Planning for Road Safety, Good Practice in Organisations

PRAISE Seminar, Athens, 17 March 2011

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Introduction

• Interactive Driving Systems
• Background to occupational road safety
• Case description
• Discussion and lessons
• Summary
Interactive Driving Systems

- Fleet risk management research, policy & practice since early 1990’s
- Successful ‘strategic’ relationships with clients & channel partners in 30+ countries
- Research projects with universities in England, Scotland, Australia & USA – including 3 current PhDs
- Government funded research projects on-going in USA, Canada, New Zealand and UK eg www.fleetsafetybenchmarking.net
- >1,000,000 drivers worldwide on data-led driver risk assessment, monitoring & improvement programs in 15+ languages including Greece:
  - Nestlé
  - Pfizer
- Significant €, brand & legal opportunities
Background

- Occupational road safety is an emerging issue, of significance for both road and occupational safety
  - WIPE model for process *
- Increasing research quantum, but still very few peer reviewed case studies
- Roche Australia provides case study, with lessons for research, policy and practice
  - http://www.rsconference.com/roadsafety/detail/1000
WIPE approach

Why?

Initial & on-going status review

Pilot & implement changes

Evaluate
Case study of Roche Australia

450 mostly sales staff in company cars
Program

• Four key initiatives - supported by Insurer:

1. Implemented online DRA program for all existing staff and new employees
2. Policy development
3. Regular targeted communications
4. Ongoing program development 2009/10
Online Risk Assessment / Improvement

- Launched January 2005
  - For all existing and new staff
- Driver Profile and RoadRISK assessments *
  - Including licence checks and safety policy online
- One More Second attitude and behaviour training *
- RoadSKILLS scenario training *
- MIS to monitor program *
- Achieved almost 100% compliance for existing staff
  - Program ‘touched’ all 450 drivers at least 4 times in 2 years
- New recruits undertake during induction soon after joining
Driver Risk Assessment

Of all the 'safety space' around your vehicle which space is the most important?

- The 'Safety Space' to the rear of the vehicle.
- The 'Safety Space' to either side of the vehicle.
- The 'Safety Space' in front of the vehicle.

For example, in the image, the 'safety space' to the rear is marked as not done (20%).

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VIRTUAL RISK MANAGER

Targeting Driver Risk Reduction

US Patent 6,718,910
RoadRISK Outcomes

Predictive link between risk assessment and collisions
2 interactive CBT modules
Policy and Communications

- Developed, implemented, monitored and improved its policies, procedures, processes, driver manual and on-going communications:
  - Collision reporting and investigation
  - Anti-lock brakes
  - Speed
  - Seatbelt
  - Alcohol
  - Fatigue
  - Holiday driving
  - Back pain
  - Journey management to minimise employee kilometres
  - Vehicle checks
  - Driving whilst pregnant
  - Tyre safety
  - Mobile phone policy
Evaluation - 2007

• Improved safety on proactive & reactive indicators
• Loss ratio down from 69% to 48%
  – Failed to Yield (30% down 04-05, up 10% 05-06)
  – Hit Stationery Object (down 13% 04-06)
  – Hit in rear by Third Party (down 30%)
  – Hit Third Party in Rear (down 30%)
  – Reversing (down 30%)
  – Incident and premium costs reduced
• External recognition in Road Safety Awards
• Further insurer support secured for program
  – developments ongoing for 2009-11 *
Ongoing Program 2009/11

• Sustain & maximise program with 100% compliance
  – including company and employee owned vehicles
• Design and implement new online modules & process
  – Privacy Notice *
  – Safe Driving Pledge *
  – Risk Foundation policy assessment *
  – V2 of RoadRISK Profile
  – Risk overview safety climate and other MIS developments *
  – RiskCOACH training modules
  – Driver Index data-warehouse to integrate all data-sets
• Engaging in external programs:
  – reviewing program against Haddon Matrix *
  – detailed claims analysis & benchmarking internally/externally *
  – road safety outreach and community/family member initiatives
Privacy, Pledge and Risk Foundation

Safe Driving Pledge™

Safety encompasses all areas of the work environment, with personal safety being of paramount importance. We are committed to promoting a heightened awareness of how to promote the health and safety of you, our employees.

