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WORKING ENVIRONMENT INFORMATION

Delivering the message — Programmes, initiatives and opportunities  
to reach drivers and SMEs in the road transport sector

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Programmes, initiatives and opportunities to reach drivers and SMEs  
in the road transport sector**

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**Delivering the message —  
Programmes, initiatives and opportunities  
to reach drivers and SMEs in the road transport sector**

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## FOREWORD



This report, one of a series on road transport, covers examples and practices in campaigning and awareness-raising in the sector. When the Governing Board of the European Agency for Safety and Health at Work (EU-OSHA) chose road transport as their priority for collecting good practice examples, they did so for good reason.

Not only does the sector have a high accident rate, according to European Union statistics, but it is also characterised by some special features that must be borne in mind: businesses operating within a chain, from supplier to delivery point, involving various employers; older and highly experienced drivers and managers, which is a definite advantage but on the other hand means they can be sceptical about change; lone-working away from a fixed base; and the challenge of reaching drivers on the road.

However, as the examples show, with due attention to the characteristics of the sector and the full involvement of those who work in it, it is possible to have an impact and raise awareness and promote good practice in occupational safety and health.

I am convinced that the report and the examples and experiences described within it, drawn from across the Member States and beyond, will provide support and inspiration to all those seeking to influence occupational safety and health in road transport.

Jukka Takala  
Director  
European Agency for Safety and Health at Work







## EXECUTIVE SUMMARY

Effective means of communication are paramount to ensure that drivers and their employers are fully aware of the dangers associated with road transport and have a good understanding of what can be done to improve safety. However, for a number of reasons disseminating information within the road transport sector is particularly challenging. The majority of companies are small enterprises employing fewer than 10 workers and many drivers are self-employed. Drivers often work away from a fixed base, and many have long experience and are used to very independent ways of working.

This independence coupled with the highly competitive nature of the road transport sector can also make drivers and their employers reluctant to implement new ways of working. Drivers have a tendency to trust their own experience most, and are reluctant to accept occupational safety and health (OSH) advice from outside bodies, even if they are aware of it. And there appears to be a lack of communication on OSH between drivers and their employers and managers or, in the case of owner-drivers, the companies that contract them. Those working in road transport are more likely to take notice of practical and visual information, provided they see it as relevant.

The examples featured in the report used a variety of approaches:

- 44 cases used an individual approach, with the aim of modifying knowledge or attitudes; this approach requires relatively few resources and can be a cost-effective way of reaching a large population;
- 12 cases used a collective approach, with the aim of making structural and/or cultural changes; this approach has often proved to offer significant OSH improvements;
- 4 cases used a concerted approach, which aimed to modify both knowledge and attitude, whilst also striving to initiate structural and cultural change; this approach requires more resources, but is considered to have the greatest effect.

From the examples, a variety of success factors can be seen and suggestions made, which can be divided into a number of interrelated key issues:

- using an evidence-based, risk management-based and practical approach;
- giving special attention to reaching the target audience;
- engagement and partnership;
- tailoring actions to the audience;
- using a variety of measures and media.

The characteristics of drivers mentioned above, such as their expertise and independence, have various implications for communication such as:

- using places they frequent — truck stops on highways, etc.;
- ensuring approaches are practical but not patronising;
- ensuring that advice and solutions are based on drivers' practical experiences; using drivers as advocates;
- involving drivers intimately in solutions — solutions need to be developed by drivers for drivers (using participatory methods) to incorporate their experience and to gain their acceptance.

The report suggests that engagement and partnership should go beyond drivers. Targets may need to include employers, managers, vehicle operators, loading staff, and both receivers and dispatchers of goods. Partnerships may include OSH organisations, road transport sector stakeholders including social partners, and road safety organisations. Some activities may be targeted generally at drivers' families and the general public.



***Interesting approaches and innovative features seen in the examples include:***

- a holistic approach to interventions; focusing on both the prevention and management of risks in the workplace and on the road;
- the incorporation of a variety of partners outside the road transport sector to help support the promotion of drivers' health and safety;
- events targeted not exclusively towards the driver, but more generally towards their families; the involvement of the driver's family and the wider community may facilitate greater overall interest and participation in the programme;
- the use of interesting and unique exercises and displays at events to increase participation and the interest of drivers;
- targeting supply chains to disseminate information more effectively;
- promoting the exchange and sharing of experiences, for example through networks and award schemes for best practice;
- using places drivers frequent — truck stop rest areas, etc.;
- adopting approaches that are practical but not patronising;
- providing advice and solutions that are based on drivers' practical experiences and are relevant to their experience;
- using drivers as advocates to communicate good practice information to other drivers;
- involving clients and customers;
- one-to-one contact with drivers at truck stops — this is relatively expensive and can only reach a limited audience but is one of the best ways to gain the commitment of drivers;
- offering something practical and tangible — a service such as health tests or driving tests, or a free resource to support risk assessment;
- truck stops providing healthy eating options and distributing information;
- a 'responsible management programme' that employers sign up to;
- producing information in various languages if the target audience includes foreign workers.



## CONCLUSIONS

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No single technique for disseminating information is a panacea to the challenges posed by the road transport sector. However, each specific technique has its own particular merits. The most appropriate means of communication depends on the type and complexity of information to be disseminated, the target audience and the scope of the campaign. Probably, a combination of techniques is most effective in reaching drivers and those who employ or contract them. Adopting particular methods of communication at various stages of a campaign can help maximise exposure.

For SMEs in particular, interventions involving direct contact with employers and drivers, especially if offering a service or resource, are probably most effective. One-to-one contact with drivers, although relatively expensive and only reaching a limited audience, is thought to be the best way to gain driver commitment.

It appears useful to develop knowledge-transfer networks within industry and among the social partners, in order to support dissemination of information, resources and best practice within industry. This should include collaboration between government agencies, intermediaries and private industry.

What is clear is that practical approaches taking into account the realities of the sector and the experiences of employers and drivers are needed. In this respect a greater number of solutions related to changing employers' attitudes to safety and health would be an asset.

To improve campaigning in this sector there is a need for:

- effective partnerships between those involved in promoting road safety, those involved in promoting OSH and stakeholders from the sector;
- continued exchange and sharing of existing experiences; and
- further investigation to explore the problems and success factors in promoting OSH among both employers and drivers.



