



## **2006 Brake Safety Week Communications Plan**

### **What is it?**

A safety event focused on enhancing knowledge, regulatory compliance and performance of commercial vehicle braking systems. CVSA Certified Inspectors, brake suppliers, and industry partners conduct enforcement and education activities with drivers and mechanics at truck stops, weigh stations and other locations as a part of the annual Operation Air Brake Campaign.

### **When is it?**

August 27 through September 2, 2006.

### **Purpose**

Brake Safety Week is part of the Operation Air Brake Campaign, an ongoing effort by CVSA that is dedicated to improving inspection, compliance, maintenance, and performance of commercial vehicle brakes throughout North America.

### **Objective**

To reduce the number of highway crashes caused by faulty braking systems on commercial vehicles through enforcement, education and outreach to drivers, mechanics and others on the importance of proper brake inspection, maintenance and operation. It is specifically targeting brake adjustment as a major area of attention.

### **Slogan**

*Have You Checked Your Brakes Today?*

### **Why Enforcement, Education and Training Is Necessary**

- Braking systems on commercial vehicles are complicated and contain many parts, all of which need constant inspection and attention to ensure proper operation and performance.
- Brakes are what enable the vehicle to stop and they are vital to its safe operation.
- Over the years, the National Transportation Safety Board has investigated a number of high-profile commercial vehicle crashes and identified that problems associated with brake operation, inspection and/or maintenance contributed to the crashes.
- Operation Air Brake statistics indicate that approximately 9 percent of all brakes equipped with manual slack adjusters and 4 percent of all brakes equipped with automatic slack adjusters are placed out of service.

- By far, brakes comprise the largest percentage of Out of Service Violations cited during roadside inspections (56.6% of OOSV in Roadcheck 2004, followed by lights — 11.1%, loading — 9.3%, and tires/wheels — 8.5%).
- Through surveys and other means of gathering information it has been consistently determined that drivers and mechanics are in need of more education and awareness of how braking systems operate and how to inspect and maintain them.
- People respond to different approaches to altering behavior. Safety encompasses education, enforcement and engineering. Operation Air Brake is focused principally on two of these elements — enforcement and education.

### **Activities**

- CVSA-certified officers conducting Level 4 CMV Brake Inspections.
- CVSA-certified inspectors, industry and suppliers meeting with drivers at truck stops and other locations where drivers and mechanics congregate. The inspectors would conduct inspections (no paperwork generated) of commercial vehicles in an effort to instruct and educate drivers on the inspection procedure and the operation of the braking systems. This is an educational event. Other activities will be conducted such as safety briefings, public service announcements and others.
- Educational brochures and other materials will be available and distributed both at roadside and at other locations (such as truck stops).
- The following CVSA items are being used and/or distributed in conjunction with the varied activities:
  - “Why Brake Adjustment is so Important” brochure
  - CVSA “Spot Check” Brake Adjustment Indicators
  - Practical Airbrakes Handbook and Study Guide
- Jurisdictions are encouraged to use other means to educate and emphasize the importance of proper brake inspection, maintenance and safety.
- Inspectors are encouraged to meet with trucking company officials (such as safety directors) and truck stop operators to arrange for demonstrations of maintaining safe brakes.
- Jurisdictions are encouraged to get industry involved in the event, such as the state or provincial trucking association.
- News releases, television and radio interviews will take place in an effort to promote the events and to communicate the message.