

Working To Save Lives

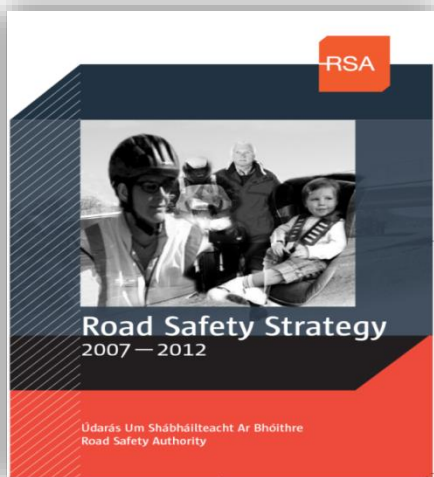


Road Safety Considerations for Employers

Mr. Michael Rowland

Director of Road Safety, Research & Driver Education

Driving for Work



Road Safety Strategy 2007-2012

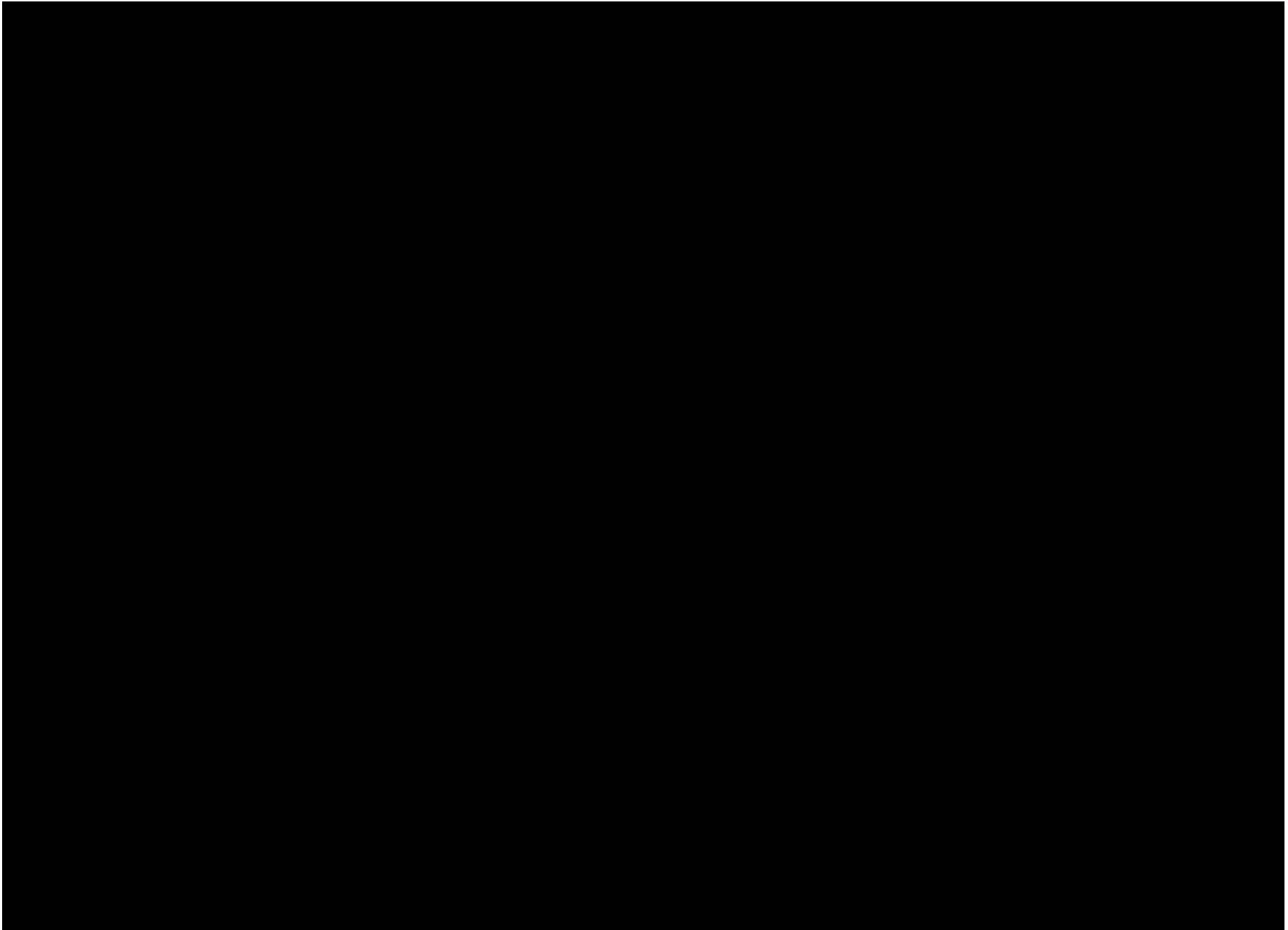
‘Develop a template for employers on employee road safety education which can be rolled out nationally’.



