



U.S. Department of Transportation
Federal Motor Carrier Safety Administration

CMV Driver Safety Belt



Enforcement and Program Delivery | Outreach Division | Washington, D.C.



Summer 2009

Volume 1, Issue 1

Message from the Associate Administrator



William Quade

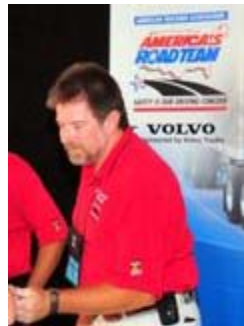
Welcome to the Federal Motor Carrier Safety Administration's (FMCSA) "Be Ready. Be Buckled." quarterly e-update.

Although FMCSA has experienced a number of changes including Gladys Coles' retirement and Janet Kumer-Ewing's well-deserved promotion with the Federal Highway Administration, the organization is committed to working with the industry in helping to keep drivers and roadways safe. In this edition you will learn the important headway we are making with increased safety belt usage among truck drivers as well as meet Martha Threatt our new Outreach Marketing Specialist.

Thousands of Americans die or suffer serious injuries in motor vehicle crashes because of failure to wear safety belts. In 2008, 578 drivers of large trucks died in crashes – 229 were not wearing safety belts. However, most recent studies found that safety belt usage among drivers of medium- and heavy-duty commercial vehicles has risen to 72%. Through outreach campaigns and continued commitment from the Commercial Motor Vehicle Safety (CMV) Belt Partnership, we've achieved great success.

We want to thank you for your outstanding commitment and support in helping FMCSA achieve our goal - to reduce crashes, injuries and fatalities involving large trucks and buses. Without you and your participation, we can not succeed.

America's Road Team Captain Shares Life Story to Promote Safety Belt Usage



Steve Eckhoff
Hogan Transport
Missouri
28 yrs experience

I've been a professional truck driver my entire life – starting back in 1974. Many things have changed on our highways and in my truck since that time, but the most encouraging change is the different mentality I see when it comes to safety belts.

Back then trucks had no power steering, no air ride, and because there was no air conditioning, we drove with the windows down. Not too many people wore safety belts – myself included. That changed the day I jack-knifed and rolled my truck three times. I was totally banged up and bruised. I was lucky to escape without too severe of injuries, but I would've been a lot better off had I been wearing my safety belt. From that day on, I've faithfully worn my safety belt for every ride.

Today, I see more people wearing safety belts – and I attribute that to education and outreach programs aimed at reaching young drivers and professional truck drivers. With my work as an America's Road Team Captain, I am able to reach kids directly at school and share real life examples of how safety belts have saved, or perhaps could have saved, lives. I do the same thing when I'm at a truck show or when I see a professional truck driver leaving the yard without a safety belt on.

Kids sometimes see safety belts as a bit of an inconvenience. But my friend's daughter recently flipped her vehicle and she walked away from that accident safely. Unfortunately, I have also had the pain of losing a niece to an accident in which she may have still been with us today had she been wearing her safety belt.

When I'm working at a high school with new drivers I often ask, "Can anyone here see into the future? If you could see 30 seconds down the road and saw that you were going to have an accident, would you put your safety belt on? Then why not put it on every time you get in the car? You can't predict the future – so why not do everything you can to prepare for it."

I have traveled from coast to coast and picked up many great driving tips and techniques over the years. But I can honestly say, the best driving technique you can perform is to buckle your safety belt before you start your vehicle.

(Source: www.americasroadteam.com and www.truckline.com, May 2009)

Inside This Edition:

CMV FMCSA Program Manager.....	2
Trucker Safety Belt Use.....	3
Renewed BRBB Newsletter.....	4

Welcome to FMCSA



*Martha Threatt
Marketing Specialist*

This spring, FMCSA welcomed Martha Threatt as the Marketing Specialist and Program Manager for the “Be Ready. Be Buckled.” CMV Safety Belt campaign. Originally from Charlotte, North Carolina, Martha comes with years of experience in marketing and community outreach. She has spent most of her career working to help

communities gain better access to government services while at the same time educating the community on broader health

and safety messages.

