



September 21, 2009

Board of Directors

Dane Alsabrook
President

Robert Steven Vetter
Vice President

Timothy J. Cox
James Crowley
Gregory Driskell
Kathleen Holst
Brook M. Jerzyk
James Keaton
J. Thomas McSwain
Keith Rainwater
Susan A. Reiss
Henry A. Ross
Kenneth L. Smith
Peter Speer

Melanie McKee
Director
Lisa Barnes
Associate Director

Dear Educational Professional,

American Traffic Safety Services Association represents men and women nationwide who work in roadway work zones. It's a dangerous business. Each year, approximately 720 people are killed in work zones – most of which were motorists and occupants in vehicles.

To reduce these numbers, we are bringing this issue to the attention of the motoring public, as well as to school children. Perhaps if children learn at a young age the dangers that are involved in roadwork projects, these numbers will hopefully come down in the years to come.

As part of this effort, American Traffic Safety Services Foundation has developed a poster contest that invites children, grades kindergarten through sixth grade to submit their impressions of the daily life of America's roadway workers. Work zones are everywhere, and I'm sure children are familiar with orange cones, barrels, and men and women doing their jobs on roads every day.

All of the rules and requirements for this contest are contained in the enclosed packet. First through third place prizes will be awarded and the winners will receive cash prizes of \$300, \$100, & \$50 respectively, with a matching cash prize being awarded to the school.

We are advertising this program nationwide and we want to ensure that children are given an opportunity to participate in a worthy cause. Please visit our website at www.atssa.com and click on "The Foundation" tab to download additional copies of the enclosed materials.

Sincerely,

Melanie McKee
Foundation Director



**“Life Behind the Cones and Barrels -
How Roadway Workers Keep America Moving Poster
Contest” *Program***



“Life Behind the Cones and Barrels - How Roadway Workers Keep America Moving Poster Contest” Program

Grades K-6

**Sponsored by the
American Traffic Safety Services Foundation**

Students in grades kindergarten through six are invited to submit their impressions of the daily life of America’s roadway workers for a national poster contest. With roadway work zones expected to increase in the coming years due to safety improvements and overall renovation of the U.S. system of roads and bridges, motorists and their passengers are more likely than ever to encounter some of the nation’s most overlooked heroes: the men and women who build and rebuild roads to keep America moving.

Like any worker, roadway workers get up in the morning, plan their day, say goodbye to family and loved ones, and head out to the workplace. Try to imagine, however, that in this case, the workplace may be smack in the middle of a super-highway. From the worker’s perspective, every signal, sign, cone, barrel or other temporary device is a lifesaving innovation. Every driver and passenger is a vital partner in the lifesaving equation.

Each year, approximately 720 people lose their lives in work zone accidents -- most of them drivers. Students are encouraged to take time to recognize the reasons work is undertaken, the type of jobs performed by roadway workers, and the families, loved ones, community responsibilities and other roles performed by these men and women, who have some of the most dangerous jobs in America.

Posters should reflect the view from the road -- what a roadway worker sees or thinks about as he or she performs daily duties. Posters may also reflect key actions drivers and passengers can take to protect lives in work zones:

- o Slow down to posted speeds.
- o Merge as soon as signs instruct.
- o Unplug from distractions such as cell phones and unnecessary conversations.
- o Turn light on in work zones and display an orange ribbon to show workers you support their safety.

Submissions will be judged by a panel of roadway industry experts in an age appropriate fashion. Contestants will be judged in three categories: grades K-1, grades 2-4, and grades 5-6. First

through third grade prizes will be awarded, and winners will receive cash prizes of \$300, \$100, and \$50, respectively with a matching cash prize being awarded to their schools.

Posters should be created on paper, cardboard, or foam board no larger than 8 1/2" x 11". Each student's name, grade, school, school address/phone number and name of supervising teacher must be firmly affixed to each submission. A release form signed by a parent or guardian must also be included with each submission.

Winners will be notified in writing by May 31, 2010.



“Life Behind the Cones and Barrels - How Roadway Workers Keep America Moving Poster Contest” Program

Grades K-6

Instructions

1. Send submissions to:

American Traffic Safety Services Foundation
15 Riverside Parkway, Suite 100
Fredericksburg, VA 22406

2. **Deadline: To be eligible for the contest, all submissions must be postmarked no later than March 12, 2010.**
3. **Materials: Posters must be no larger than 8 1/2” x 11” and should be created on paper, cardboard, or foam board.**
4. Use of Artwork: Artwork becomes the property of the American Traffic Safety Services Foundation and may be used at the Foundation’s discretion for promotional and other purposes.
5. Selection of Winners: Each school is asked to select the top three posters for each category (grades K-1, grades 2-4 and grades 5-6) based on the judging criteria outlined below. Once selections are made, you may submit them to the Foundation for judging.

**Please judge on a scale 1-10, 1 being the lowest and 10 being the highest, how you feel this particular drawing relates to the following questions.

- In your opinion, how creative is this drawing?
- Do you believe this drawing represents a construction work zone?
- Based on this drawing, do you believe the child who drew this picture has the basic understanding of what a construction work zone is?
- Do you believe this drawing has key elements of what is typically found in a work zone?
- Overall, how would you rank this drawing?

6. The Coversheet Form (copy enclosed) must be completed by each school submitting their posters to the Foundation as soon as materials are received. (Please note: A cover sheet form must be received from each school that participates in order for any artwork to be eligible.)
7. A Release Form (copy enclosed) must be completed and signed by a parent or legal guardian for each poster submitted to the Foundation. (Please note: A release form must be received with each child's artwork in order for him or her to be eligible.)
8. Notification/Awards: Winners will be notified in writing by May 31, 2010.
9. For more information on the Foundation's "The Life Behind the Cones and Barrels – How Roadway Workers Keep America Moving Poster Contest" program, please contact Lori Wilcox, at American Traffic Safety Services Association Headquarters, at 1-800-272-8772 or lori.wilcox@atssa.com.



