



21058 Rollover prevention programme video

CEMEX UK **6**



DESCRIPTION

CEMEX operates a variety of large goods vehicles to deliver their products – concrete mixers, aggregate tippers, bulk powder tankers and vehicles for concrete products and packed cement. All these vehicles can be prone to rollover under certain conditions which can have devastating consequences.

In recognition of this issue, they produced several safety initiatives including films for the industry about rollovers; the last was a campaign predominantly aimed at rollovers of tipping vehicles.

Building on these resources further, it was decided to create a new video. Although they had experienced several serious concrete mixer rollovers resulting in fatalities, this video was to address the factors that could be applied to all vehicles, this included weather conditions, soft verges, centre of gravity, stability of loads, speed, driver distractions and many more. It is normally the adverse combination of more than one of these factors that creates a high probability that a vehicle will rollover.

Vehicle rollovers were analysed including numbers, the vehicle type, the load, and the road conditions. This exercise was completed for rollovers involving its own fleet, for franchisees and contractors. Drivers were interviewed as part of the root cause analysis of each incident. Driver trainers were consulted as part of the 'design' stage of the programme.

Although initially planned as UK campaign, it quickly turned into a regional campaign to cover Europe, Middle East, and Africa (EMEA).

The short, 10-minute film was translated into 9 different languages and used graphics that could be understood regardless of language. As CEMEX drivers have tablets, it was relatively easy to ensure that the film could be cascaded down to its drivers.

The video was shared with the MPA, has become the basis of a new MPQC module and can be easily accessed via YouTube

<https://www.youtube.com/watch?v=1zeGPaj-jk>

BENEFITS

- Reduction in rollovers in all vehicle types within CEMEX
- The format makes it easy to translate into any language
- Captures the attention of drivers without being too arduous
- MPQC have used this as a base for a rollover package.

TRANSFERABILITY AND DEVELOPMENT

- When the MP Connect card is fully implemented within CEMEX, it will be made mandatory for all drivers to watch.
- The film is applicable for all types of large goods vehicles operating both within the mineral products industry and other sectors. CEMEX has made the video easily accessible by placing it on YouTube. Many drivers will become familiar with it as they take the MPQC courses which are available online.

