

NEWS BRIEF

Provided by: Venbrook Insurance Services

CVSA Reveals 2021 Focus for Upcoming Operation Safe Driver Week

Operation Safe Driver Week—an annual campaign conducted by the Commercial Vehicle Safety Alliance (CVSA)—will take place from July 11-17. This year's focus will be on speeding.

Review the following guidance for further information on the purpose of Operation Safe Driver Week, this year's focus and what motor carriers can do to prepare for the upcoming campaign.

The Purpose of Operation Safe Driver Week

Operation Safe Driver Week is an annual, seven-day initiative created by the CVSA to help detect and prevent unsafe behaviors on the road among commercial drivers.

During this week-long campaign, law enforcement agencies throughout North America typically participate in increased traffic safety enforcement—focusing on risky behaviors such as:

- Reckless or aggressive driving
- Distracted driving
- Following too closely
- Improper lane changes
- Failure to obey traffic control devices
- Failure to use a seat belt
- Evidence of drunk or drugged driving

As usual, drivers found in violation of any safety regulations could be issued a warning or citation.

Apart from heightened traffic safety enforcement, Operation Safe Driver Week also calls for increased education and awareness of safe driving practices. Law enforcement agencies, transportation safety officials and motor carriers are encouraged to take this time to provide commercial drivers with valuable resources on safe driving behaviors.

2021 Campaign Focus

Each year, the CVSA identifies a specific topic to focus on during Operation Safe Driver Week. This year's campaign is focused on speeding.

The CVSA's reasoning for selecting this topic is due to the recent spike in average speeds on roadways across the United States. Despite the drop in roadway travel last year due to COVID-19, nationally, traffic fatalities increased.

There was a 24% increase in the estimated rate of fatalities on the roads last year compared to the previous 12-month period, according to the [National Safety Council](#) (NSC), even though the miles driven dropped 13%. This increase in fatalities is the highest the NSC has seen in the last 96 years in its year-over-year review.

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What Motor Carriers Can Do

It's crucial for motor carriers to prepare for Operation Safe Driver Week by educating their employees on safe driving behaviors and enforcing commercial driver regulatory compliance throughout their organization.

Here are some simple reminders that motor carriers can share with their drivers in preparation for Operation Safe Driver Week:

- Follow all traffic laws.
- Wear your seat belt at all times.
- Obey all posted speed limits.
- Never use your cellphone while driving.
- Avoid driving impaired by alcohol or drugs.
- Practice safe driving habits at all times.

For additional industry-specific guidance and resources, contact us today.