Co-jointly our efforts and your commitment is necessary in ensuring a safe working environment and to prevent personal injury and property loss claims.

To achieve this we are therefore asking you to adopt the following recommendations in order to ensure an effective safe driving culture:

- Adhere to Company motor vehicle policy and procedure.
- Be aware of and comply with the traffic rules applicable to the area you are driving.
- Give consideration to prevailing weather conditions and the road conditions and adjust speed accordingly.
- Carry out vehicle checks as required by the Company and make sure the vehicle is maintained in a safe and roadworthy condition.
- Pre-plan all trips with regular rest stops and realistic travel goals.

I Agree
I Disagree
Send

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DATA PROTECTION AND PRIVACY NOTICE FOR ROCHE AUTHORISED DRIVERS

Driving a motor vehicle is one of the most hazardous activities anyone may undertake and vehicle collisions are one of the leading causes of death and injury. The safety of Roche Products Pty Limited Australia employees, contractors and their families is of paramount importance to the Company and this is why we have requested you to participate in our Driver Safety Program.

Our commitment to safety is why Roche Australia has for many years partnered with Interactive Driving Systems Inc., a New Jersey corporation and Interactive Driving System UK Limited, a UK limited liability entity and their affiliates (collectively, “IDS”) to continue to develop our Driver Safety Program.

Co-jointly our goal is to provide individual tools, training and coaching to authorised drivers that will enable us to track your progress as well as helping you to be a safer driver. At all times both Roche Australia and IDS’s treatment of your personal information under the Program will be carried out in compliance with all applicable laws, Company policies and procedures.

This privacy notice describes how your personal information will be used as part of the Driver Safety Program. Please read this notice carefully as we will be asking you to consent to the use of this information. If you have any questions, please contact the Roche Privacy Officer or Fleet Management.

You acknowledge that you are authorised to have a motor vehicle as part of your salary package. As the authorised driver you will be required to participate in our Driver Safety program. In addition any non employee or any person authorised to drive your vehicle may also be requested to participate. Information about your use of the vehicle during working and non-working hours will be made available to the

CLICK HERE TO ACKNOWLEDGE THE DATA PROTECTION AND PRIVACY NOTICE

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Management information
## Haddon Matrix framework

<table>
<thead>
<tr>
<th>Management Culture (30%)</th>
<th>Journey (10%)</th>
<th>Road/ Site Environment (10%)</th>
<th>People - Drivers and Managers (20%)</th>
<th>Vehicle (10%)</th>
<th>External/ Societal/ Community/ Brand (20%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pre-Crash or Pre-Drive</strong></td>
<td>Leadership</td>
<td>Travel policy</td>
<td>Risk assess*</td>
<td>Recruit</td>
<td>Risk assess</td>
</tr>
<tr>
<td>Business case</td>
<td>Mode choice</td>
<td>Observation Guidelines</td>
<td>Contract</td>
<td>Select</td>
<td>CSR</td>
</tr>
<tr>
<td>Legal compliance</td>
<td>Journey planning</td>
<td>Site layouts</td>
<td>Induct</td>
<td>Specification</td>
<td></td>
</tr>
<tr>
<td>Safety review</td>
<td>Risk assessment</td>
<td>Work permits</td>
<td>Check qualified</td>
<td>Safety features</td>
<td></td>
</tr>
<tr>
<td>Benchmarking Pilot studies</td>
<td>Emergency preparation</td>
<td>C&amp;D rules</td>
<td>Handbook</td>
<td>Service</td>
<td></td>
</tr>
<tr>
<td>Goals &amp; policies</td>
<td>Shifts/ working time</td>
<td>Road design hot-spot mapping</td>
<td>Train</td>
<td>Maintain</td>
<td></td>
</tr>
<tr>
<td>Safety culture Committee</td>
<td>Engage local road agencies</td>
<td>Engage</td>
<td>Equip</td>
<td>Check</td>
<td></td>
</tr>
<tr>
<td>Pledge Communications</td>
<td>Handbook</td>
<td>Communicate</td>
<td>Use policy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contractors</td>
<td></td>
<td>Engage</td>
<td>Mobile comms</td>
<td></td>
<td></td>
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</tbody>
</table>

