Day so people can participate.

STEP 4: INVITEES

It is recommended that you invite local media, elected officials, law enforcement, public safety officials, school officials, school board representatives, and the local Chamber of Commerce.

- Additionally, to grow this event, you may want to invite local management teams for package delivery companies, moving companies, and local trucking companies.

Three months prior to your kick-off event, you should begin compiling a database of potential invitees. During this process, you should confirm the spelling of their name, any titles associated with the guest, and their mailing or email address. Even though you will be sending a press release later, it is still important to send the media contact an invitation. The invitations should require guests to RSVP, so you can get a good head count for the goodie bags and refreshments.

- The invitations should be mailed out three weeks prior to the event.
- One week prior to the event, a personal call should be made reminding them about the event.

Please see page 12 for an invitation example.

STEP 5: THE MEDIA

Three months prior to your kick-off event, you should begin compiling a database of local media contacts. During this process you should confirm the spelling of their name, any title associated with them, and their email address (press releases are typically emailed). Be it local television or radio, the best contact is the news department. It is always prudent to call and confirm that you have the correct email address and contact person, instead of just relying on their website. The last thing you want is to send the press release to the wrong person.

- The press release should be emailed one month prior to the event.
- One week prior to the event, email the press release again.
Please see pages 13-14 for a press release example.

STEP 6: CREATE A “GAME DAY” GUIDE & PLANNING CALENDAR

A Game Day Guide allows you to stay organized and identifies who is responsible for different aspects of the event. Below you will also find a planning calendar.

NWZAW KICK-OFF, GAME DAY GUIDE

<table>
<thead>
<tr>
<th>Contacts</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photographer’s Name</td>
<td></td>
</tr>
<tr>
<td>DJ’s Name</td>
<td></td>
</tr>
<tr>
<td>Event Facility Contact Name</td>
<td></td>
</tr>
</tbody>
</table>

Tuesday, April 21

<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
<th>Assigned To</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 a.m.</td>
<td>Setup</td>
<td>Facility</td>
</tr>
<tr>
<td>9 a.m.</td>
<td>Support staff arrives to ensure setup is correct and is on-site to troubleshoot. They also bring the goodie bags, Go Orange Day flyers, and extra ribbons.</td>
<td></td>
</tr>
<tr>
<td>10 a.m.</td>
<td>Goodie bags are put on chairs</td>
<td></td>
</tr>
<tr>
<td>10 a.m.</td>
<td>DJ arrives</td>
<td>Checks in with NAME</td>
</tr>
<tr>
<td>10 a.m.</td>
<td>Photographer arrives</td>
<td>Checks in with NAME, shot list given.</td>
</tr>
<tr>
<td>10:30 a.m.</td>
<td>Guests start arriving</td>
<td></td>
</tr>
<tr>
<td>10:30 a.m.</td>
<td>DJ starts playing music</td>
<td></td>
</tr>
<tr>
<td>10:30 a.m.</td>
<td>Photographer begins</td>
<td></td>
</tr>
<tr>
<td>11 a.m.</td>
<td>Presentation begins/Opening remarks</td>
<td></td>
</tr>
<tr>
<td>11:03 a.m.</td>
<td>Guest Speaker #1</td>
<td></td>
</tr>
<tr>
<td>11:10 a.m.</td>
<td>Guest Speaker #2</td>
<td></td>
</tr>
<tr>
<td>11:20 a.m.</td>
<td>Guest Speaker #3</td>
<td></td>
</tr>
<tr>
<td>11:27 a.m.</td>
<td>Closing remarks</td>
<td></td>
</tr>
<tr>
<td>12 p.m.</td>
<td>Clean up after guests leave</td>
<td></td>
</tr>
</tbody>
</table>

Note: you can also include your event prep in the Game Day Guide.

Be prepared for the public to attend your event.
- Encourage them to participate
- Give them a ribbon
- Give them a flyer about Go Orange Day
- Ask them to participate in the Photo Op Booth

**PLANNING CALENDAR**

**January 2020**

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1</td>
<td>2 Team meeting</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>7</td>
<td>8</td>
<td>9</td>
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<tr>
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<td>13</td>
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<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
<td>31</td>
</tr>
</tbody>
</table>

6 Start compiling media and invitee database. Begin efforts to book guest speaker, hire DJ, and hire photographer.

29 Tasks from Jan should be completed by this date.

**February 2020**

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>1 Team meeting</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
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<tr>
<td>10</td>
<td>11</td>
<td>12</td>
<td>13</td>
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<td>24</td>
<td>25</td>
<td>26</td>
<td>27</td>
<td></td>
</tr>
</tbody>
</table>