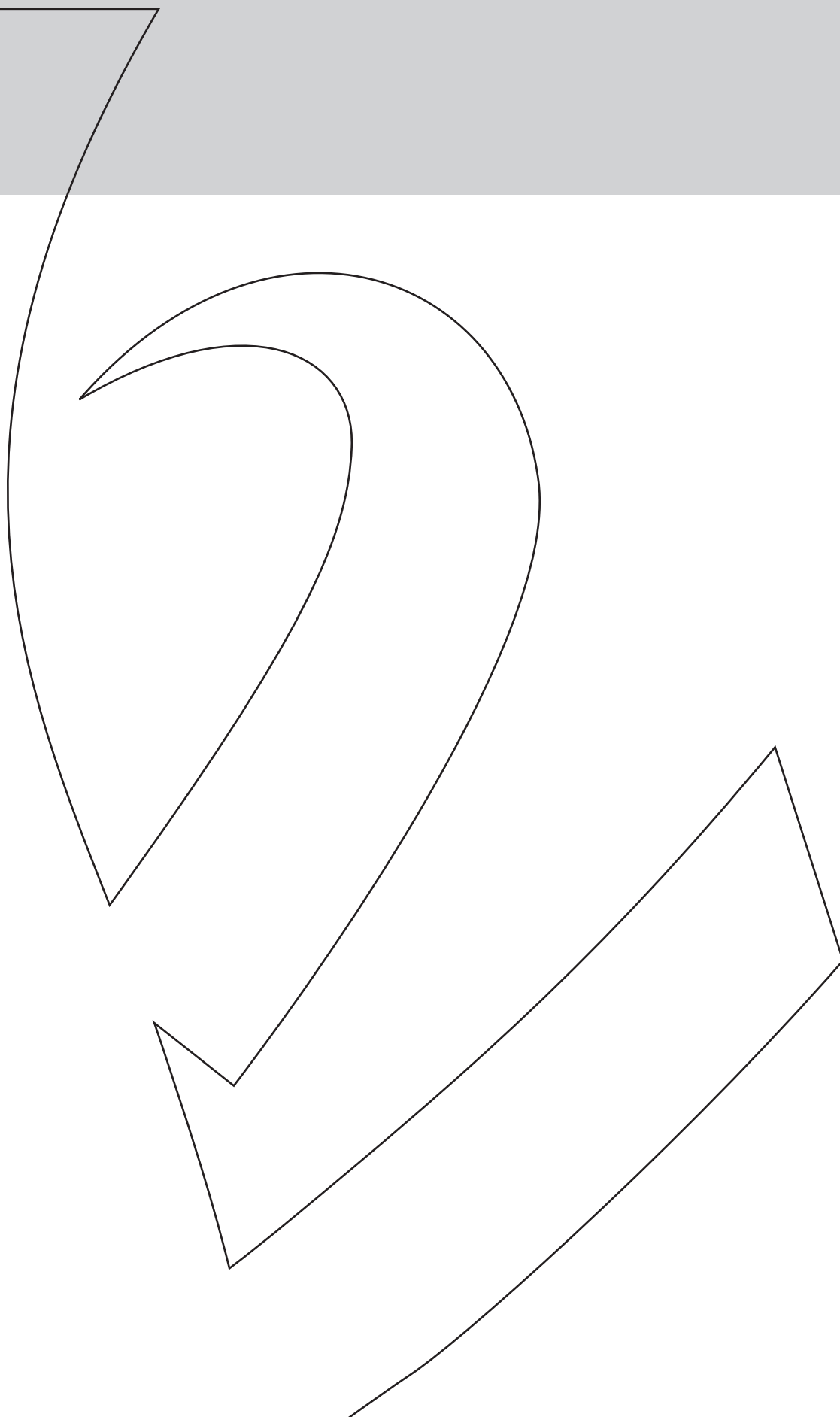


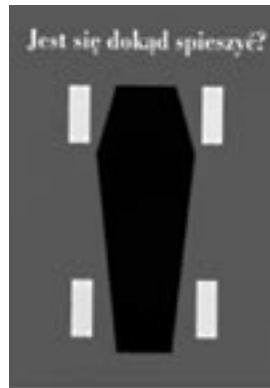
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*WORKING ENVIRONMENT INFORMATION*

# 1.

## INTRODUCTION





Michał Krakowiak — © Courtesy of the Occupational Safety Poster Competition organised by the Central Institute for Labour Protection — National Research Institute, Poland.

This report is part of a series of good practice products related to occupational safety and health (OSH) in the road transport sector. Included are reports covering examples of campaigns, good practice in road haulage and passenger transport, guidance available for taxi drivers and bike and motorcycle couriers, and occupational road accidents.

The report collates a number of examples of programmes, initiatives and opportunities to reach drivers and small and medium-sized enterprises (SMEs) in the road transport sector.

Transport is an important economic activity within the EU; it employs approximately six million workers in the EU-25 and its share of the whole economy is about 3 %. Land transport is by far the largest subsector, accounting for 88 % of the workers. Although rates have been falling, land transport workers in the EU-15 have a much higher than average accident rate (almost five-fold for fatal accidents and 1.7 times higher for serious injuries [1]). In 2006 there were 3 715 work-related fatalities, of which 1 246 were work-related road traffic and transport accidents [2].

The European Community strategy 2007–12 on health and safety at work [3] notes that the transport sector, along with construction, agriculture, fishing and health and social services, continues to be a particularly dangerous sector. For this reason the Governing Board of the European Agency for Safety and Health at Work (EU-OSHA) asked the Agency to provide an overview of the OSH situation in the transport sector in the EU Member States and to collect good practice information on occupational risk prevention in road transport.

### **The need for action**

Road traffic accidents are a leading cause of workplace death, injury and disability in many countries around the world. However, professional drivers are not only regularly exposed to the dangers of the road, but also to the risks associated with activities such as loading and unloading, or dealing with passengers. These activities may involve manual handling or working with mechanised lifting equipment, working at heights, exposure to dangerous substances and violence. It is also often necessary for haulage drivers to work at customers' premises and in unfamiliar environments, which may have hidden hazards. The job of a professional driver can also be highly stressful; drivers need to cope with time pressures, negotiating heavy traffic and confrontations with other road users and/or passengers.



Not only are drivers exposed to a number of dangerous and stressful situations, but many lead unhealthy lifestyles as a result of needing to rely on convenience food and having little opportunity to exercise. This is exacerbated by the fact that they work long and often antisocial hours, which makes it difficult to achieve a good work/life balance. This unhealthy lifestyle is directly linked to a number of health conditions that are prevalent amongst professional drivers, including obesity, cardiovascular diseases, sleep apnoea, depression and musculoskeletal disorders.

In 2004 the European Foundation for the Improvement of Living and Working Conditions (Eurofound) published a report entitled *EU road freight transport sector: work and employment conditions* [4], which was based on analyses from the 15 Member States. It provided a snapshot of working conditions in the EU road freight transport sector, the trends and developments shaping the industry and the issues of concern. The report concluded that the road transport sector had unfavourable working conditions and that occupational health and safety needed to be improved.

