

# TIRESpin



Trucking Injury Reduction Emphasis Study

• Volume 3 / Issue 2

• Spring 2009

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**Twitter  
has over  
1 million  
subscribers.**

**Are you  
one?**

## If you like TIRES safety materials — Sign up to receive them online

Due to budget constraints and the high cost of printing, the TIRES program will not be sending you safety materials at the same rate as we have in the past. However, we will continue to offer you the same great safety materials using a free medium: the Internet. Sign up to receive TIRES safety materials online at [www.KeepTruckingSafe.org](http://www.KeepTruckingSafe.org). You can download and print as many copies as needed.

## Do you Twitter?

Twitter was originally designed as a social media site where friends could instantly send short messages to all of their friends at once from their cell phones. Twitter has now become an increasingly popular public health tool used by agencies such as the Centers for Disease Control and Prevention (CDC), the National Institute for Occupational Safety and Health (NIOSH) and other federal government sites. Twitter currently has over 1 million subscribers with 200,000 active daily users sending over 3 million messages or “tweets,” as they are called, daily.

### We want to know what you think

TIRES is considering subscribing to Twitter (it's free), as well as to other social media sites, in order to provide real-time information to and dialogue with those interested in safety and health in the trucking industry. Before we proceed, we want to know if this will be useful to you, your drivers, and other employees. Please take a short (five minute) survey at [www.KeepTruckingSafe.org](http://www.KeepTruckingSafe.org) to tell us what you think.

### What the survey will tell us

- Would you like to receive e-mail updates and/or cell phone text messages from TIRES?
- Should TIRES increase its presence on the Internet, via Facebook, MySpace, or other social media sites?
- Would your company be interested in using a free interactive safety training module delivered through the Internet?

Your feedback is vital to the success of this project. Please let us know if we are on the right track by taking the survey at [www.KeepTruckingSafe.org](http://www.KeepTruckingSafe.org).

### Examples of how Twitter has been used for the public health:

**FDA's Recall Twitter feed (FDA)**  
Information and updates on FDA food and drug related recalls, including the peanut butter and peanut-containing product recalls

**CDC's new Twitter feed for  
Emergency Information (CDC)**  
Emergency announcements from CDC and partner agencies

[www.KeepTruckingSafe.org](http://www.KeepTruckingSafe.org)

**TIRESPIN**  
congratulates the  
America's Road  
Team Captains  
from Washington:  
**Rich Ewing**  
&  
**Keith Johnson**

## What it takes to be an America's Road Team Captain — Dedication to Safety

The American Trucking Associations announced the Captains of the 2009-2010 America's Road Team. The premier group of million-mile, accident-free professional truck drivers will spend the next two years representing the trucking industry and delivering its highway safety message to the motoring public.

There were 18 captains, with a collective 468 years of experience and over 30.7 million accident free miles, selected from a group of 34 finalists who competed before a panel of judges from the trucking industry and related fields. The competition included a review of trucking industry expertise and a demonstration of their communication skills, combined with their community service and lifetime safety records.

"The America's Road Team is the best way the trucking industry can reach out to the motoring public to advance the image of the industry," said ATA President and CEO Bill Graves. "These elite professional drivers combine impressive safety records with the desire to share their dedication and passion for safety. The trucking industry is proud to welcome these new Captains as they serve as ambassadors, sharing trucking's message of professionalism, safety and essentiality."\*

\*Adapted from the American Trucking Associations' news release.

