

ROAD SMART

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SGL and STA taking safety messages on the road

SGL and Saskatchewan Trucking Association (STA) are rolling out important safety messages for drivers, literally.

This innovative awareness campaign will display two key safety messages on the sides of a 53-foot semi-trailer. One side of the trailer highlights the dangers of drowsy driving while a seatbelt safety message is displayed on the other side.

Last year in Saskatchewan driver drowsiness and fatigue were cited as a factor in 272 collisions resulting in 155 injuries and seven fatalities.

“Educating drivers about the dangers of drowsiness and fatigue as well as the importance of seatbelt use are key components of SGL’s comprehensive traffic safety strategy,” said Shannon Ell, SGL’s Manager of Traffic Safety Promotion. “Driving while fatigued is an impairment and can be as dangerous as drinking and driving.”

The trailer will be used on a regular basis over the next year. It can be seen travelling down many Saskatchewan roads and

highways during STA truck driver training courses.

“Over the years the STA has maintained an excellent working relationship with SGL,” said Al Rosseker, Executive Director of the STA. “Safety is paramount to both organizations and the opportunity to work with SGL promoting safe driving through seatbelt use and recognizing driver fatigue was a natural fit for the two organizations.”

During the holiday season, SGL advises that on longer trips all drivers should allow for enough time to reach their destination. This includes allowing time for breaks and rest periods to avoid drowsiness and fatigue.

The rolling billboard also draws attention to seatbelt use.

“This billboard reminds everyone to buckle up,” said Ell. “Seatbelts can decrease the chances of sustaining a serious injury in a traffic crash by as much as 50 per cent.”

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