## Legislation and policy

In the past, drivers were often the main target for road safety policy. However, increasingly the emphasis is placed on companies and organisations and their responsibilities. The EU 2007–12 strategy aims to cut workplace accidents by 25 % [5] and the European Commission's White Paper on European transport set an objective to reduce road fatalities by 50 % by 2010 [6]. In addition, more attention has been directed at vehicle manufacturers and at those involved in road design and maintenance. The United Nations General Assembly adopted Resolution A/62/L.43 on 'Improving global road safety' on 31 March 2008. The resolution was sponsored by more than 90 countries and adopted unanimously. The resolution includes encouragement for 'organisations in both the private and public sectors with vehicle fleets to develop and implement policies and practices that will reduce crash risks for vehicle occupants and other road users'.

Members of the European Parliament (MEPs) wish to speed up the application and enforcement of Regulation (EEC) No 3820/85, which aims to harmonise social legislation relating to road transport. This is to provide a clear framework of fair competition and to comply properly with the general interests of road safety and the health and safety of drivers. Concerned about the consistently high average number of infringements, particularly in the field of passenger transport, MEPs asked the Member States to improve their enforcement of the rules and to step up joint initiatives to encourage an exchange of information and personnel, together with coordinated controls.

## OSH challenges in road transport

Due to the extremely competitive nature of the road transport industry, there is often a conflict of interest between the ambitions of transport companies and the need for safety. An effective safety management system can, however, not only protect workers, but also lead to significant savings for companies, by reducing the number of accidents and the associated costs. For transport companies to develop effective safety management, they need to be aware of their legal and moral responsibilities, and to understand the risks to which their workers are exposed.

The nature of the majority of transport companies creates a challenge when it comes to disseminating information. The previously mentioned report by the European Foundation for the Improvement of Living and Working Conditions (Eurofound)



concluded that, within the 15 EU Member States, road transport, and particularly freight transport, is a small-company sector, with most companies having fewer than 10 employees. The rest of the companies are medium-sized, and very few have more than 200 employees. In several countries the percentage of self-employed workers is relatively high and, in general, the transport sector has a fairly large proportion of older employees. The report also highlighted the fact that a relatively high number of 'frontier workers' (coming from neighbouring countries) are employed in the transport sector and that many drivers are not in daily contact with their supervisors.

The characteristics of the road transport sector, as identified in the European Foundation study, present a number of barriers for the improvement of health and safety. These include:

- small and medium-sized companies may not have the necessary knowledge or resources to initiate their own OSH initiatives and/or interventions;
- in general, the self-employed are not represented by any international organisation; in the Netherlands there is, however, an organisation representing the self-employed at national level (VERN);
- older employees may have developed their own independent ways of working and may be reluctant to accept changes;
- language barriers may present problems when communicating with foreign workers; and
- limited supervision means that problems are seldom brought up for discussion and employees are often ill-informed about decisions affecting their work; in Denmark, for instance, almost twice as many employees complain about lack of support in the sector, compared with the national average.

In addition to these problems, many drivers need to work irregular and long hours, and have no fixed base, which limits the opportunity for training.

A report from the EU-OSHA Risk Observatory [7], covering the whole of the transport sector, confirmed the results of the Eurofound report. The report highlighted the following:

- the main physical hazards and risks, which include: exposure to vibrations and prolonged sitting (design of seat, cabin and other equipment); manual handling; exposure to noise — when loading and unloading, when driving trucks (motors, tyres, ventilator, etc.); inhalation of vapours and fumes, handling dangerous substances (exhaust fumes, chemicals on board, fuel, road dust exposure while loading, unloading and at rest stops, washing and preparing vehicle); climatic conditions (heat, cold, draughts, rain, etc.); limited scope for adopting ergonomic work conditions and healthy lifestyles;
- fatigue is the most commonly reported health problem in land transport according to Eurofound's European working conditions survey and national surveys; the road transport sector is highly competitive; workloads are increasing and drivers face escalating pressures, for example pressures from clients to deliver faster and more cheaply, with issues such as 'just-in-time management', increasing traffic, remote monitoring, and many drivers working irregular and long hours;
- although they remain in the minority, the participation of women in the sector is increasing, but health and safety action in the transport sector remains male-centred, with difficulties of combining work and family life, high physical workloads and a lack of 'female-friendly' facilities;
- job content changes include: an increasing use of new technology — such as remote planning and monitoring tools, on-board computers for reporting and recording goods deliveries; the need for knowledge of EU road codes and languages; on the





other hand the work is more monotonous with fewer opportunities for learning when compared with that of the average working population.

It was found that work in transport requires high levels of professional skill and competence, including: driving; loading/unloading; carrying out repairs and solving technical problems; using advanced technology; certain language skills; carrying out basic administration; being a company ‘ambassador’ on the road and when communicating with clients and customers.

More specifically, conclusions from the report included the following needs: to raise awareness, especially regarding some hazards that are often overlooked, such as dangerous substances; to mainstream OSH into transport accident prevention, building on the experiences and knowledge from road safety measures; to raise awareness of OSH issues in policy areas that may impact on the health and safety of transport workers; to promote cooperation between transport stakeholders and OSH stakeholders; to build on effective examples.

## **Challenges to influencing attitudes and change in the sector**

It is clear that reaching professional drivers and other peripatetic workers presents a challenge. But once reached they need to be influenced, and research suggests a number of important challenges in this respect.

The solitary nature of a professional driver’s work tends to make them self-reliant and they adopt their own ways of dealing with things. This can make them reluctant to take advice and resistant to making changes to the way they work. According to a Danish survey run by the National Research Centre for the Working Environment [8] (also referred to in Case 2.12), drivers trusted their own experiences most and did not respond favourably to written material and on-board computers. There are similar findings from research commissioned by WorkSafe Victoria in Australia to assess the barriers that need to be overcome for the effective uptake of occupational health and safety information within the road haulage sector [9]. The study identified a need for cultural change within the industry. Some findings from the study, which included focus groups and a survey, are given below.

While many employers and employees felt that workplace injuries sustained by drivers were often the result of drivers not doing the right thing, there was also a general feeling that employers/management did not take a proactive approach to ensuring a safe and healthy work environment. In fact, employees appeared to be more actively involved than employers in making their workplace safe.

Many drivers in the focus groups reported only receiving information when starting a new job or being inducted into a new delivery site. Across all groups there was very low interest in seeking information about OSH — they felt that it was the employer’s responsibility to provide them with all the information they need to do their job.

As in the previously mentioned Danish survey (Case 2.12), OSH information was a low priority for the majority of drivers — they reported that they would not read information as they ‘already knew it all’, and that most of it held little relevance to the actual job. If this is the case, it must be made engaging and relevant to drivers. ‘Wordy’ booklets or handouts are not going to appeal to this market. The exception would be booklets that drivers could read while their trucks are being loaded/unloaded. Owner-drivers were particularly cynical about OSH information. They did not see the point of reading



it as they felt their employment contract precluded them from having any input anyway.

