Work-Related Road Safety Awareness Program

CARRS-Q has developed a program of road safety information and messages aimed at work-related drivers. The program includes road safety posters, information such as work-related road safety hints or tips, easy-read fact sheets, and computer screen messages. The road safety awareness program aims to reach as many individuals as possible and encourage staff to drive safely in all circumstances. Additionally, CARRS-Q has developed Tool Box Talk Discussion Kits (small work group/unit discussions) which are designed to be easily used by organisation management or supervisory staff. Designed to be part of a package with other road safety awareness information, covering various work-related driving topics, they are a successful way of introducing material to employees and have been shown to assist in changing behaviour.

If you would like to see how the Work Related Road Safety Awareness Program could be of benefit to your organisation, please contact the CARRS-Q Fleet Safety Team for a complimentary sample.

FINAL NOTE
Your organisation can be a safer work-related driving environment ...let us show you how!

CONTACT CARRS-Q FLEET SAFETY TEAM ON:
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Work related road safety?

Work related road safety is aimed at minimising injury risk to people and damage to vehicles and property. Crashes cause a number of direct and hidden costs, such as vehicle repair and replacement, lost productivity and administration time. Work related road safety is not only a cost issue but an important Occupational Health and Safety (OH&S) issue. Everyone has obligations to ensure a safe working environment.

Industry changes insist development and implementation of comprehensive work related road safety programs. Changes include:

- Duty of care
- Occupational Health and Safety (OH&S)
- Chain of Responsibility
- Workers Compensation Legislation
- Insurance - third party coverage and public liability
- Fiscal Management
- Business Processes
- Industry/Employer Accountability
- Corporate and Social Responsibility.

Research has found that work-related:

- traffic injuries are twice as likely to result in death or permanent disability than other workplace incidents.
- crashes account for 49% of all occupational fatalities in Australia.
- crashes cost the Australian community $1.5 billion annually.

Benefits of effective Fleet Safety Management include:

- reduced crash costs
- reduced staff downtime
- lower insurance premiums
- improved staff morale and safety culture
- enhanced public image.

Work-related road safety is an important issue for organisations, now and in the future. The development of research-based interventions is critical in improving road safety outcomes.

CARRS-Q fleet safety research

The Centre for Accident Research and Road Safety (CARRS-Q), is one of Australia’s leading road safety research centres, acknowledged for extensive contributions to improving road safety. Funding opportunities exist for industry to engage CARRS-Q in researching fleet safety.

Fleet safety services provided by CARRS-Q

The Fleet Safety Management Team at CARRS-Q offers organisations a variety of services aimed at improving vehicle fleet safety. CARRS-Q tailors services to meet the unique needs of each organisation regarding their fleet size, vehicle composition, organisational culture, and budgetary constraints. The human and financial benefits of CARRS-Q services are recognised by our clients at a state, national and international level.

CARRS-Q services include:

Fleet safety policy development

An initial and ongoing component of our fleet safety program is the revision of fleet safety policy and process. CARRS-Q can provide a practical and informative review of policy, procedures, and organisational expectations, essentially to help organisations reach an optimal standard of fleet safety policy and procedure. CARRS-Q transforms fleet safety policy into practice.

Crash recording and reporting processes

One of the most useful tools that fleet safety personnel have at their disposal is crash data recording and reporting. CARRS-Q identifies areas where most companies can implement immediate changes improving their overall fleet safety strategy. CARRS-Q’s experience in assessing the effectiveness of an organisation’s existing standards and regulations gives valuable guidance in the reporting and recording mechanisms.

Seminars and educational workshops

CARRS-Q offers workshops and seminars on relevant topics to personnel interested in fleet safety management. These are structured to meet the needs for both the participants’ and their organisations.

Driver profiling

CARRS-Q uses driver profiling to develop baseline measures of factors known to influence driver behaviour. Results inform work-related road safety intervention programs. The benefits include awareness raising, targeting organisational and cultural beliefs. CARRS-Q’s valid and reliable measures profile organisations of various sizes with small or large vehicle fleets.

Fleet benchmarking

Benchmarking provides an opportunity to research the common elements and the differences between organisational fleet operational approaches, procedures, crashes, organisational culture and countermeasure initiatives. CARRS-Q establishes a series of benchmarking mechanisms to evaluate current and future work-related road safety practices and initiatives. Information shows the effectiveness of work-related road safety intervention strategies.

Tailored interventions

CARRS-Q recognises all organisations have unique cultures and company structures. We tailor fleet safety interventions to suit specific work environments required by organisations. Interventions recommended by CARRS-Q are guided by theory, have high practical application, and are informed by an organisational specific research process. Countermeasures aimed at a variety of risk behaviours addressing high-risk sectors of the vehicle fleet are identified through research processes. Strategies target a variety of driving behaviours and high risk groups.