24 Press release & invitation creation and approval process
## March 2020

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
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<tbody>
<tr>
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<tr>
<td>2</td>
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<td></td>
</tr>
<tr>
<td>Team meeting</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>Email press release</td>
<td>Prep invitations</td>
<td>Prep invitations</td>
<td>Prep invitations</td>
<td>Prep invitations</td>
</tr>
<tr>
<td>Prep invitations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>Mail invitations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
</tr>
<tr>
<td>Touch base with DJ &amp;</td>
<td>Buy Basic goodie bag items</td>
<td>Buy basic goodie bag items</td>
<td>Prep goodie bag items</td>
<td>Prep goodie bag items</td>
</tr>
<tr>
<td>photographer</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email shot list</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meet with guest speaker</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>to review Game Day Guide</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

## April 2020

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
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</thead>
<tbody>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td>Email press release</td>
<td>Prep goodie bag items</td>
<td>Prep goodie bag items</td>
<td>Stuff bags</td>
<td>Stuff bags</td>
</tr>
<tr>
<td>release again Call</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>invitees</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>ON</td>
<td>22</td>
<td>23</td>
<td>24</td>
</tr>
<tr>
<td>Work Zone Safety Training Day</td>
<td>KICK-OFF EVENT</td>
<td>Go Orange Day</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Opening and Closing Remarks Examples

<table>
<thead>
<tr>
<th>Time</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>About 3 minutes</td>
<td>Opening Remarks</td>
</tr>
<tr>
<td>15 minutes total</td>
<td>Guest Speakers</td>
</tr>
<tr>
<td>Less than 2 minutes</td>
<td>Closing Remarks</td>
</tr>
</tbody>
</table>

### Opening Remarks

Good morning, and welcome to the National Work Zone Awareness Week kickoff event. My name is [INSERT NAME] I’m the [INSERT TITLE] for [INSERT ORGANIZATION]. I’d like to take a moment to recognize some special guests, [INSERT NAMES]. Thank you to everyone for attending today. Guest speakers and team members will be available for questions after the presentation.
National Work Zone Awareness Week is a way to raise public awareness for work zones and those who work in them. Motorists are encouraged to slow to posted speed limits, eliminate distractions while driving, and be watchful for roadway workers and their equipment. This year’s theme is Safe Work Zones for All. Protect workers. Protect road users. We Can Do It!

Go Orange Day takes place tomorrow. Join us as we wear orange to show our support for the men and women who work tirelessly to keep our roads safe. Take a picture of yourself wearing orange and show your commitment to work zone safety by posting it to Facebook and Twitter with the hashtags #Orange4Safety and #GoOrangeDay.

According to the Federal Highway Administration (FHWA), in 2018 there were 671 work zone fatal crashes and 754 fatalities, the majority of which were motorists, with 124 deaths accounting for roadway worker fatalities. 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. And on average, in 2015:

- A work zone crash occurred once every 5.4 minutes.
- Every day, 70 work zone crashes occurred that resulted in at least one injury.
- Every week, 12 work zone crashes occurred that resulted in at least one fatality.

Originally formed by the American Traffic Safety Services Association, the American Association of State Highway and Transportation Officials, and the Federal Highway Administration, the National Work Zone Awareness Week partnership has expanded to include the Federal Motor Carrier Safety Administration, National Highway Traffic Safety Administration, Occupational Safety and Health Administration, Virginia Department of Transportation, Maryland State Highway Administration, D.C. Department of Transportation, Associated General Contractors, and American Road & Transportation Builders. The event also receives support from individuals and organizations impacted by work zone safety.

Note: At this point in the introduction, take a moment to talk about your mission statement. Include how your business supports NWZAW.

Guest Speakers
It is recommended each guest speaker be given five minutes of stage time. It is important to explain to them what their remarks should include. You can also guide them by giving them ideas and statistics. Ask for a copy of their remarks before the event. This will ensure you are able to proof it for accuracy, timing, and suggest changes.

Closing Remarks
This should take less than two minutes. There is a built-in cushion here, just in case the guest speakers run over.
Thank you to our guest speakers for their thoughtful remarks. We appreciate your commitment to work zone safety. Our goal is to educate the community about National Work Zone Awareness Week and it is through you and local partnerships that we are able to do so. Don’t forget to wear orange tomorrow for Go Orange Day! Thank you all for attending our kick-off event and have a great day.
Dear [NAME],

We are pleased to invite you to the National Work Zone Awareness Week (NWZAW) kickoff event on April 21 at [LOCATION] from [TIME]. Join us as we work to bring awareness to the importance of work zone safety. The kickoff event will feature guest speakers and refreshments will be provided.