There was very low awareness of OSH publications among drivers — only a very small number of drivers said they had seen any. A few employers reported that they did not take any notice of certain OSH publications, as they only kept information on the chain of responsibility and duty of care. OSH practitioners felt that drivers were not reading the information because they were not encouraged by their employers to do so.

At least half of all respondents to the survey either 'agreed strongly' or 'agreed' that management's approach to workplace health and safety was driven by their concern for the law rather than a genuine concern for drivers and that a lack of knowledge about how to make workplaces safe and management failing to provide up-to-date training were major causes for workplace injuries to drivers. Six out of ten respondents either 'agreed strongly' or 'agreed' that employers expected deliveries to be made on time irrespective of whether or not drivers had adequate breaks.

On the positive side, most industry focus group participants looked forward to OSH improvements taking place, which is something positive to build from. But the research found that there were many behaviours which need to be changed and many beliefs to be challenged and that the very culture of the industry needs to be altered. The conclusions drawn from the Australian study suggest that the main issues needing to be addressed are more often than not interrelated. These include:

- There needs to be more effective communication between bosses and workers, and more understanding by the former of the real issues. There appears to be more communication about health and safety between work colleagues than between management and workers. Arguably, this is the heart of the problem as managers simply do not fully understand the real issues faced by workers — nor is management sufficiently proactive in building a safer workplace environment. This issue is evidenced by many measures in the study — for example, 69 % of employers claim that supervisors 'regularly discuss health and safety with workers', yet only 56 % of workers say this is the case. This gap in perceptions needs to be addressed, as does the actual behaviour — safety should be discussed far more frequently. (The Danish study also found that there was very poor communication on OSH between management and workers in the road transport sector.)
- Philosophical differences in attitudes between management and workers need to be addressed. These differences are usually but not exclusively related to company size. Some companies, mainly the larger ones, seem to be doing a very good job and continually strive to do even better. At the other end of the spectrum, some small companies, owner-drivers and/or couriers appear to pay scant regard to safety. They often work excessive hours, have poor manual handling techniques and bad driving behaviour but say they are forced to act this way because of the financial rewards for ignoring the OSH rules. 'Cowboy' behaviour also needs to be discouraged.
- The differences between management and employees regarding OSH — the latter take OSH more seriously than employers/managers. This is illustrated by the wide discrepancy in the responses of employers and employees to the statement 'I take safety very seriously' — two thirds of employers agree with this sentiment, well below the almost 100 % of workers who do. Employees engage in more regular communication with their colleagues on health and safety matters and are more inclined to follow safety procedures. Whilst their level of commitment to health and safety is higher than that of employers, they often take short cuts and risk being injured or harmed because of pressures placed on them by management to meet tight delivery schedules. Some employees fear they may lose their job if they fail to make deliveries on time or if they speak up about unsafe work practices.



- Eradicating the attitude that competitive pressures creating a requirement for greater productivity in the sector mean that scheduling pressures, excessive hours, short cuts, lack of breaks, fatigue, etc. are all inevitable and that safety cannot be a priority.
- Recognition that change is possible — employers and managers within the road transport industry need to take greater responsibility for providing their workers with a healthier and safer workplace. Both need to recognise the peculiar nature of their industry and build a proactive OSH system around it, rather than using its differences as an excuse for a lack of action.

## What is being done

Despite the barriers mentioned, major improvements have been achieved in some areas. However, further improvements are needed, with health and safety issues remaining high on the agenda within the road transport sector. Consequently, many initiatives are taking place to try to promote further improvements.

In the road transport sector it is particularly challenging to get OSH information to long-distance drivers and haulage company owners and, even more so, to get them to take notice of it. In view of this, it was decided to collate a number of examples of programmes, initiatives and opportunities to reach drivers and SMEs in the road transport sector to see what was taking place in practice.

## Aims of the report

The examples of programmes and campaigns to promote OSH good practice and raise awareness of OSH issues within the sector have been collated with the aim of:

- sharing information about the type and range of approaches that can be taken to reach and communicate with the road transport sector on OSH; and
- helping to identify successful methods.

## Methodology

This is a collaborative report, which was produced by authors from BGIA (BGF), the Cooperation Centre Hamburg (KOOP), HSL and TNO, and was collated by HSL. The cases detailed were collected during 2008 from throughout Europe, the United States, Canada and Australia, and were sourced from national and international passenger transport organisations, governmental organisations and NGOs, accident prevention organisations, occupational health and safety organisations, government transport ministries and agencies, trade unions and trade associations.

The views and opinions expressed within these examples are not necessarily those of EU-OSHA or of the individual authors, but reflect those expressed in the source material.



Max Skorwider — © Courtesy of the Occupational Safety Poster Competition organised by the Central Institute for Labour Protection — National Research Institute, Poland.



## References

- [1] European statistics for accidents at work (ESAW) from 2006 taken from 'The health and safety of transport workers in the European Union: findings of the EU-OSHA' ([http://www.virtualriskmanager.net/main/aboutus/niosh/poster\\_eu-osha.pdf](http://www.virtualriskmanager.net/main/aboutus/niosh/poster_eu-osha.pdf)).
- [2] 'Fatal injuries at work, European statistics for 2006', UK Health and Safety Executive (<http://www.hse.gov.uk/statistics/european/fatal.htm>).
- [3] Brussels, 21 February 2007, communication from the Commission to the Council and European Parliament (COM(2007) 62).
- [4] European Foundation for the Improvement of Living and Working Conditions, *EU road freight transport sector: work and employment conditions*, ISBN 92-897-0242-7 (<http://www.eurofound.europa.eu/pubdocs/2003/102/en/1/ef03102en.pdf>).
- [5] European Commission — Employment, Social Affairs and Equal Opportunities DG, 'EU strategy 2007–12 on safety and health at work' (<http://ec.europa.eu/social/main.jsp?catId=151&langId=en>).
- [6] 'European road safety action programme — Halving the number of road accident victims in the European Union by 2010: A shared responsibility' (<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2003:0311:FIN:EN:PDF>).
- [7] European Agency for Safety and Health at Work (EU-OSHA), *OSH in figures — OSH in the transport sector — an overview* (in print).
- [8] Dyreborg, J. et.al. (2008), *Forebyggelse af alvorlige arbejdsulykker gennem intervention i sikkerhed og sikkerhedskultur* (in Danish with an English summary), Department of Occupational Medicine, Herning Hospital and the National Research Centre for the Working Environment, Denmark (<http://www.arbejdsmiljoforskning.dk/upload/rapporter/FAIS.pdf>).
- [9] WorkSafe Victoria (2008), *Qualitative and quantitative research into safety in the road transport industry*, Victoria (Australia).

Case-specific reference details are recorded for each individual case study where appropriate.

