



American Traffic Safety Services Association



ATSSA'S Webucation Center

will host the following Webinar:

Setting Up a Successful National Work Zone Awareness Program

In 1999, ATSSA entered into an agreement with the FHWA and AASHTO to conduct an event each year to focus on work zone safety and awareness. Since then, numerous states across the country conduct their own events locally to bring the issue of work zone safety to their communities and to the media. As a result – there are many innovative campaigns. California and North Carolina are two examples of effective community awareness campaigns. Learn what these two states have accomplished and how to apply their experience to your own successful campaign.

What Will Be Discussed:

- Partnerships with DOTs and other organizations.
- Tips on planning an effective local awareness campaign on a budget.
- How to effectively use Media Relations / Media Contacts to promote your plan.
- Ideas for building or expanding a highway work zone awareness campaign.
- California's efforts for the annual Highway Workers Memorial ceremony.
- Brief overview of pointers for obtaining a federal grant for highway safety

Speakers: Jimmy L. Travis, PE, NCDOT -State Construction Operations Engineer
Michelle G. Long, PE, NCDOT- Construction Programs Engineer
Tamie McGowen, CALTRANS, Public Affairs Office

This presentation is available of CD-ROM

ATSSA Members: \$29.95
Non-Members \$49.95

[Click here to order CD](#)