

AA Driver Education Foundation WORK-RELATED ROAD SAFETY
Creating a Crash-Free Culture



Trafinz 2008

Workshop :
Monday 8 September

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WELCOME

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“Using the road is the most risky activity that most people in New Zealand face.

Driving to or for work is a particularly high risk activity.”

Dr Will Murray: Research Director at Interactive Driving Systems (UK)

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Workshops March 2008 -

- how every workplace can take action to create their own Crash-Free Culture
- focused on innovative approaches – we will touch on these today
- attended by approximately 260 fleet managers, human resource managers, driver trainers, road safety educators
- keynote speaker Dr Will Murray

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Department of Labour research has shown that about **25% of commercial vehicles** are involved in a collision each year.

McNoe et al identified that work-related traffic fatalities contributed to **29% of all fatal injuries in the workplace** in New Zealand.

Sultana et al said the non-fatal work-related motor vehicle crash rate is **109 per 100,000** workers per year, at an average cost of **\$2,884.00** per incident.

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Table of vehicles registered by NZTA, June 2008

Type	Company	Non Company
Goods Van/Truck Utility	181,382	244,893
Passenger Car/ Van	244,982	2,083,742
Trailer/Caravan	82,661	366,515
Motorcycle	2,464	53,782
Tractor	8,242	20,111
Misc	30,759	47,033
Total	550,490	2,816,076

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Why should workplaces put time and energy into managing the safety of their drivers and vehicles?

- Corporate Social Responsibility (CSR)
- Legal
- Good Business
- Financial Benefits

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Corporate social responsibility:

More and more successful organisations, internationally, include road safety in their CSR and community enhancement strategies to keep their employees safe, just as they take care in other ways to reduce avoidable work-related harm.

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Legal:

The health and safety act requires organisations To assess, manage, monitor and improve the safety performance of people traveling on their behalf, an effective road risk programme can keep organisations protected from and ahead of their legal requirements.

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Business advantages:

There are clear links between safety, quality, customer service, efficiency, environment, fuel use, vehicle and associated property damage, downtime and wear and tear. Effective work related road safety offers marketing, brand enhancement and staff wellbeing advantages. Don't forget brand protection opportunities.

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Financial implications – significant savings:

- less employee downtime
- less vehicle maintenance costs and off-road time
- lower insurance costs



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A technology-based intervention – in-cab camera

It automatically provides a 20-second video clip with audio, anytime a vehicle is in a high-risk situation or involved in unusual motion that produces extreme G-forces.

Benefits:

- Identifies risky driving behavior immediately and provides evidence of this for training
- Provides comprehensive information on crashes and causes
- Future accident prevention through guaranteed reduction in risky driving styles



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ACC Incentive Programmes

Partnership Programme – suitable for large employers

Workplace Safety Management Practices – suitable for medium employers

Workplace Safety Discount Programme – suitable for small employers or self-employed

For more information go to:
www.acc.co.nz >Levies and Scheme>
Employers>How to pay less.

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Virtual Risk Manager

- Driver Profile and RoadRISK assessments
Including licence checks and policy online
- One More Second attitude and behaviour training
- RoadSKILLS scenario training

See more at www.virtualriskmanager.net
Coming to New Zealand before the end of 2008....

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Eco-driving improves safety

Three essential elements:

- Vehicle selection
- Fuel-efficient driving
- Vehicle maintenance

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Vehicle selection – safety and fuel efficiency

- when buying and hiring
- choose for safety features and fuel economy
- ANCAP safety ratings score new and used car safety features, out of 5 stars– www.aa.co (via “Motoring” button), and www.landtransport.govt.nz/vehicles/ancap/
- Vehicle Fuel Economy labels – from April 2008 newer cars for sale will carry rating, out of 6 stars

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Fuel efficient driving – safer driving

Efforts to drive and operate motor vehicles in a fuel-efficient manner correlate directly to achieving safer driving styles – e.g...

- Speed management - lower average speed
- Smoother driving - cuts sharp acceleration, braking, cornering
- Journey planning – cuts unnecessary kilometres travelled
- Regular vehicle service and tuning
- See www.aa.co.nz and www.fuelsaver.govt.nz/ for extra fuel economy ideas

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Vehicle maintenance – safer vehicles

Strong correlation with safety – e.g.

- checking brakes functioning well
- checking tyres - correct pressure, tread depth
- checking lights are operating and aligned
- regular service checks to pick up problems early that could eventually lead to a crash or breakdown.

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TERNZ + Waikato Uni research on cell phones

Talking on cellphones while driving is **different from** and **more dangerous than**

- conversing with a passenger
- other distractions like tuning car radios & eating

Hands-free cellphones are no safer than hand-held

BUT 85% of cell phone owners use them while driving


Cell phone conversations:

- slow drivers' reactions to traffic & hazards
- impair recognition of/memory for road signs
- increase crash probability 400%
- are as dangerous as 0.08 BAC
- have been banned or restricted for drivers in 46 countries





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Haddon MATRIX	Culture	Journey	People	Vehicle	Road/sites
Pre-Crash	Policy and procedures Organisational climate Management structure Board level champion CHS or quality-led Safety committee	Risk/risk assessments Purpose Need to travel Journey planning and route selection	Select Recruit Induct Handbook Assess Train Monitor and review	Selection Maintenance Checking ITS to monitor	Risk assessments Guidelines Site layouts Road improvement
At Scene	Emergency response support to driver		Known process to manage the scene using the crash pack	Crashworthy ITS to capture data	Manage scene
Post-Crash	Report, record, investigate and evaluate Change management	Debrief and review	Driver debrief Counselling & support Reassess/train	Investigate ITS data Vehicle inspection & repair	Investigate and improve

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Gains from the workshop - Driver Pledges

- Each participant at the workshops was asked to “Pledge” to take an action to make their own workplace safer
- The “Pledges” developed at the workshops provide a good list of ideas and outcomes from the workshop that you could use in your own workplace
- The “Pledges” are listed on the CD – see Appendix 4

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Quiz wrap-up.....

Any questions?

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