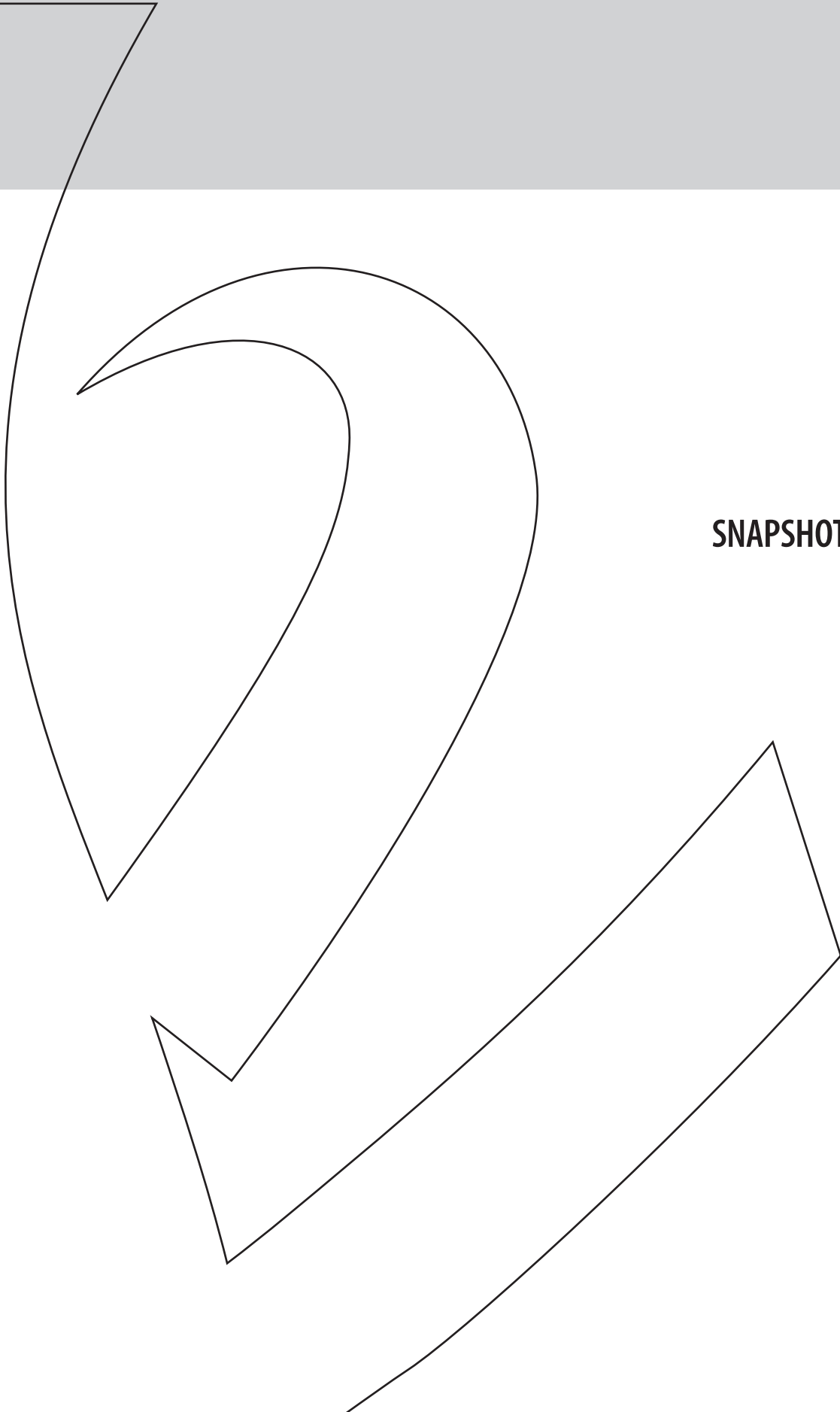


European Agency for Safety and Health at Work

*WORKING ENVIRONMENT INFORMATION*

# 2.

**SNAPSHOT CASE STUDIES**





© Doc Stop

## 2.1. SAFETY BY DESIGN — ELIMINATING MANUAL HANDLING INJURIES IN ROAD TRANSPORT, AUSTRALIA

### *Organisation*

WorkSafe Victoria

WorkSafe Victoria is the Australian government's enforcement body responsible for managing Victoria's workplace safety system. They utilise various means to communicate health and safety issues to businesses, including newsletters, posters, website, training courses and publications. WorkSafe also conducts seminars, conferences and events as part of their ongoing commitment to informing, educating and advising the community on workplace health and safety issues. One of their ongoing campaigns is to eliminate manual handling injuries in road transport.

Transport-related activities involving manual handling on and off trucks, including slips and falls, are a major contributor to workplace injuries. Good design of vehicles, loads, loading equipment, work activities and workplaces can significantly reduce the risks.

Safety by design should be considered when purchasing new equipment, when negotiating new contracts and before making changes to the workplace or work activities. It is also important to regularly review the design of existing equipment, facilities and systems to identify areas of improvement.

Cooperation between vehicle and equipment suppliers, vehicle operators, drivers, loading staff and, in some instances, the receiver and dispatcher of goods, is important in developing an effective design.

### *Things to consider*

- Driver's seat — Is it adequately sprung, is it easily adjustable and does it offer sufficient support?



- Vehicle controls — Are they ergonomically correct and do they allow drivers to maintain a neutral posture and avoid the need for stretching and twisting?
- Vehicle cab — Is it easy and safe to access and does it provide good visibility?
- Vehicle load area — Is it easy to load and access? Can the need for access be eliminated?
- The load — Can the size, weight, shape or packaging be changed to aid manual handling?
- Loading and unloading activities — Can loading equipment aid or eliminate manual handling? Can loads be organised to avoid the need for drivers to climb over them? Can ground-based sheeting systems be used? Can sheeting gantries be used?
- Loading and unloading areas — Do load bays allow easy and safe loading and unloading? Are effective traffic management systems in place? A good system should include vehicle and pedestrian segregation as well as clearly defined rules regarding traffic speeds, routes and rights of way.

### **Further information**

[http://www.monash.edu.au/muarc/reports/Other/Safety\\_Design.pdf](http://www.monash.edu.au/muarc/reports/Other/Safety_Design.pdf)

### **Classification of the case**

*Type of organisation(s):* Government enforcement body

*Risk or topics covered in this example:* Manual handling in road transport

*Types of methods used:* Training, consultancy, publications, website

*Types of communication/publicity methods:* Publications and website

*Types of products produced:* Training, consultancy, publications, website

### **Contact person and contact details**

E-mail: [info@worksafe.vic.gov.au](mailto:info@worksafe.vic.gov.au)

## **2.2. DELIVERING THE GOODS SAFELY, AUSTRALIA**

### **Organisation**

Heads of Workplace Safety Authorities (HWSA)

*Campaign joint leaders:* SA and QLD

*Participating jurisdictions:* SA, QLD, WA, NSW, TAS

*Assisting jurisdictions:* VIC and Comcare

*Assisting body:* OASCC (Office of the Australian Safety and Compensation Council)

Manual tasks and moving objects are a common cause of injury across Australia in the retail, wholesale, transport and storage industries. These industries are linked by the supply chain network that is created between companies producing, distributing and selling products. Manual tasks and moving objects associated with movement of product occur throughout the supply chain, and the safe collection/delivery of goods requires cooperation and exchange of information between all those involved.