She obtained her undergraduate degree in Communications from Gardner-Webb University and is two classes shy of her MBA with a focus in Public Administration from Pfeiffer University. “I look forward to working with the partnership in continuing to educate our client base of the issues that keep our roadways safe,” Martha says regarding the CMV Safety Belt Partnership. “With the wealth of knowledge, expertise and commitment we have within the Partnership, we can only continue to grow stronger and move in a positive direction.”

If you haven’t had an opportunity to personally speak with Martha, please do not hesitate to give her a call or send an email. She can be reached at (202) 366-0627 or via email at Martha.Threatt@dot.gov

Join us in welcoming Martha to the FMCSA team!

Upcoming CMV Partnership Meetings

Tuesday, September 1, 2009

American Trucking Associations
950 Glebe Road, Suite 210
Arlington, VA

Tuesday, December 1, 2009

Casualty Insurers Association of America
Hall of States Building
440 N. Capitol St. NW
Washington, DC

Tuesday, March 2, 2010

TBD

**Conference call dial in numbers and codes will be emailed one week prior to meeting date.*

FMCSA

Outreach Division Contacts

Brian Ronk, *Acting Division Chief*
(202) 366-1072
Brian.Ronk@dot.gov

Martha Threatt, *Marketing Specialist*
(202) 366-0627
Martha.Threatt@dot.gov

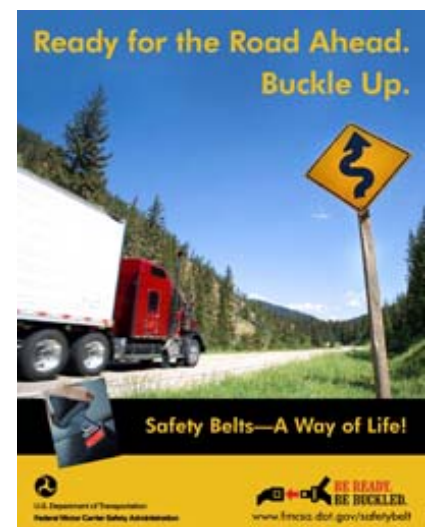
Katrina Alston, *Marketing Coordinator*
(202) 366-5066
Katrina.Alston@dot.gov

Trucker Safety Belt Use at All Time High

Safety belt use among commercial motor vehicle drivers reached an all-time high last year, according to the 2008 Seat Belt Usage by Commercial Motor Vehicle Drivers Survey, a national survey sponsored by the FMCSA. The study found a record high 72 percent of truck drivers now wear their safety belts, compared to 65 percent just one year ago.

The FMCSA announced results at Love’s Travel Stop in Richmond Hill, Georgia, as part of an effort to congratulate truckers on their achievement, and to encourage more drivers to buckle up.

“Professional truck drivers know the hazards of the road. Long-haul drivers average over 100,000 miles per year, and regional and city drivers about half that amount. These men and women know that safety belts save lives,” said FMCSA Field Administrator Darrell L. Ruban. “We are pleased to report that nearly three out of four truck drivers are buckling up. This is good news for these drivers, their families, and their friends. Drivers who are buckled up are far less likely to be injured or killed in a crash.” *Continued on page 3*



Trucker Safety Belt Use at All Time High

Continued from page 2

Nearly 40 percent of unbelted truck driver fatalities could be prevented with safety belt use, and up to 70 percent of moderate injuries to drivers could be reduced or eliminated by the proper use of a safety belt.

As a part of the “Be Ready. Be Buckled.” campaign, new promotional materials tagged “Safety Belts – A Way of Life!” was unveiled at the event. Major Wayne Beck of the Georgia Department of Public Safety pledged his full support for the new campaign, while noting: “Your chances of surviving a serious traffic crash are greatly increased when you are wearing a safety belt. Lives are saved, injuries are greatly reduced, medical expenses are lowered, and drivers are able to return to work more quickly.”

More information on the “Be Ready. Be Buckled.” program (including the new materials and detailed findings from the 2008 survey) is available online at <http://www.fmcsa.dot.gov/safety-security/safety-belt/index.htm>.

