**SafeDRIVE Enforcement & Education**

**Template Pitch Email for Safety Partners**

### Subject:

Prevent commercial motor vehicle collisions along [highway]

### Body:

Hello, [reporter/producer name].

[Organization name] would like your help in informing the public about an important safety enforcement and education effort called SafeDRIVE happening [enforcement dates]. Law enforcement agencies in [adjoining states] will be conducting a concentrated highway traffic enforcement period aimed at reducing commercial motor vehicle (CMV) traffic collisions on [highway corridor].

SafeDRIVE stands for Distracted Reckless Impaired Visibility Enforcement – which highlights that there will be high visibility enforcement for those violations and others. The effort will monitor all motorists to ensure they are obeying all traffic laws, and will monitor CMV drivers to ensure they are following industry regulations.

Commercial motor vehicle 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, and 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 take 40% more space to stop: Don’t follow commercial motor vehicles too closely or merge or make sudden stops directly in front of them.

SafeDRIVE 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). Additional tips for CMV drivers can be found [here.](https://www.fmcsa.dot.gov/ourroads/tips-truck-and-bus-drivers)

A [story/segment] on SafeDRIVE 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]