HWSA has endorsed a national campaign entitled 'Delivering the goods safely'. Its broad outline was to cover manual tasks and moving objects in the retail, wholesale,



transport and storage industries. The campaign has taken an evidence-based approach targeting the transport industry, focusing predominantly on drivers across the supply chain. The campaign officially ran from August 2008 to April 2010 and there are several phases which are outlined in a concept plan. The concept plan, along with the media release for the campaign, is available on HWSA's website (link below).

The campaign aims to reduce the number of manual handling-related injuries in these industries by focusing on the target subsectors of road freight forwarding and road freight transport and their interface with the supply chain via the driver. Australia's national claim rate for road freight (road freight forwarding and road freight transport) was 10.6 per 1 000 workers as compared to a claim rate of 7.0 claims per 1 000 workers for all muscular stress claims in the retail, wholesale, transport and storage industries combined.

Whilst this campaign is national under the collaborative banner of HWSA, each jurisdiction in Australia also runs their own state-based campaigns. This HWSA campaign aims to build on the work being done by WorkSafe Victoria in the retail, wholesale, transport and storage industries. WorkSafe Victoria has recently undertaken research to identify the barriers impacting on the uptake of information products and controls in the road freight industry. The aim is to work with industry to develop solutions, which will overcome these barriers and improve health and safety. The preliminary findings from WorkSafe Victoria indicate that the road transport sector believes the loading and unloading of vehicles is a significant issue, which needs addressing.

As a stage of this campaign, a national survey was commissioned by the OASCC to obtain a national picture of findings. Early results indicate similar findings to those obtained from WorkSafe Victoria's research. A report is expected to be available late March.

Workshops are currently being held around Australia to provide information and advice on manual tasks and the focus is on prevention of musculoskeletal disorders. Workshops are tailored to provide participants with skills to manage manual task risks in their workplace and contain practical examples and solutions for industry to implement in their workplaces.

After allowing adequate time for industry to implement safe work practices and improve management of manual task risks, worksite visits will be conducted and audits undertaken. Notices will be issued where appropriate.

Evaluation of the campaign will be conducted in early 2010 with the assistance of the OASCC, which will conduct a follow-up survey with the industry.

Below is a link to the lead document for the campaign 'Safety by design — Eliminating manual handling injuries in road transport'. However, there are also many other resources available to industry including the following:

'Safety by design — Eliminating manual handling injuries in road transport', 2001, WorkSafe Victoria (VIC):

[http://www.worksafe.vic.gov.au/wps/wcm/connect/56516f804071f777bfd0ffe1fb554c40/Safety\\_Design.pdf?MOD=AJPERES](http://www.worksafe.vic.gov.au/wps/wcm/connect/56516f804071f777bfd0ffe1fb554c40/Safety_Design.pdf?MOD=AJPERES)

Safe work sheet heavy truck driver (SA):

<http://www.safework.sa.gov.au/contentPages/docs/resInfoSheetHeavyTruckDriver.pdf>





Simple steps for an owner-driver to manage health and safety (SA):

<http://www.safework.sa.gov.au/contentPages/docs/roadOwnDrivMan.pdf>

Safe work sheet road freight transport (SA):

<http://www.safework.sa.gov.au/contentPages/docs/resInfoSheetRoadFreight.pdf>

Road transport falls prevention manual (SA):

<http://www.safework.sa.gov.au/contentPages/docs/roadFallsPreventionManual.pdf>

Road freight transport industry occupational health and safety employers manual (SA):

<http://www.safework.sa.gov.au/contentPages/docs/roadEmployersManual2004.pdf>

A guide to handling large bulky or awkward items, 2005, WorkSafe Victoria (VIC):

[http://www.worksafe.vic.gov.au/wps/wcm/connect/b09cb8804071f4779cf4dee1fb554c40/large\\_bulky\\_awkward.pdf?MOD=AJPERES](http://www.worksafe.vic.gov.au/wps/wcm/connect/b09cb8804071f4779cf4dee1fb554c40/large_bulky_awkward.pdf?MOD=AJPERES)

Safer handling of freight procedure (SA):

<http://www.safework.sa.gov.au/contentPages/docs/roadSafeHandlingProcedure.pdf>

How to manage risks from unsafe freight handling (SA):

<http://www.safework.sa.gov.au/contentPages/docs/roadSafeHandlingProcedure.pdf>

What are the effects of unsafe handling of freight? (SA):

<http://www.safework.sa.gov.au/contentPages/docs/roadEffectUnsafeHandling.pdf>

Safer freight handling action plan (SA):

<http://www.safework.sa.gov.au/contentPages/Industry/RoadTransport/Resources/roadSafeHandling.htm>

Safe handling of freight kit (SA):

<http://www.safework.sa.gov.au/contentPages/Industry/RoadTransport/Resources/roadSafeHandling.htm>

### **Further information**

<http://www.hwsa.org.au/>

[http://www.hwsa.org.au/activities/activities-projects\\_and\\_current\\_campaigns.aspx](http://www.hwsa.org.au/activities/activities-projects_and_current_campaigns.aspx)

<http://www.safework.sa.gov.au/contentPages/docs/resHealthyWorkplaceDrivers.pdf>

<http://www.safework.sa.gov.au/contentPages/docs/resHealthyWorkplaceDrivers.pdf>

### **Classification of the case**

*Type of organisation(s):* Government enforcement body

*Risks or topics covered in this example:* Musculoskeletal injuries

*Types of methods used:* Training, consultancy, publications, website and enforcement

*Types of communication/publicity methods:* Publications, campaigns and website

*Types of products produced:* Training, consultancy, publications and website

### **Contact person and contact details**

Sandy Nanos (SA): [nanos.sandy@dpc.sa.gov.au](mailto:nanos.sandy@dpc.sa.gov.au)

Nita Maynard (QLD): [nita.Maynard@dier.qld.gov.au](mailto:nita.Maynard@dier.qld.gov.au)



## 2.3. WORKPLACE STREET, AUSTRIA

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### **Organisation**

Österreichischer Automobil-, Motorrad- und Touring Club (ÖAMTC) (Austrian Automobile Association)

Traffic volume has increased drastically and accidents are common. This programme offers specific help for employers to reduce road accidents by changing behaviour including by teaching defensive driving tactics.

The key benefits of the programme were:

- customisation to the company's internal requirements;
- training on site or in a driver safety training centre; and
- training by experienced instructors.

