



Greetings:

Nothing is more important than the safety of your members, first responders, and motorists.

Unfortunately, in 2021 The National Highway Safety Administration, NHTSA, reported the highest percentage increase in road fatalities in its reporting system history.

Speeding, distractions, crashes, and fatalities are rising, with new teen drivers at the highest risk as they attempt to navigate work zones safely without knowing how.

That is why the ATSS Foundation has partnered with WorkZoneSafe.com.

First adopted in Oklahoma, Work Zone Safe is now the national, 50-minute, free, online course available to all teen drivers 15-19 years old that modernizes work zone safety education.

Teen drivers are taught work zone-safe behaviors around distraction, seatbelts, and speeding. They also learn work zone safety from a teen driver's perspective as they are taught about signs, laws, and common scenarios in a work zone.

Most importantly, new teen drivers learn about why they should be work zone safe as they hear from fellow teens and workers about the lasting consequences of being an unsafe driver.

Finally, teen drivers who complete the course can win a monthly \$500 scholarship provided by the ATSS Foundation and opportunities for insurance discounts as they are recognized and rewarded for their commitment to being work zone-safe drivers.

As the critical voice for work zone safety in your state, please share this opportunity with schools, parents, driving schools, and teens in your community.

This tool kit gives you the steps to do so.

Don't hesitate to contact Lori Diaz, Director of the ATSS Foundation, and Tom Robins, President of Work Zone Safe, with additional questions.

Lori Diaz
Director of The ATSS Foundation
Foundation.ATSSA.com/TeenDriver
lori.diaz@atssa.com
Phone: (540) 376-3882

Tom Robins
President
[Work Zone Safe](http://WorkZoneSafe)
Tom.Robins@SolidFoundationConsulting.com
Cell: (405) 250-8207



Work Zone Safe Tool Kit

Step 1: Become familiar with the National Work Zone Safe Course by enrolling and taking the course.

How to enroll

1. Go to www.WorkZoneSafe.com
2. Click on Orange Enroll in Free National Work Zone Course button
3. Click on Green Enroll in Course button
4. Enter your name and email.
5. Course is now ready and can be taken anytime.

Step 2: Identify groups you can reach out to and share the National Work Zone Safe Course for Teen Drivers.

Examples of groups you can reach out to:

Your employees, State Department of Transportation, Turnpike Authority, Highway Safety Office, Driving Schools, Contractors, Superintendents, Principals, School Board Members, Parent Teacher Associations, Department of Public Safety, Highway Patrol, Sherriff Offices, and Local Law Enforcement.

Step 3: Reach out in person or on the phone regarding the free and online National Work Zone Safe Course for teen drivers.

Step 4: Follow up with an email and the National Work Zone Safe flier for them to distribute.

A template email is provided for you to use and modify as needed to reach out to these groups.

Work Zone Safe Frequently Asked Questions

Question: Who can use Work Zone Safe?

Answer: The National Work Zone Safe Course for Teen Drivers is free and available online 365/24/7 for any teen driver ages 15-19 to take.

Question: I'm not a teen, but I want to go through the course. Can I enroll and take the course?

Answer: Absolutely. We want professionals, school administrators, first responders and community leaders, etc., to take the course and become familiar with it so they can help share it with teen drivers. You just will not be able to win any of the prizes.

How to enroll

1. Go to www.WorkZoneSafe.com
2. Click on Orange Enroll in Free National Work Zone Course button
3. Click on Green Enroll in Course button
4. Enter your name and email.
5. Course is now ready and can be taken anytime.

Question: I teach Drivers Education. Can I use the course?

Answer: Absolutely. The National Work Zone Safe Course for Teen Drivers is a free resource that you can use in your driver's education class. Many instructors like to assign it as homework.

Question: I work in education, the department of transportation, law enforcement, construction safety, etc. Can I share and promote the course?

Answer: Absolutely. The National Work Zone Safe Course for Teen Drivers is a free resource that you can use in your public service to educate new teen drivers.

Question: How long does the course take?

Answer: It takes, on average, about 50-minutes for a teen to complete.

Question: Does a teen have to take the course all at once?

Answer: No, once they create a password and log in, the student can return to the course anytime to complete it.

Question: What is required to pass the course?

Answer: Each section of the course contains information and videos followed by quiz questions that must be completed before moving to the next area.

Question: What does a student receive when they complete the course?

Answer: Upon successful completion of the course, each student receives a pdf certificate of completion.

Question: How is the monthly scholarship awarded?

Answer: Each month, a student who completed the course is randomly selected to receive a \$500 educational scholarship from the ATSS Foundation and is listed on www.WorkZoneSafe.com. Additional scholarships may be available from additional safety sponsors in the future.

Question: I would like a course created just for our state or have ideas for conferences where this program should be presented. Whom should I contact?

Answer: Tom Robins, President of Work Zone Safe

Question: Whom can I contact with additional questions or further information about this program?

Answer: Lori Diaz, Director of the ATSS Foundation, and Tom Robins, President of Work Zone Safe, with additional questions.



Work Zone Safe Email Template

Email Subject Line: **Scholarship Available for Work Zone Safe Teen Drivers**

Insert Audience Name Ex: Parents, nothing is more important than the safety of your children.

Unfortunately, in 2021 The National Highway Safety Administration, NHTSA, reported the highest percentage increase in road fatalities in its reporting system history.

Speeding, distractions, crashes, and fatalities are rising, with new teen drivers at the highest risk as they attempt to navigate work zones safely without knowing how.

That is why we are partnering with ATSS Foundation to provide the [National Work Zone Safe](#) program for teen drivers in our community.

[Work Zone Safe](#) is a 100% free online national program for all teens 15-19. It teaches your teen to be a confident, capable, and safe driver in a work zone.

When teens complete the 50-minute course, they will have the opportunity to win an educational scholarship and receive an insurance discount for being a work zone-safe driver.

\$500 Scholarship

Teens who complete the course are entered to win a prize drawing for

- \$500 National Work Zone Safe Educational Scholarship provided by the ATSS Foundation awarded monthly.

Insurance Discount

Course completion certificate can qualify for a [safe driver insurance discount](#) available at www.WorkZoneSafe.com

How to enroll

1. Go to www.WorkZoneSafe.com
2. Click on Orange Enroll in Free National Course button
3. Click on Green Enroll in Course button
4. Enter your name and email.
5. Course is now ready and can be taken anytime.

Questions? Contact:

Lori Diaz
Director of The ATSS Foundation
Foundation.ATSSA.com/TeenDriver
lori.diaz@atssa.com
Phone: (540) 376-3882

Tom Robins
President
[Work Zone Safe](#)
Tom.Robins@SolidFoundationConsulting.com
Cell: (405) 250-8207



WORKZONESAFE.COM



Work Zone Safe Promotional Images



WORKZONESAFE.COM



National FREE & ONLINE
Work Zone Driving Safety Course
[Teens ages 15-19]

Monthly Scholarship Drawing

Complete the course for a chance to win a \$500 scholarship from The ATSS Foundation

Insurance Discount

Drivers who complete the course may be eligible for a Work Zone Safe Discount. Visit WorkZoneSafe.com for participating insurance companies.



Foundation.ATSSA.com/TeenDriver