## 2009-2010 America's Road Team Captains

NAME	COMPANY	HOME CITY / STATE
Gerald Charron	Con-way Freight	Danville, VT
Tim Dean	Werner Enterprises	Griswold, IA
<b>Rich Ewing</b>	<b>Yellow Transportation</b>	<b>Bellingham, WA</b>
John Foran	United Parcel Service	Saint Albans, VT
James Gallagher	Roadway	Williamsville, NY
Paul Gattin	ABF Freight System	Benton, AR
Mark Hassemer	Yellow Transportation	Whitelaw, WI
Ronald Hawkins, Jr.	K-Limited Carrier Ltd.	Perrysburg, OH
Barry Holland	UPS Freight	Hurlock, MD
Eddie Hosegood	Publix Super Markets, Inc.	Lakeland, FL
<b>Keith Johnson</b>	<b>Roadway</b>	<b>Eatonville, WA</b>
Gary Leu	Wal-Mart Transportation	Shelbina, MO
Greg Nauertz	Roadway	Peoria, AZ
Kurt Pedersen	Con-way Freight	Surprise, AZ
Ben Saiz	ABF Freight System	Estancia, NM
Frank Silio	Covenant Transport	Miami, FL
Jeffrey Thompson	FedEx Freight	Olathe, KS
Ron Van Bibber	Roadway	South Jordan, UT



Rich Ewing



Keith Johnson

# Company Corner TIRESPIN gets to know Farwest Freight

TireSpin conducted the following interview with G.C. Faircloth, Safety and Risk Director at Farwest Freight. Farwest recently marked their 50th year in business.

**TS:** How long have you worked for Farwest Freight?

**GC:** I've been with Farwest just over a year now. It's actually going on 14 months.

**TS:** How long have you been in the trucking industry?

**GC:** Life-long, going on 26-plus years now.

**TS:** How did you get involved in the safety aspect of trucking?

**GC:** A guy by the name of Bruce Binder at Gordon Trucking was my mentor. Gordon was looking for an 'HOS'\* Coordinator. I had been driving for a number of years and they wanted someone who knew the system. They felt I was someone who had a good rapport with the other drivers. In the time I held the HOS Coordinator position the 'driver out of service' for HOS violations rate dropped from 4.8 to 1.3.

**TS:** In what ways is the management at Farwest involved in the safety program?

**GC:** I didn't have to do much. Company ownership and management already have the philosophy that safety is important. It's a part of the daily conversation among the employees and management. Also, we are of such a size that we only have three levels of management, so it makes having a consistent message and culture easy.

**TS:** What makes the Farwest safety program successful?

**GC:** One of the best things is the owner support. All along the view is "get it done right at the beginning." Another factor is that I've got years of 'stick time' and I know the challenges the drivers face. I'm also pretty much hands on. There is a place for technology, but you get so much more from face-to-face interaction.

**TS:** What changes have you made to the program since coming to Farwest?

**GC:** In building on what already existed, we now do more driver-reminder messages and we do a regular

newsletter where we highlight safety-related topics as well as other company information.

**TS:** How are those changes working?

**GC:** I've gotten positive feedback from the drivers. They appreciate that we are looking out for them.

**TS:** How have you involved the drivers, dispatchers and management in safety?

**GC:** They are a part of the process. By that I mean that they feel ownership. Their feedback is important and asked for.

**TS:** What are your challenges related to safety at Farwest?

**GC:** Prioritizing tasks, keeping our older drivers healthy and keeping the fleet accident rate down. It's no secret that the average age for drivers is creeping up and recovery time from an injury can take longer.

**TS:** What elements make up your safety program?

**GC:** We offer a KOS\*\*/light-duty program and we have a safety/accident review committee. Each year we recognize our driver's safety performance. Drivers that qualify by meeting the established criteria are eligible to win a new pickup. Each of the qualifying drivers is given a key to the truck; one lucky driver's key actually starts the truck. Also, in August we have a driver appreciation week for all of the drivers.