This programme is currently not available.

### **Further information**

<http://www.oeamtc.at>

### **Classification of the case**

*Type of organisation(s):* NGO

*Risks or topics covered in this example:* Occupational road safety, risk assessment, risk management

*Types of methods used:* Training by experienced instructors

*Types of communication/publicity methods:* Training (on site or in a training centre)

*Types of products produced:*

### **Contact person and contact details**

Österreichischer Automobil-, Motorrad- und Touring Club (ÖAMTC)  
Schubertring 1–3  
1010 Wien  
AUSTRIA  
Tel. +43 1711990

## 2.4. WORKPLACE STREET, DRIVER SAFETY TRAINING, AUSTRIA

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### **Organisation**

AUVA Allgemeine Unfallversicherungsanstalt (Austrian Social Insurance for Occupational Risks)

Each year 10 000 occupational accidents occur in commuter traffic. To reduce occupational accidents on Austrian streets, the AUVA run the campaign 'Workplace street' in collaboration with driver safety training centres. (This campaign is not the same as the campaign of the ÖAMTC mentioned in Case 2.3.). The AUVA promotes



participation in this driver safety training. The training is specifically for those insured by the AUVA, working in the road transport sector. It takes at least eight hours and comprises practical and theoretical exercises. The theoretical exercises include detecting hazards.

The practical exercises cover:

- braking;
- turning and passing;
- driving on snow and ice;
- understeering/oversteering;
- pros and cons of driver assistance systems; and
- skidding.

### **Further information**

<http://www.auva.at>

[http://www.auva.at/portal/index.html?ctrl:cmd=render&ctrl>window=auvportal.channel\\_content.cmsWindow&p\\_menuid=64570&p\\_tabid=3](http://www.auva.at/portal/index.html?ctrl:cmd=render&ctrl>window=auvportal.channel_content.cmsWindow&p_menuid=64570&p_tabid=3)

### **Classification of the case**

*Type of organisation(s):* NGO

*Risks or topics covered in this example:* Occupational road safety, driver safety

*Types of methods used:* Training by experienced instructors

*Types of communication/publicity methods:* Training at training centres

*Types of products produced:*

### **Contact person and contact details**

AUVA Hauptstelle  
 Adalbert-Stifter-Straße 65  
 1200 Wien  
 AUSTRIA  
 Tel. +43 133111-0  
 Fax +43 133111-855  
 E-mail: HAL@auva.at

## **2.5. OVERTAKING PROHIBITED, BELGIUM**

### **Organisation**

Institut Belge pour la Sécurité Routière — IBSR (Belgian Institute for Road Safety)

- Campaign: *Je laisse la 2<sup>e</sup> bande libre* — *De 2<sup>e</sup> rijstrook hou ik vrij* ('I leave the second (fast) lane free') (Ministry of Transport, campaigns to support the new law by the Belgian Institute for Road Safety (Institut Belge pour la Sécurité Routière — IBSR))

Since 2004, Belgian road traffic rules have prohibited vehicles of more than 7.5 tonnes overtaking other vehicles on dual carriageways in the rain. This code of traffic was modified in 2007: 'rain' was replaced by 'any sort of precipitation' (rain, snow, hail, ice, fog) (*Arrêté royal*, 1975). In 2008 the prohibition of overtaking was tightened, because too



many accidents still happened on the road and severe accidents often involved lorries and vans.

The law came into force in January 2008. From this time all lorries of more than 3.5 tonnes were not allowed to overtake other vehicles on dual carriageways. Exceptions are marked with road signs, but the exceptions don't apply for lorries of more than 7.5 tonnes in bad weather.

The aim of this law was to reduce the road accidents on Belgian highways.

The new regulation was accompanied by a campaign. The campaign was initiated by the Belgian Institute for Road Safety (Institut Belge pour la Sécurité Routière — IBSR). The aim of the campaign was to call attention to, and sensitise drivers to, the new regulation. IBSR developed signs and placed them along all main roads. They show a silhouette of a lorry, which was placed at the very left side of the road sign. On the silhouette it is written: *Je laisse la 2<sup>e</sup> bande libre* ('I leave the second (fast) lane free').

This campaign was not only aimed at Belgian drivers but also at the foreign drivers who pass through Belgium. For that reason the signs were translated into English.

### **Further information**

<http://www.ibsr.be/index.jsp>

### **Classification of the case**

*Type of organisation(s):* Government — Belgian Institute for Road Safety

*Risks or topics covered in this example:* Road accidents, prohibition to overtake

*Types of methods used:* Campaign — information dissemination; legislation

*Types of communication/publicity methods:* Distribution of labels in different languages, informing about the new rule

*Types of products produced:* Labels

### **Sources**

Institut Belge pour la Sécurité Routière — IBSR, *Je laisse la 2<sup>e</sup> bande libre*, campaign, 2008:

<http://www.ibsr.be/main/OnzeCampagnes/Archief/DetailCampagn.shtml?detail=731388011&language=fr>

Institut Belge pour la Sécurité Routière — IBSR, *2 bandes? Interdiction de doubler pour +3,5 T*, communiqué de presse, 2008:

[http://www.jesuispour.be/uploadedFiles/lkBenVoor/Burgers/Campagnes\\_en\\_acties/0802%20%20bandes%20-%20interdiction%20de%20doubler%20pour%20+3,5T.pdf](http://www.jesuispour.be/uploadedFiles/lkBenVoor/Burgers/Campagnes_en_acties/0802%20%20bandes%20-%20interdiction%20de%20doubler%20pour%20+3,5T.pdf)

Institut Belge pour la Sécurité Routière — IBSR, *Interdiction de dépasser*, campaign, 2007:

<http://www.ibsr.be/main/OnzeCampagnes/Archief/DetailCampagn.shtml?detail=722536786&language=fr>



*Arrêté royal modifiant l'arrêté royal du 1<sup>er</sup> décembre 1975 portant règlement général sur la police de la circulation routière et de l'usage de la voie publique:*

<http://www.mobilite.fgov.be/data/route/regcir/RCRF.pdf> (2004)

<http://www.code-de-la-route.be/wegcode/bs/040507.pdf> (2007)

## 2.6. DRIVE HEALTHY, AVOID ACCIDENTS, BELGIUM

### **Organisation**

*Cooperation between:* FEBETRA (Koninklijke Federatie van Belgische Transporteurs en Logistieke Dienstverleners) (Royal Federation of Belgian Carriers and Logistics Service Providers); SAV employers' organisation Koninklijke Beroepsorganisatie van de Vlaamse Wegvervoerders en Logistieke Dienstverleners (Federation of Flemish Carriers and Logistics Service Providers); Unie van Professionele Transporteurs and Logistieke Ondernemers (UPTR) (employers' organisation of professional carriers and logistics employers); supported by the Flemish government.