“Life Behind the Cones and Barrels - *How Roadway Workers Keep America Moving* Poster Contest” Program

Classroom Discussion Tips

Facts:

- Work zones are important – they are needed to upgrade and maintain our roadways. These upgrades make our roads safer *and* they ease congestion.
- Drivers can expect roughly one work zone for every 50 miles traveled.
- Approximately 720 people die each year as a result of accidents in roadway work zones. The majority of those deaths involve drivers.
- Slowing to posted speed limits and focusing on what is ahead inside the orange barrels can immediately prevent accidents.

Exercises:

- Students may observe roadway work zones for a period of time, then discuss with the class the various types of roadway workers they recognized (i.e., flaggers, heavy equipment operators, laborers, etc.). Students can also draw the “safety signs” they observed and discuss what each sign means.
- Students can set up a roadway work zone in the classroom or on the playground. Students might observe various cones, barrels, signs, barriers and other devices used to maintain safety in work zones, and then create their own replicas of these items. Alternatively, local highway departments may be pleased to provide authentic work zone safety devices for demonstration to students. Once the work zone is assembled, students might play the roles of roadway worker, driver and passenger to demonstrate wise and unwise behavior in a work zone. Students may wish to navigate the work zone on bicycles, skateboards, in-line skates, or by other means.
- Older students may take the enclosed “Why a Work Zone?” quiz, which examines why work zones exist and the types of critical work performed in various types of work zones.



**“Life Behind the Cones and Barrels -
How Roadway Workers Keep America Moving Poster Contest”
Program**

“Why a Work Zone?” Quiz

Work zones play a vital role in keeping America moving. They may be needed for a variety of reasons, including:

- the maintenance and construction of America’s roadways, regarded as among the best in the world;
- safety improvements to existing roadways, to save lives and reduce injuries among drivers and to reduce wear and tear on vehicles; and
- maintenance and installation of utility services that run along roadways, including electricity, natural gas, and telephone service.

Assignment:

Locate and report to the class on at least one example of the three roadway work zones described above.

Location of work zone: _____

Purpose of work zone: _____

How did you determine the purpose of the work zone?

How many workers were required for the job you observed? _____

Can you identify the roles of the various workers you observed?

What sorts of signs and devices were used to manage traffic around the work zone?

How did drivers behave in the work zone? Did they respond to the signs and follow posted speed limits?

Imagine yourself or someone you love as a roadway worker. Are you satisfied with the level of protection from the surrounding traffic demonstrated in the work zone you observed? Do you feel that drivers demonstrated concern for worker safety or respect for the work being done? Explain.



**“Life Behind the Cones and Barrels –
*How Roadway Workers Keep America Moving Poster
Contest” Program***

Cover Sheet

Please fill out this form and enclose the form with the posters submitted to The Foundation. (Please note: A cover sheet form must be received from each school that participates in order for any artwork to be eligible.)

Name of School: _____

Main Contact Name: _____

Main Contact Email: _____

Date: _____

School Street Address: _____

City: _____

State: _____

Zip Code: _____

School Telephone Number: _____

School Fax Number: _____

Print Names of All Participating Teachers & What Grade Level They Teach:

Print Name of Principal: _____

Number of Posters Submitted From School: _____

Grades Who Participated: _____

Total Number of Students Participating In Poster Contest: _____



**“Life Behind the Cones and Barrels –
How Roadway Workers Keep America Moving Poster Contest” Program**

RELEASE FORM

This document confirms the agreement between you and The American Traffic Safety Services Foundation regarding your participation in the 2009/2010 the Foundation Work Zone Poster Contest.

You hereby irrevocably grant to the Foundation (and its affiliate, The American Traffic Safety Services Association (ATSSA), or other affiliates not now named) perpetually, exclusively, and for all media (print, electronic, video or any other formats), the right to use the artwork submitted for this contest through your child’s school, and any reproductions of that artwork, and to identify your child as the artist, in any promotional materials at the exclusive discretion of the Foundation and its affiliates. All artwork is the property of the Foundation and will not be returned to the artist.

You hereby agree that you will not bring or consent to others bringing any claim or action against the Foundation or its affiliates on the grounds that the identification of your child by name as the artist, or the use of anything contained in the artwork or in the promotion thereof, violates any rights whatsoever, including without limitation rights of privacy and publicity. You hereby release the Foundation, its directors, officers, successors and assigns, as well as those of its affiliates, from any and all claims, demands, actions, causes of action, suits, costs, expenses, liabilities, and damages whatsoever that you may hereafter have against the Foundation and/or its affiliates in connection with the artwork or the identification of your child as the artist.

This agreement shall not obligate the Foundation or its affiliates to use the name of the artwork, or to use any of the rights granted hereunder, or to prepare, produce, exhibit, distribute or in any way exploit the artwork.

The Foundation shall retain the right to assign its rights hereunder without your consent, in whole or in part, to any person, firm, organization, or corporation.

AGREED TO AND ACCEPTED on this date: _____
Month, Day, Year

_____	_____
Signature of Parent or Guardian	Witness
Print Name of Parent or Guardian:	_____
Print Name of Child/Artist:	_____
Grade Year of Child/Artist:	_____
Home Address:	_____

Home Telephone Number:	_____
Name of School:	_____
School Address:	_____

School Telephone Number:	_____
School Fax Number:	_____
Print Name of Teacher:	_____