



# Risk Management Advisory Committee

## Pledge Campaign?

Below100.org is a pledge campaign for law enforcement to reduce preventable injuries and deaths in the line of duty. The goal is to bring the number of officer injuries and deaths to less than 100 per year. The key component to this initiative is supporting a culture of safety (sound familiar?) in law enforcement agencies throughout the country. It is built upon five key tenets: *Wear Your Belt, Wear Your Vest, Watch Your Speed, WIN (What's Important Now), Remember: Complacency Kills*. **Can we make an initiative like this for the trucking industry?**

### *Solution*

**IMITATION IS THE SINCEREST FORM OF FLATTERY.** Each year, nearly 700 truck drivers are killed on the roads, with the leading causes of death being from driving while drowsy, speeding, and distracted driving (what's up, Safety Blitz 2022?). These are all preventable situations that can be eliminated with training and education. Would developing a program that includes a signed pledge help elevate our cause?

**ATA COMP FUND-SPONSORED, COMPANY BACKED.** If received amicably, the ATA Comp Fund/AIR Risk Management and Marketing teams would develop a campaign for our Members. If desired, a Member could implement the initiative into their Safety culture utilizing marketing materials and tips for success. Some ideas for visible pledge reminders consisted of branded trinkets (such as coins or medallions). These reminders would be given to those participating in the pledge to be placed in a visible spot to reinforce safe behaviors.

**FILING THIS AWAY FOR NEXT YEAR.** We will be exploring the concept of a pledge campaign further. If you have any suggestions, please contact Victor Whatley ([VWhatley@ATACompFund.org](mailto:VWhatley@ATACompFund.org)).