

Women In Trucking finalist in Pepsi Refresh project

November 1, 2010

Plover, WI: The Women In Trucking Association's mission includes addressing obstacles that might keep women (and men) from succeeding at a career in the trucking industry. One of these obstacles has been identified as driver harassment. This includes negative comments on the CB, in the truck stop or terminal, at loading docks or even in the cab of the truck.



Pepsi is giving away million of dollars each month to fund refreshing ideas that change the world. The ideas with the most votes will receive grants. Women In Trucking submitted a \$250,000 grant proposal to create a toll free crisis line for professional drivers. The project was approved on November 1 and is now open for votes, which will determine which projects are funded.

This grant would allow us to:

- Research the need for a national driver crisis line.
- Create a toll free crisis line for drivers and their families.
- Offer educational materials to address health and wellness issues.
- Provide a "best practices" guide for carriers to address driver needs.
- Develop policies for driver trainer-trainee relationship during over the road training.

These resources would extend beyond our members to include all professional drivers (3.4 million), both men and women and their families. Small carriers (fewer than 20 trucks) comprise 96 percent of interstate trucking companies and most do not have the resources to offer this service to their drivers. This project could be implemented in fewer than six months with the help of FEI Behavioral Health, a leading provider of workforce solutions and crisis management programs.

The voting process will end on November 30, 2010 and the grant will be limited to the top two vote getters in the \$250,000 category. To vote, visit <http://www.refresheverything.com/womenintrucking> or send a text (104025) to Pepsi (73774) to have your vote counted.

Women In Trucking (www.womenintrucking.org) is a nonprofit 501(c)(6) corporation whose mission is to encourage the employment of women in the trucking industry, promote their accomplishments and minimize obstacles faced by women working in the trucking industry.

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