**Enforcement and Education 2022**

**Template Pitch Email for Safety Partners**

### Subject:

Reducing commercial motor vehicle collisions on our roads

### Body:

Hello, [reporter/producer name].

[Organization name] would like your help informing the public about an upcoming road safety enforcement and education effort.

Law enforcement agencies in [state] will be conducting a concentrated highway traffic enforcement period [insert dates] aimed at eliminating commercial motor vehicle (CMV) traffic collisions. High visibility enforcement periods—coupled with continual road safety education—can help keep our roads safer and ultimately save lives.

CMV drivers should follow these tips:

* Always obey all traffic laws. Wear your seatbelt, obey the speed limit, slow for work zones, and don’t drive distracted. Unsafe driving behaviors can lead to crashes and fatalities.
* Make sure your vehicle is in safe working order, and follow all regulations regarding hours of service, medical certification, CMV credentialing, and driver licensing.

All motorists should follow these safety tips:

* Always obey the speed limit and wear your seatbelt.
* Never drive distracted or impaired.
* When driving around large trucks and buses, be patient and leave more space.
* Drivers of large trucks and buses have large blind spots. Don’t cut off commercial motor vehicles or drive on the left or right side of them for a long period of time.
* Big trucks need more time to safely stop. Don’t follow too closely, merge or make sudden stops directly in front of them.

Education and enforcement efforts complement the U.S. Department of Transportation Federal Motor Carrier Safety Administration’s *Our Roads, Our Safety* public education campaign that brings awareness to both passenger vehicle and CMV drivers on how to share the road safely together. Additional tips for motorists can be found at the *Our Roads, Our Safety* website [here](https://www.fmcsa.dot.gov/ourroads/tips-driving-safely-around-large-trucks-or-buses), and tips for CMV drivers can be found [here.](https://www.fmcsa.dot.gov/ourroads/tips-truck-and-bus-drivers)

A [story/segment] about this enforcement and education initiative will help educate [outlet]’s [readers/viewers/listeners] about how to share the road safely with large vehicles and inform them of the upcoming enforcement period. I would be happy to discuss this idea by phone and connect you with one of our spokespeople for comment.

I look forward to talking further with you.

[Organization contact name]

[Phone number]

[Email address]

[Website, Facebook and/or Twitter presence]