Important Links

Transportation Research Board (TRB) Commercial Truck and Bus Safety Synthesis Program (CTBSSP) Synthesis No. 8 on the use of safety belts by commercial drivers.

http://trb.org/news/blurb_browse.asp?id=11

Materials Regional Trucker Appreciation and Press Event, March 2009

“2008 Seat Belt Usage by Commercial Motor Vehicle Drivers (SBUCMVD) 2008 Survey” Available at:

<http://www.fmcsa.dot.gov/documents/safety-security/Executive-Summary-CMV-2008.pdf>

“Be Ready. Be Buckled. Education and Outreach Materials” Available at:

<http://www.fmcsa.dot.gov/safety-security/safety-belt/index.htm>

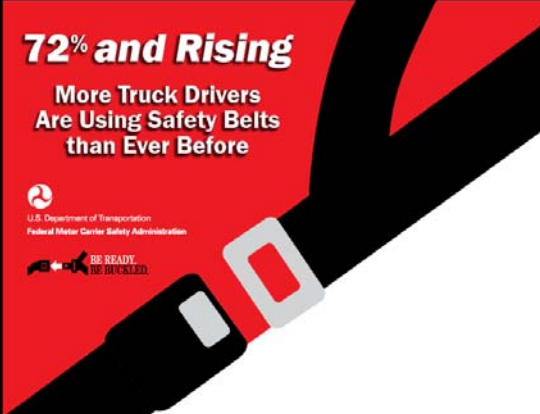


**BE READY.
BE BUCKLED.**


**More Truckers
are Buckling Up!**

**Driving
toward
100% Safety Belt Use**


U.S. Department of Transportation
Federal Motor Carrier Safety Administration
www.fmcsa.dot.gov/safetybelt



72% and Rising
More Truck Drivers
Are Using Safety Belts
than Ever Before


U.S. Department of Transportation
Federal Motor Carrier Safety Administration

**BE READY.
BE BUCKLED.**



**BE READY.
BE BUCKLED.**

CMV Art Contest

Contest begins

September 8, 2009

All entries must be received by

October 9, 2009

Art selection process

October 12 – October 15

Winner will be notified

October 16, 2009

Calendar distribution

November 23, 2009



*Entry forms and rules/regulations
are forthcoming.*

Calendar of Events

August 2-8, 2009	National Stop on Red Week Nationwide
August 17-23, 2009	Commercial Vehicle Safety Alliance (CVSA) North American Inspectors Championship (NAIC) 2009 Pittsburgh, PA
August 18-22, 2009	American Trucking Associations (ATA) National Truck Driving Championships and National Step Van Driving Championships Pittsburgh, PA
August 20-22, 2009	The Great American Trucking Show Dallas, TX
September 16-18, 2009	American Trucking Associations' (ATA) Safety Management Council (SMC) Safety & Human Resources National Conference & Exhibition Baltimore, MD
September 12-18, 2009	Child Passenger Safety Week Nationwide
September 19-24, 2009	Commercial Vehicle Safety Alliance (CVSA) 2009 Annual Conference Baltimore, MD
September 19-26, 2009	National Seat Check Saturday and Child Passenger Safety Week (NHTSA) Nationwide
October 3-7, 2009	<u>IACP 116th Annual Conference and Exposition</u> Denver, CO
October 4-7, 2009	American Trucking Associations (ATA) Management Conference and Exhibition Las Vegas, NV
October 5-9, 2009	Drive Safely Work Week Nationwide
October 18-24, 2009	National Teen Driver Safety Week Nationwide
October 18-24, 2009	Operation Safe Driver Nationwide

The Renewed BRBB Newsletter

The "Be Ready. Be Buckled." (BRBB) Newsletter is undergoing a few editorial content and scheduling changes. The first Friday after each quarter the newsletter will be released via email to the CMV Safety Belt Partnership. Upcoming editions are scheduled for:

- Friday, October 2, 2009
 - *Deadline for article submission: Friday, September 18, 2009*
- Friday, January 8, 2010
 - *Deadline for article submission: Friday, December 18, 2010*
- Friday, April 2, 2010
 - *Deadline for article submission: Friday, March 19, 2010*

We will continue to include FMCSA updates, relevant industry information, survey results and statistical data. We hope the new direction of the newsletter will help keep you and your organization better informed.

In each edition, we will feature programs, services or projects from two or three of the partnership member organizations. The newsletter will also include organization current events and updates. If your agency has a preference of when to be featured or to submit current event or agency updates you would like to share, please contact Martha Threatt at (202) 366-0627.