NWZAW was created to raise public awareness of work zone hazards and the importance of work zone safety. Motorists are encouraged to slow to posted speed limits, eliminate distractions while driving, and be watchful for roadway workers and their equipment. This year's theme is Safe Work Zones for All. Protect workers. Protect road users. We Can Do It!

Let us unite for safety by wearing Orange on April 22 for Go Orange Day. Take a picture of yourself wearing orange and post it to Facebook and Twitter with the hashtags #Orange4Safety and #GoOrangeDay.

Thank you for showing your support for the men and women who work tirelessly to keep our roadways safe. We look forward to seeing you on the April 21.

Please RSVP to [NAME] at [NUMBER] or [EMAIL] by [DATE].

Best regards,

[NAME]
FOR IMMEDIATE RELEASE
Contact: 
NAME
TITLE
COMPANY
EMAIL
PHONE

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) – 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!"

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.

As part of NWZAW, all are also encouraged to participate in Go Orange Day on 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 www.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 #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.

[INCLUDE YOUR MISSION STATEMENT FOR ROAD SAFETY AND WEB ADDRESS]
GO ORANGE DAY

Go Orange Day will take place on Wednesday, April 22 and is an important part of NWZAW. This day allows the community to show their support for roadway safety in work zones by wearing orange. Participants are encouraged to post videos and photos of themselves or a group wearing orange with the hashtags #Orange4Safety and #GoOrangeDay. Videos and photos should be fun, safe, and creative.

COMMUNITY OUTREACH

Your goal for this effort is to increase awareness about NWZAW, specifically Go Orange Day. This can be accomplished by engaging your community through partnerships. Think outside of the box and look for free opportunities in lieu of traditional advertising, which adds cost to promoting and organizing the event. Always remember to support your partners through social media posts and if available, logo placement on your website.

IDEA ONE: GET GROUPS OF PEOPLE INVOLVED

- Brainstorm about which groups you can empower to be ambassadors for Go Orange Day. Some groups include:
  - High schools
  - Hospitals
  - Package delivery companies
  - Moving companies
  - Food/drink distributors
  - Local media
  - Local trucking companies
  - Local road safety companies
  - Area police & fire department, or local DOT
- When empowering ambassadors for Go Orange Day, it is important to try and meet face-to-face. If they cannot meet, send an email encouraging their participation. These meetings should start taking place three months prior to the event.
- Explain Go Orange Day and how their participation is important.
  - For example, high schools should participate because of the driver's education courses they offer. It is important for teens to respect works zones, and that starts when they learn how to drive.
- Bring a flyer. This is a great reference for them to use when planning their participation.
- Encourage pictures, videos, and posts! Make sure they know which hashtags to use - #Orange4Safety #GoOrangeDay.
- Get their direct phone number. You will need this when you call them one month prior to the event. This phone call is important because it acts as a reminder to them. This is also your opportunity to ask what kind of support they need from you to participate in the event.
• Get their email address. You will need this to send a follow up email one week prior to Go Orange Day.

**Communication Breakdown**

<table>
<thead>
<tr>
<th>3 Months Prior</th>
<th>Conduct meetings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Month Prior</td>
<td>Phone call</td>
</tr>
<tr>
<td>1 Week Prior</td>
<td>Email</td>
</tr>
</tbody>
</table>

**IDEA TWO: WEAR IT, GET IT**

Partner with locally owned restaurants, eateries, and coffee shops to create a “Wear It, Get It” program. You should start communicating with businesses three months in advance of the event date. The best way to approach this program is to keep it simple.

*Partnership Examples (this can double as your social media posts and event copy)*

Be one of the first 50 people to stop by Luke’s Donuts on Wednesday, April 22 between X and Y wearing orange for National Work Zone Awareness Week. Check in with a picture of you in your orange gear, show them you posted it with the #Orange4Safety hashtag, and get a FREE donut! *Offer only good while supplies last.*

*Restrictions are a must!*

• By limiting it to 50 people during a specific timeframe, you can maintain control over the promotion.
  o Your partners will be able to prep for the free product they will be giving away.
• Allow your partners to pick the timeframe. You want this to be a beneficial partnership, not one that will negatively impact their normal business operations.
• It is recommended that you limit this promotion to five business partners.

*This is a win-win for all parties involved.*

• Partners will plug this on their social media sites prior to the event date.
• Participants will not only use the hashtag, but will check in at the store, which is great social media publicity for everyone involved.
• More pictures posted means you are increasing awareness about NWZAW.
• Be sure to include these posts on your social media planner (see page 22).

*Note: Often it is easier to work with locally owned business because they can make fast executive decisions. Additionally, they might be more apt to support community initiatives.*

**IDEA THREE: GROCERY STORE DISPLAY**
Local grocery stores are a great way to reach out to the community. The general manager can typically make an executive decision without having to go through their corporate office. It is recommended that you partner with three to five grocery stores.