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Detailed claims analysis & benchmarking

<table>
<thead>
<tr>
<th>Description</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>Change 2004-09</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vehicles</td>
<td>259</td>
<td>226</td>
<td>219</td>
<td>211</td>
<td>166</td>
<td>149</td>
<td>-42%</td>
</tr>
<tr>
<td>Claims</td>
<td>94</td>
<td>65</td>
<td>73</td>
<td>65</td>
<td>42</td>
<td>41</td>
<td>-56%</td>
</tr>
<tr>
<td>Claims Ratio</td>
<td>36%</td>
<td>29%</td>
<td>16%</td>
<td>31%</td>
<td>25%</td>
<td>28%</td>
<td>-24%</td>
</tr>
<tr>
<td>Cost</td>
<td>169,735</td>
<td>124,813</td>
<td>110,540</td>
<td>122,641</td>
<td>94,652</td>
<td>76,851</td>
<td>-55%</td>
</tr>
<tr>
<td>Failed to Yield</td>
<td>11%</td>
<td>11%</td>
<td>15%</td>
<td>11%</td>
<td>12%</td>
<td>7%</td>
<td>-31%</td>
</tr>
<tr>
<td>Damaged while Parked</td>
<td>12%</td>
<td>23%</td>
<td>16%</td>
<td>17%</td>
<td>21%</td>
<td>5%</td>
<td>-58%</td>
</tr>
<tr>
<td>Hit Stat. Object</td>
<td>16%</td>
<td>17%</td>
<td>18%</td>
<td>15%</td>
<td>14%</td>
<td>22%</td>
<td>38%</td>
</tr>
<tr>
<td>Hit in Rear by TP</td>
<td>15%</td>
<td>11%</td>
<td>14%</td>
<td>19%</td>
<td>19%</td>
<td>24%</td>
<td>64%</td>
</tr>
<tr>
<td>Hit TP in Rear</td>
<td>11%</td>
<td>12%</td>
<td>10%</td>
<td>8%</td>
<td>5%</td>
<td>7%</td>
<td>-31%</td>
</tr>
<tr>
<td>Reversing</td>
<td>21%</td>
<td>17%</td>
<td>19%</td>
<td>11%</td>
<td>9%</td>
<td>7%</td>
<td>-66%</td>
</tr>
<tr>
<td>Other</td>
<td>15%</td>
<td>9%</td>
<td>8%</td>
<td>20%</td>
<td>21%</td>
<td>27%</td>
<td>80%</td>
</tr>
</tbody>
</table>
Discussion and Lessons

• Roche:
  – Invested management time in program
  – Engaged with insurer
  – Focused on process and outcomes-based KPIs
  – Took a data-led, systems based approach covering management, drivers, journeys and vehicles
  – Attitude and aptitude of KEY manager (s) is vital
  – Suggests occupational road safety is an opportunity to target a large number of drivers through the workplace
  – P2R is important as well as R2P
  – Chronological case approach
  – Significant collision and cost reductions
Conclusion

- Occupational road safety has potential to help reduce road toll, improve worker safety and cut costs
- Frameworks such as and Haddon are important
- Roche project:
  - Good for research & practice, brand, reputation, image, CSR & €s
- Starting point for similar program:
  - Fleet gap analysis: www.fleetsafetybenchmarking.net
  - ETSC PRAISE project
- Questions and feedback ?????
- Contact:
  - www.virtualriskmanager.net