

# Campaign Overview

Mark Donnelly – SafetyDriven - Trucking Safety Council of BC

Mark Ordeman – WorkSafeBC

**Be Truck Aware.**



- Multi-stakeholder education and enforcement initiative launched October 2017
- Raise awareness of hazards of passenger vehicles and large commercial trucks not sharing road safely and how to reduce risk of being involved in crash with large truck



LARGE COMMERCIAL TRUCKS INVOLVED IN

**16%** 

OF FATAL CRASHES

Approx. 60 people in BC  
**KILLED ANNUALLY**

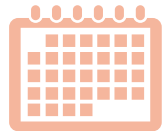


in traffic crashes involving large commercial vehicles

Passenger vehicle at fault  
*in at least*



of fatal car-truck crashes



Over 5-year period



1,755 transport truck drivers injured/missed time from work as result of motor vehicle incidents

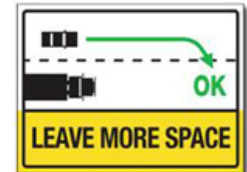
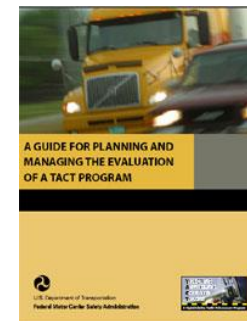


PASSENGER VEHICLE OCCUPANTS



more likely to be killed than truck drivers

- ‘Ticketing Aggressive Cars and Trucks’ (TACT) education and enforcement program pioneered in Washington State in 2005
- Goal: reduce number of injury and fatal collisions involving commercial motor vehicles by changing driver behaviour through high visibility enforcement and public education
- Led to significant decrease in crashes caused by commercial vehicles



# Pre-Campaign History: 2009-2016

Be Truck Aware.

**2009:**

Project originally conceived (BC Review of Best Practices for Truck Safety; Traffic Injury Research Foundation)

**2011:**

BC Truck Safety Task Force established and initial discussions with Washington State Patrol (TACT). Lack of resources to deliver 'BC TACT' at that time

**2012:**

BC Provincial Government establishes BC Road Safety Strategy (BCRSS)

**2016:**

'BC TACT' campaign re-envisioned and supported by BCRSS. Result is 'Be Truck Aware' in 2017

# Alliance Partners

Be Truck Aware.



## Goal:

- Reduce incidence of serious injuries and fatalities associated with multi-vehicle crashes involving large commercial vehicles and passenger vehicles

## Primary Audience:

- The driving public



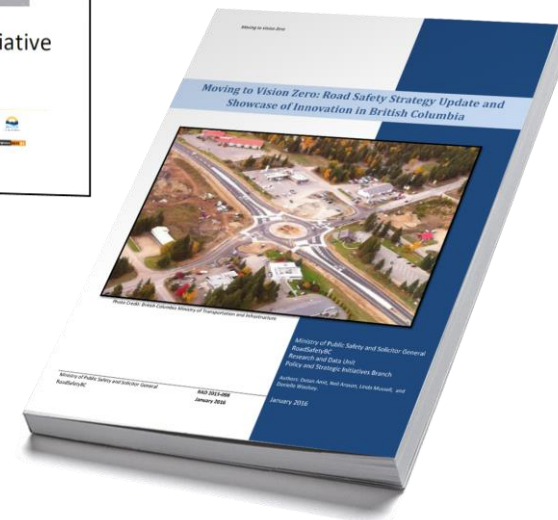
## Main Focus:

- Educate and enforce risks associated with driving around large commercial trucks
- Behaviours driving public could adopt to improve safety
- Aligned with continent-wide Operation Safe Driver week



## Short-Term Business Objectives:

- Test and evaluate pilot program components
- “Proof of Concept”
- Gain long-term stakeholder support
- Project roadmap for sustained campaign
- Promote Provincial Road Safety Strategy: Moving to Vision Zero



### Marketing and Communications:

- Public awareness of risks associated with passenger vehicle and large truck collisions
- Practical safe driving information
- Driver requirements/responsibilities and consequences associated with ticketed violations



### Leave space. Be safe.

#### Be Truck Aware.

Large trucks need extra room to stop and to turn, and have many blind spots. Keep yourself and others safe by taking extra precautions when driving around trucks.

- Don't merge too soon – when passing a truck make sure you can see both its headlights in your rearview mirror before merging back into the lane.
- Be visible – slow down or move ahead to stay out of a truck's blind spots.
- Anticipate wide turns – watch for trucks making wide swings to turn right. Avoid driving in the right lane beside a turning truck.

Police are enforcing and will ticket drivers of cars and trucks for failing to share the road safely.

Learn more at: [www.gov.bc.ca/betruckaware](http://www.gov.bc.ca/betruckaware)




### Truck drivers:

Work related crashes can result in injuries, fines and time loss. As a professional truck driver, you know how important safety is, and understand the benefits of taking precautions to reduce crashes and their severity.