**TS:** In closing, what suggestions or advice would you like to share with other safety directors?

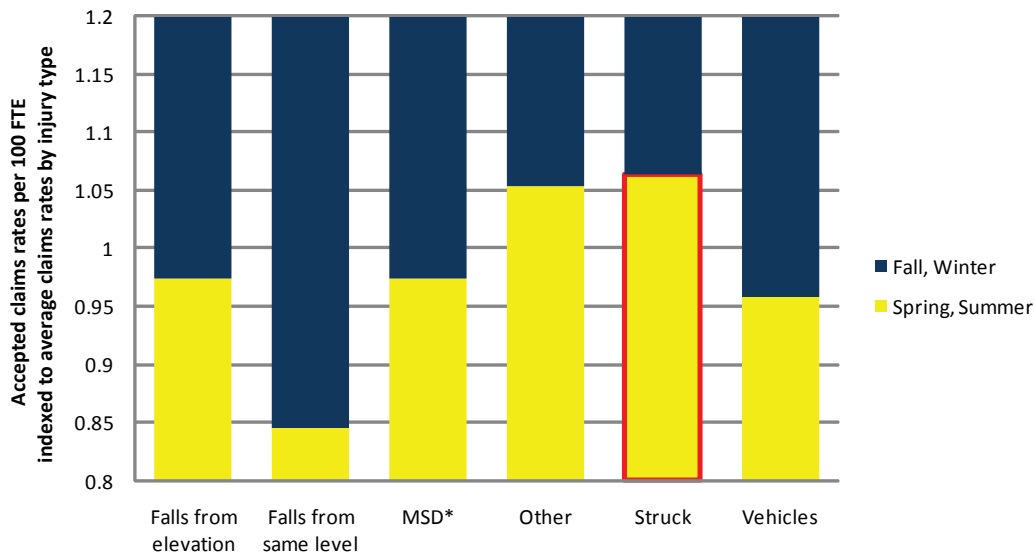
**GC:** Be involved with your drivers, a minimum of desk time. You've got to show them that you care.

\* Hours of Service

\*\*Kept on Salary

Would you like to share your company's safety success story? Please e-mail us at [TruckingNews@KeepTruckingSafe.org](mailto:TruckingNews@KeepTruckingSafe.org) for more details.

Indexed claims rates between seasons 1997-2005  
by type of claim



\*musculoskeletal disorders

## Changing seasons bring new hazards

The chart above illustrates the difference in claims rates by season and type of claim. As one would expect, the winter and fall months are more hazardous for *falls* and *motor vehicles collisions*. In the spring and summer months injuries from getting *struck* by or against become more common. The *other* category is a collection of different types without one common theme.

Vehicles are the most commonly identified source of *struck* injuries; this excludes all motor vehicle collisions on the highway. These *vehicle* injuries are from the driver getting struck by a part of a vehicle while getting in or out, off or on, up or down, opening or closing, latching or unlatching, etc.

To prevent *struck*

injuries, drivers and owners need to critically examine and rethink the work environment. Look closely at clearance and leverage issues.

To consider clearance, imagine you have a force field around your whole body and each time an item passes close by an alarm would sound. In the course of a working day you would find there are areas on your truck that you come very close to, but do not collide with. Some areas you may have even trained yourself to ignore. Many of these items are potential points of injury. Are there any changes that can be made to make these items safer to work around?

Leverage offers a mechanical advantage — but can also have destructive force. In using leverage in the course of a day one will pry, tug, shut, slam, anchor, cinch, or bind many parts of a truck, trailer, or load. Think about a binder under pressure. Under good conditions work gets done without problems. But if a leveraged item breaks down, something gives, and that's when injuries happen. Usually it's a driver colliding with a part of the truck, trailer, or load. Maintenance and training can prevent leverage from causing an injury.

### Don't Miss TIRESpin!

TIRESpin is produced by TIRES researchers from the SHARP research program.

Some TIRES safety materials are only sent out via our e-mail distribution list. To be added to either of TIRES distribution lists call

1-888-667-4277

or

TruckingNews@Keep  
TruckingSafe.org

Supported in part by CDC/NIOSH Cooperative Agreement 5 U60 OH 008487. The contents are solely the responsibility of the authors and do not necessarily represent the official views of CDC/NIOSH.

Publication 90-31-2009

Washington State Department of  
Labor & Industries

