

# PRACTICAL TIPS TO AVOID CRASHES

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HOW DO YOU PRONOUNCE THE CAPITAL OF KENTUCKY?

**1. Lew – ee – vull**

**2. Lew – is - vill**

ACTUALLY, THE CAPITAL OF KENTUCKY IS PROUNOUNCED...  
“FRANKFORT”



# TRAFFIC RELATED DEATHS 2016 - 2017

- Passenger Cars



- Pickups



- Motorcycles



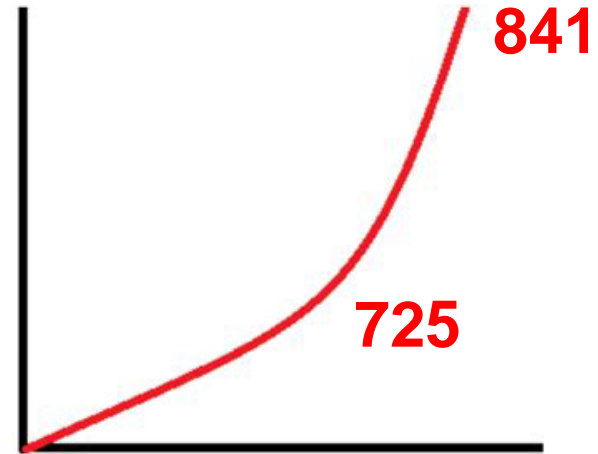
- Bicyclists



- Pedestrians



- Truck Drivers



## REAR-END CRASHES - FACTS

- Over 30% of all crashes are rear-end collisions
- Over 2300 fatalities and 600,000 injuries each year
- Over 1.6 million property damage only rear-end collisions
- Almost half of two-vehicle crashes were rear-end collisions
- Over \$3 billion economic impact due to fatalities and injuries
- Most occur during the day on dry, straight and level roads
- Males between ages 25 – 34 most likely to cause

# REAR-END CRASHES - CAUSES

- Driver in back following too closely
- Driver in back did not react appropriately
- Up to 90% caused by distracted driving
- Speeding or Unsafe Speed often a factor
- Many rear-end collisions a result of road rage
- Fatigued driving believed to be a cause of many fatalities



## BUSINESS COSTS OF REAR-END CRASHES

- Average cost of a fatality crash involving a CMV is \$3.6 million
- Average cost of an injury crash involving a CMV is \$200,000
- Average cost of each large truck crash is approximately \$91,000 per crash

# TRUE COSTS OF REAR-END CRASHES

## DIRECT COSTS

- Medical costs
- Insurance premiums
- Employee compensation



## INDIRECT COSTS (2-10X direct)

- Lost time by injured employee.
- Lost time by fellow employees.
- Lost time by supervisor.
- Costs for new/replacement workers.
- Time equipment is out of service.
- Loss of production for that day.
- Failure to fill orders/meet deadlines.
- Overhead costs during disruption.
- Brand damage/Loss of customer.



# SO, WHAT CAN WE DO?



# AVOID DISTRACTIONS

- Texting
- Cell Phone Use
- Reading
- Writing
- Eating
- Grooming
- Reaching



# BACK OFF

- Increase following distance
- NSC recommends 7 seconds
- Ensure rear tires of vehicle in front of you are visible when stopped at an intersection
- Slow down to increase following distance when “cut off”



# WATCH OUT FOR OTHER DRIVERS

- Scan the road ahead
- Speed & Space Management
- Stay alert and be prepared
- Avoid aggressive drivers



# BE WEATHER WISE

- Fog
- Rain
- Snow
- Ice
- High winds
- Low light situations
- Look for “out” to the right



# BEST PRACTICES TO ELIMINATE CRASHES

- Hire safe drivers (review MVR and PSP)
- Train safe drivers (DDC and regular safety training)
- Incentivize safe driving (safety awards and recognition)
- Engineer safe driving (collision warning, autonomous emergency braking)
- Monitor safe driving (road observations and on-board monitoring systems)
- Maintain equipment in safe condition
- Develop an authentic safety culture
- Develop and enforce sound safety policies

**FISCAL**

**PHYSICAL**

# **TRUCK CRASHES ARE... CATASTROPHIC**

**EMOTIONAL**

**PSYCHOLOGICAL**

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