Police and CVSE are enforcing and will ticket drivers of cars and trucks for failing to share the road safely.

Learn more at: [www.gov.bc.ca/betruckaware](http://www.gov.bc.ca/betruckaware)

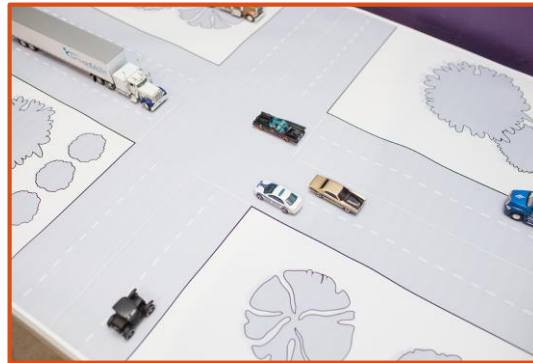
#### Do your part to keep our roads safe.

-  Ensure brakes, tires, and chains are in top condition to reduce stopping distances.
-  Adjust your speed for changing weather and road conditions.
-  Stay sharp and focused by getting plenty of rest and eliminating in-cab distractions.
-  Balance and secure your load.

# Campaign Overview and Elements

Be Truck Aware.

- ✓ Pre-Campaign Survey
- ✓ Theme development and related creative
- ✓ Issue-specific messaging
- ✓ Media event and campaign launch
- ✓ News Release
- ✓ Videos



# Campaign Overview and Elements

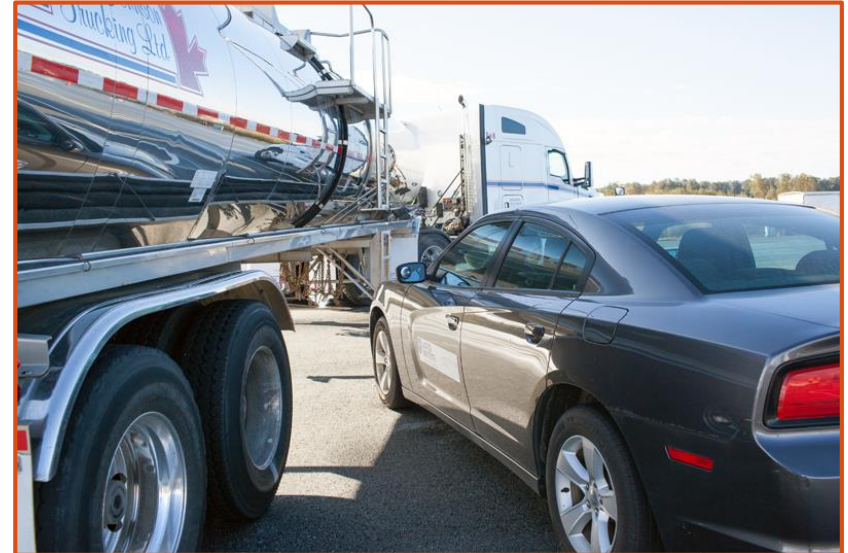
Be Truck Aware.

- ✓ Website
- ✓ Enforcement program
- ✓ Facebook advertising campaign (paid)
- ✓ Social media campaign





- Urge **passenger vehicle drivers** (primary audience) to *Be Truck Aware* – large trucks need extra room to stop and to turn and have many blind spots



- Educate passenger vehicle drivers and **drivers of large commercial trucks** (secondary audience) about unsafe actions around other vehicles – risks, rules and penalties



- 35 broadcast and online media stories
- Social media engagement
- Videos
- Dashcam footage in particular
- Enforcement highlights
- Campaign met goals and objectives



The screenshot shows a news article from CBC News British Columbia. The headline is "B.C. urges drivers to Be More Truck aware in new safety campaign". Below the headline is a sub-headline: "More than two-thirds of fatal crashes between passenger vehicles and trucks caused by car driver says report". The article is by Clare Hennig, CBC News, posted on Oct 18, 2017. The main image shows a white Panther Packaging truck in traffic. Below the image is a caption: "The 'Be Truck Aware' campaign runs from Oct. 17 to 31, 2017 in B.C. (CBC)". At the bottom, there are social media sharing options for Facebook, Twitter, and Reddit, and a short text snippet: "Commercial trucks and passenger vehicles may share the roads smoothly most of the time but when things go wrong, the stakes are high. Large trucks are involved in less than one per cent of all crashes on British Columbian roads but, when it comes to deaths, are part of nearly one-in-five fatal accidents."

- Pre/post campaign research on perceptions, awareness, and intentions
- Short 'real life' videos
- Encourage sharing of stories with drivers
- Paid advertising
  - Foreign language media
- Make it personal: 'People focused' media stories
- Additional law enforcement and road safety partners



- Campaign, as proof-of-concept, a success
- Alliance members recommend as an ongoing province-wide campaign
- Requires lead agency and increased funding
- Identified campaign improvement opportunities
- “How To” project plan in place



Thank You

Be Truck Aware.