Road Safety Strategy 2013 – 2020

‘There is a need to make employers aware of the need to implement stringent road safety policies’.

If your driving for work, You're on the Job

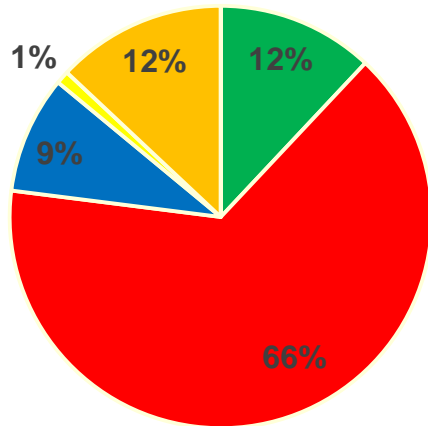


RSA Collision Data: 1 in 8 drivers injured on our roads in 2014 were driving for work at the time



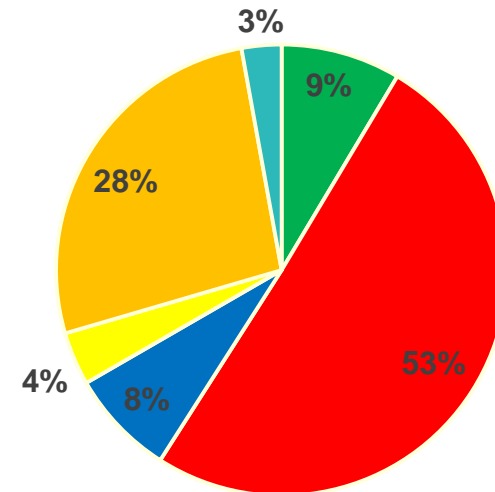
Trip Purpose of killed/injured drivers

All drivers **injured** in 2014 (3,112)
(serious/minor)



- Driving for work
- Commuting to/from work
- Unknown
- Social
- To/From School
- Working on/near road

All drivers **killed** (76) in 2014



- Driving for work
- Commuting to/from work
- Unknown
- Social
- To/From School
- Working on/near road

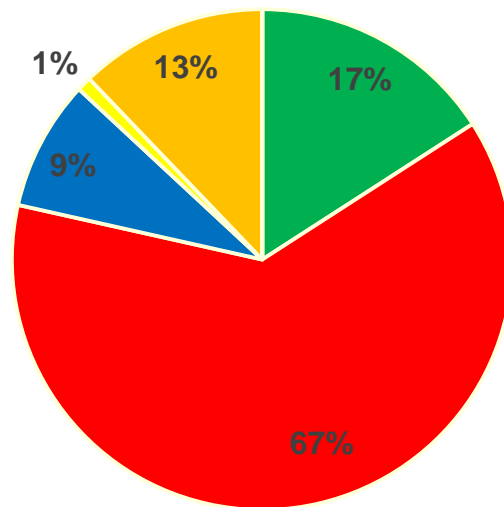
Source: RSA Collision Database 2014
Note: 2014 data is provisional and subject to change

Pre-Crash Behaviour Study: 1 in 6 drivers involved in fatal collisions from 2008-2012 were driving for work at the time



Trip Purpose

All drivers **involved** in **fatal** collisions 2008-2012
(1,187)



Pre-Crash Study : Fatal investigation files likely to yield very accurate recording of trip purpose. (RSA Collision Data Base reflects preliminary information at scene of collision.)

- Driving for work
- Social
- Commuting to/from work
- To/From School
- Unknown
- Working on/near road

Does your organisation need to manage fleet safety?



- Does your organisation operate vehicles for work?
- Do your employees drive for work purposes?
- Do employees or others drive on your premises?
- Do you provide employees with personal vehicles?
- Do you contract transport services?

If the answer is “yes“ to any of the above, executive management are responsible for ensuring appropriate systems and controls are in place and that they are operating effectively.

