

Heart of America Chapter
ATSSA



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“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
Heart of America Chapter – ATSSA
Missouri Department of Transportation

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 approximately 60% 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.

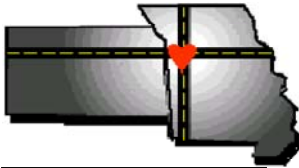
Like any worker, roadway workers get up in the morning, plan their day, say goodbye to family and loved ones, and head out to the workplace. Try to imagine, however, that in this case, the workplace may be smack in the middle of a super-highway. From the worker’s perspective, every signal, sign, cone, barrel or other temporary device is a lifesaving innovation. Every driver and passenger is a vital partner in the lifesaving equation. Ken Hoierman, a deceased Missouri DOT employee, said it best in an August 2006 interview on KSDK-TV, “Please slow down. Obey the signs. If it says right lane closed, move over. Watch out for the workers, and one again, please slow down and watch out for us here.” Tragically, Ken was killed only days late in a work zone by an inattentive driver.

Each year, more than 1000 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:

- Slow down to posted speeds.
- Merge as soon as signs instruct.
- Unplug from distractions such as cell phones and unnecessary conversations.
- Turn lights 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, 2-4 and 5-6. First through third prizes will be awarded in both categories. State winners will be automatically entered in the national contest



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State Level winners will receive cash prizes of \$150, \$75, and \$25, respectively. A matching award will be presented to their schools.

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

Posters should be created on paper, cardboard, or foam board no larger than 9" x 14". Each student's name, grade, school, school address/phone number and name of supervising teacher must be firmly affixed to the back of each submission. The attached release form signed by a parent or guardian must also be included with each submission.

The state winners of the state contest will be announced during National Work Zone Awareness Week in April, 2008.

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Instructions

1. Send submissions to:

**J & A Traffic Products
790 W. 40 Hwy, PMB 119
Blue Springs, MO 64015**

2. **Deadline:** To be eligible for the contest, all submissions must be postmarked no later than **January 31, 2008.**
3. **Materials:** Posters must be no larger than 9" x 14" 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 (the 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 of the 3 categories (K-1, 2-4 and 5-6). Please have the judges use the attached criteria when selecting the winning entries.
6. A Release Form (copy enclosed) must be completed and signed by a parent or legal guardian for each poster submitted to the Foundation.
7. Include the submittal checklist with the posters from each school.
8. **Notification/Awards:** Missouri winners will be notified in writing by February 22, 2008. National winners will be notified in writing by May 15, 2008. Prizes will be awarded by May 30, 2008.
9. **For more information:** Contact Amanda Mindham, Heart of America Chapter ATSSA, at 1-816-220-0450.