- Approach them about doing a “tower of orange products” display. The tower can be wrapped with caution tape to make it more interesting.
- Supply them with a poster about Go Orange Day that can be displayed with the tower.
- The tower should be on display two weeks prior to the event.
- Supply the staff with orange awareness ribbons.

WORK ZONE SAFETY TRAINING DAY

New this year is Work Zone Safety Training day on Monday, April 20, 2020. Struck-by injuries are a leading cause of death, and since 1992 the leading cause of nonfatal injuries in the construction industry. The Work Zone Safety Training Day or 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. Resources to conduct your own stand down can be found are available from the Center for Construction Research and Training CPWR.com/research/work-zone-safety.
SOCIAL MEDIA GUIDELINES
Social media is a great source to build awareness about WZ Safety Training Day and Go Orange Day.

- Post on all your social media platforms.
- Keep your message simple and clear.
- Make sure your posts sound natural. Your social media voice should sound like a friend, not stiff and unapproachable.
- Consistently post. See social media planner on page 22.
- Use photos as much as possible. Make sure you own the rights to the images before posting. You can find free stock images online. Do not just “Google images” - you can get in trouble for using other people’s artwork without their permission.
- Tag and hashtag partners.
- Share posts from others when appropriate.
  - Always double check the name of the source to make sure it is not offensive.
  - Always double check the “about” section of the source’s page to make sure it is not offensive.
- Keep it positive and professional.
- No curse words, crude language, or innuendos.
- If you see a post is doing well on Facebook, consider boosting it for $10.
- If you see a post is doing well on Instagram, consider promoting it for $10.
@Sitesafe is gearing up for #GoOrangeDay, Wed., April 22 for #NWZAW #Orange4Safety

STOP what you’re doing and wear ORANGE on April 22 for #GoOrangeDay #NWZAW #Orange4Safety
TWITTER: TWEET EXAMPLES

Safer roads save lives! Go Orange on April 22 #GoOrangeDay #Orange4Safety #NWZAW #NationalWorkZoneAwarenessWeek
Note: you can use the same image and message on each social media platform. The message needs to be short yet catchy and include the event date with the hashtags #Orange4Safety and #GoOrangeDay.

HASHTAGS
#Orange4Safety
#GoOrangeDay
#NWZAW
#NationalWorkZoneAwarenessWeek
#ATSSA
#ATSSAHQ
#SafeWorkZonesForAll
#StandDown4Safety
#TeamHardHat
#TeamWorkZone
#WorkZone
#WorkZoneLife
#WorkZoneSafety
#WorkZoneCrew
#DriveSmart
#SafetyDriven
#OrangeConeZone

Note: When using hashtags on Instagram. Post them as the first comment or following your main text, that way you do not muddy up your message. For example:

KEY PHRASES
Go Orange Day April 22
National Work Zone Awareness Week April 20–24
Safe Work Zones for All
Stand Down for Safety
Slow Down
Drive Safe
Stay Alert
Safer Roads Save Lives
Keep Roadway Workers Safe
See the Orange, Slow Down
Drive Carefully
Slow Down, Save Lives
Slow Down for Work Zones
Slow for the Orange Zone
Don’t Zone Out in the Cone Zone

GO ORANGE, EXAMPLE PHOTOS
Social Media Planner

- To avoid the message becoming stale, it is recommended to start posting three weeks prior to NWZAW, Work Zone Safety Training Day and Go Orange Day.
- Post on all social media platforms at least one time a week. You should not exceed three organic posts a day. Be sure to vary the posting times. This does not include photos you share.
- Check the main hashtags everyday so you can share or re-tweet posts from supporters.
- If using Instagram to share a post, screen shot the post, so you can re-post and tag the original handle.

### March 30-April 2020

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
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<tbody>
<tr>
<td>Go Orange Post or WZ Safety Training Day</td>
<td>Promotional Partnership Post</td>
<td>Go Orange Post</td>
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<tr>
<td>Promotional Post about Work Zone Safety Training Day</td>
<td>KICK-OFF EVENT Actively posting throughout the day Go Orange Post</td>
<td>Go Orange Day Actively posting throughout the day</td>
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<td>23</td>
<td>24</td>
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</tbody>
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ACCESSING EVENT COLLATERAL AND EVENT SUPPORT MATERIALS

Official Website: NWZAW.org

- Official NWZAW Poster
- Event accessories & order form
- Press release example
- Invitation example
- Previous campaigns
- Social media links
- NWZAW history

Host City: michigan.gov/dot
Federal Highway Administration: fhwa.dot.gov