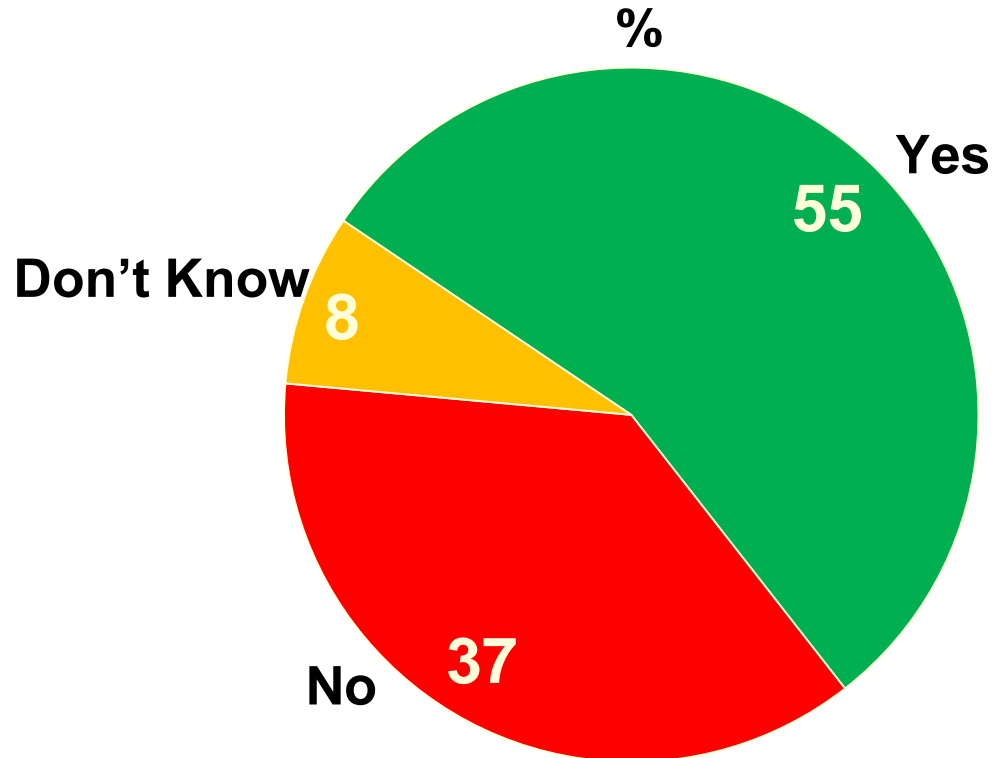
Progress on DFW Policy Implementation



Does Employer have Health & Safety Policy on Driving?

(All Motorists who Drive for Work (121))

23% of motorists in employment "drive for work" *



*Based on all drivers in employment (647)

Source: RSA Survey of Driver Attitudes & Behaviour 2014

Driving for Work – Adelle’s Story



Killer Behaviours

RSA



No Seatbelt



Excessive & Inappropriate Speed



Distracted Driving



Driver Fatigue



Drink Driving



Drug Driving

Self reported speeding: *Motorists who DFW are more likely than the average motorist to admit to speeding on urban & rural roads*



Speeding 'Have you ever...'	% Yes All drivers (1,061)	% Yes DFW (151)
Exceeded 50km/h speed limit by less than 10km	16%	28%
Exceeded 50km/h speed limit by more than 10km	9%	21%
Exceeded 100km/h speed limit by less than 10km	14%	29%
Exceeded 100km/h speed limit by more than 10km	7%	16%

Speeding – Trucks, Artics & Single decker buses are more likely to speed on rural roads than cars

RSA



24%

6,762 Cars



35%

2,033 Rigid Trucks



43%

332 Single Decker Buses



46%

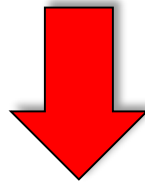
1,071 Articulated Trucks

Killer Behaviours: *Motorists who DFW are more at risk*



Those who DFW are more likely to admit that they:

- × Fell asleep at the wheel **18%** (11% for all drivers)
- × Driven after alcohol **18%** (11% for all drivers)
- × Always use handsfree phone when driving **30%** (12% for all drivers)
- × Admit to being a 'manipulator' **41%** (32% for all drivers)



Higher incidence of being involved in a collision **17%** vs **8%**
Higher incidence of being involved in a near miss **43%** vs **27%**

Car Maintenance: Motorists who DFW are more savvy



Those who DFW are more likely to state they know how to:

- ✓ Check oil levels in car **93%** (85% for all drivers)
 - ✓ Check air pressure in tyres **94%** (81% for all drivers)
 - ✓ Check tyres/tread depth in car **88%** (74% for all drivers)
- ✓ Those who DFW are more likely than average to state that *they check their car for each of these* on a regular basis.

BUT

- ✗ Those who DFW are slightly more likely to have bought part-worn tyres, rather than new tyres **21%** (14% for all drivers)

Where to next?



- Interagency cooperation – awareness raising
- Awareness campaigns targeting low level speeding, fatigue and distracted driving
- Target employers
- Exemplars / case studies
- Targeted enforcement / technology
- Research Data Collection
- ISA





Safer Roads.
*Only **YOU** can get us there.*

Thank You