

TMAF Safety Op-Ed (state)

Trucking on (state)'s roads; It is safer than you may think

2.3 million miles. That number is not just the distance traveled on a scenic road trip along (state)'s roadways. It's also an achievement earned by (state) professional truck driver (name) for the amount of accident-free miles (he/her) has logged throughout (his/her) career as a driver.

(Driver name) is a proud member of (team name if relevant). Like (first name), these professional truck drivers who exemplify safe driving and road sharing also invest time to share the message of safety with their peers and the public.

(State highway names) serve as major highways in (state) and major arteries across the United States, and there is no shortage of trucks on those roads. In fact, every day, more than 3 million professional truck drivers take to the road to meet our nation's biggest and smallest freight needs, and many strive for this critical safety feat – to be accident free.

Trucking professionals make safety their number one priority in all facets of the job: their own safety, a safe delivery of their cargo, and the safety of fellow motorists on the road. From trucking company employees to drivers to mechanics and dispatchers, every level of the trucking industry wants to ensure that the drivers and the cargo make it to their destinations safely.

(State) and the rest of the country relies heavily on trucking to meet our nation's freight needs. No other mode of freight transportation carries the amount that trucking does over the course of one year. The trucking industry alone delivers more than 80 percent of our nation's good directly to your homes, stores, or offices. It's the only industry that can say it directly ships to every community in America.

In answering the call for safety, the trucking industry has made great investments to ensure that trucking professionals have all the tools necessary to deliver goods across the country while traveling alongside our own vehicles. Professional trucking associations in (state) and many other states have been providing trucking professionals the tools to make safety the top priority of the industry.

The (state) Trucking Association (or other organization), for example, works closely with its members, students, and the general public to educate and inform on industry safety. Simple lessons, such as knowing a truck's blind spots, or the proper distance to keep between your vehicle and a truck, can make the difference when sharing the road.

Of course, advances in technology have enabled the industry to be safer on the roads. New warning signals, advanced brake systems, and stability mechanisms all provide great assurances of avoiding obstacles and pitfalls to safe driving.

Education and industry monitoring is critical for both truck drivers and motorists to keep everyone safe on the road, and it demonstrates safety in the industry is improving. The U.S. Department of Transportation (DOT) reports that the fatal crash rate has fallen 73 percent since 1973, when the agency started compiling this data. In 2011, the fatal crash rate was the lowest it had ever been according to DOT records.

The (number) trucking professionals that call (state) home are your friends, family, and neighbors, and they want to make it home safely as much as you do. The same can be said for the 7 million trucking professionals across the country who work hard every day to move America forward for us all.

Author name, title, company