

Occupational road safety: Best practice from around the globe

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Introduction

- Who are we?
- Research and best practice around world
- Macro level:
 - Initiatives around the world
- Micro level:
 - Why ORS is important
 - How it can be improved
 - Program evaluation

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Who are we?

What is best practice?

Marco Level

- Government initiatives in USA, UK, Australia and New Zealand:
 - USA - Google NIOSH WORS *
 - NZ - Google fleet safety NZ
 - UK - Google ORSA, fleet safety benchmarking, or see HSE or DfT websites
 - Australia???
- Lots of outstanding issues
 - Summed up by NIOSH study *

NIOSH WORS Review

- Reviewed data sources and initiatives in 15 nations:
 - ORS accounts for significant % of road and workplace fatalities and injuries
 - Limited 'purpose of journey' available around world
 - OSH data, and emphasis, includes on-road driving incidents in some countries, but not others
 - Other data sets - workers compensation, insurance, coronial records and hospital admissions - hint at scale of problem
 - Better linkages via common coding and interagency collaboration required
 - Governments themselves are amongst the largest purchasers of vehicles around world!

Micro Level

- Three important questions, addressed through case study:
 1. Why is Occupational Road Safety important?
 2. How can it be effectively improved?
 3. What is the best mechanism for evaluation?

Roche Australia

450 mostly sales staff in company cars

Roche program

- Four key initiatives - supported by insurer:
 - Implemented Virtual Risk Manager (VRM) for all existing staff and new employees
 - Policy development
 - Communications program
 - Planning for 2008

Virtual Risk Manager

- Launched January 2005
 - For all existing and new staff
- Driver Profile and RoadRISK assessments
 - Including licence checks and 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

Policy and Communications

- Roche 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

- 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 in preparation NOW for 2008 *

Roche Fleet Safety 2008

- Sustain & maximise program with 100% compliance
- Design and implement new modules
 - Safe Driving Pledge
 - Risk Foundation policy assessment
 - V2 of RoadRISK Profile
 - RiskCOACH
 - Index and CrashCOUNT
- Engage in external programs:
 - benchmarking
 - road safety outreach

Summary, pledge and close

- Occupational road safety important for societal, business, legal and cost reasons
- Many initiatives around world, at macro and micro level
- No silver bullets/golden eggs but still a massive OPPORTUNITY for road safety
- From cases studies: PROCESS, and continuing engagement are key
- Pledge
- Helpline support and further information:
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