### **Description of case**

*Gezond rijden* is a campaign focusing on health promotion for truck drivers, and is based on evidence that suggests an unhealthy lifestyle leads to lack of sleep and unsafe driving. The transport organisations want to support drivers to adopt a healthy lifestyle, which is characterised by eating healthy food and exercising.

From 29 September 2008 until 10 October 2008, a health promotion team distributed apples and water among truck drivers near petrol stations and truck parks. In addition, truck drivers can participate in a small health test. If they pass, they get a sticker on their truck that says: 'This truck is driven by a fit truck driver'.

Further information is also available; a leaflet that gives tips for adopting a healthy lifestyle is available and the drivers can visit the website: <http://www.gezondrijden.be>. Tips for a healthy lifestyle include: healthy food and drinks, healthy exercising, healthy driving and healthy sleeping.

### **Further information**

About the campaign:

<http://www.gezondrijden.be>

About the organisers:

<http://www.febetra.be/>

<http://www.sav.be/>

<http://www.uptr.be/>

<http://www.vlaanderen.be/>

### **Classification of the case**

*Type of organisation(s):* Employers' organisations for truck drivers and regional government

*Risks or topics covered in this example:* Unsafe driving, health risks

*Types of methods used:* Campaign to sensitise people

*Types of communication/publicity methods:* Website, personal contact with drivers, leaflets, a bottle of water and an apple



*Types of products produced:* Leaflets, website, labels of the water bottles

### **Contact person and contact details**

Bart Spiessens  
de Marketeer bvba — business-to-business marketing-communicatie services  
Tel. +32 473894220  
Mobile +32 92525445  
E-mail: bartspiessens@demarketeer.be  
<http://www.demarketeer.be>

## **2.7. SAFE WORKING TOOLS FOR PROFESSIONAL CARRIERS AND LOGISTICS SERVICE PROVIDERS, BELGIUM**

### **Organisation**

Koninklijke Beroepsorganisatie van de Vlaamse Wegvervoerders en Logistieke Dienstverleners (SAV Royal Federation of Flemish Carriers and Logistics Service Providers)

### **Description of case**

SAV developed the 'Safety culture' project in order to provide different types of tools for professional carriers and logistics service providers so as to achieve a safe working environment throughout the entire enterprise.

Tools are available on the website (<http://www.sav.be>) to help in achieving this safe working environment. There are different tools for drivers and for employers and, to make them easily accessible, these tools are free.

- A self-assessment test enables the company to assess their safety procedures. The test is linked to a feedback system that gives a score and feedback on the negative and positive aspects of the company's safety policy.
- A second tool comprises screening of the truck drivers. This allows the employer to screen the drivers' ergonomic, ecological and safety behaviour. The tool incorporates a scoring system and provides a report to the driver as well as to the employer. Based on the results, the employer can decide which drivers need further training. Several free training modules are available through the logistics social fund.
- At a later date, a tool will be offered to systematically keep track of accident statistics. If causes of incidents are accurately mapped, this information can be used to prevent comparable incidents in the future.

### **Further information**

About the organisation:

<http://www.sav.be/>

About safety culture at SAV:

<http://www.sav.be/main.asp?info=veiligheidenimago/veiligheidscultuur>

### **Classification of the case**

*Type of organisation(s):* Federation

*Risks or topics covered in this example:* Safety culture



*Types of methods used:* Self-assessment questionnaire

*Types of communication/publicity methods:* Website

*Types of products produced:* Company self-assessment tool; truck drivers' screening tool

### **Contact person and contact details**

Case is extracted from the Internet.

SAV

Land van Rodelaan 20

9050 Gentbrugge

BELGIUM

Tel. +32 92108210

Fax +32 92322279

E-mail: [info@sav.be](mailto:info@sav.be)

<http://www.sav.be>

## **2.8. PITSTOP ('SLEEPSTOP'), BELGIUM**

### **Organisation**

Belgian Institute for Road Safety (BIVV)

### **Description of case**

The Belgian Institute for Road Safety (BIVV) has undertaken several campaigns. Examples of topics of earlier campaigns include: speeding, drinking and driving, overtaking in road transport and distraction. One campaign concerned the risk of fatigue and a solution for it. The campaign, entitled 'Pitstop', can be translated as both sleepstop and pitstop.

The campaign, organised with various partners and sponsors, consisted of a fatigue flyer which describes recommendations to avoid fatigue on the road, such as: get enough sleep the night before you leave, don't give too much attention to an arrival time, have a light meal and drink a lot of water, take a break every two hours, do not drink alcohol, do not drive if you did not sleep well. The leaflet also contained several causes of tiredness and fatigue in traffic. These are: sleep deprivation (sleep debt), the biological clock, medication, alcohol or drugs, chronic fatigue but also the traffic situation. Monotonous tasks make you less alert. Lack of sleep, in particular, seems to be a significant cause of traffic accidents in Belgium: 20 %–30 % of the accidents on the main road are caused by tiredness. The solution (which was also described in the leaflet) is to take a pitstop in order to sleep for just 15 minutes. To promote this, several materials were provided, like the pitstop pack, which among other things, contained a cushion to help drivers take a nap in their vehicles.

### **Further information**

[http://www.cast-eu.org/docs/CAST\\_WP5\\_Deliverable %205.2.pdf](http://www.cast-eu.org/docs/CAST_WP5_Deliverable%205.2.pdf)

<http://www.bivv.be/>

<http://www.germaine.be/work/bivv/>

<http://www.ikbenvoor.be/content.aspx?id=2400>

The fatigue leaflet (in Dutch):



<http://www.rijksoverheid.nl/>

### **Classification of the case**

*Type of organisation(s):* Governmental organisation

*Risks or topics covered in this example:* Fatigue

*Types of methods used:* Promotional campaigns

*Types of communication/publicity methods:* Leaflets, posters, pitstop packs (containing, for example, a cushion and restful music), radio commercials, petrol stations along the main road providing safe parking places to do a pitstop.

*Types of products produced:* Leaflets

### **Contact person and contact details**

Pieter Deneve  
BIVV  
Haachtsesteenweg 1405  
1130 Bruxelles/Brussel  
BELGIQUE/BELGIË  
Tel. +32 22441511  
Fax +32 22164342  
E-mail: [info@bivv.be](mailto:info@bivv.be)

## **2.9. TRANSPORTATION OF DANGEROUS GOODS' COURSE, CANADA**

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### **Organisation**

CCOHS (Canadian Centre for Occupational Health and Safety)

### **Description of case**

People who handle, ship, carry or receive dangerous goods must be fully qualified, trained and certified for their work.

The CCOHS 'Transportation of dangerous goods' (TDG) course is an e-learning course to help managers and supervisors meet their responsibilities to ensure that all work involving dangerous goods is done properly according to the requirements of the Canadian TDG Act and regulations. The course enables participants to understand the requirements of the TDG system and allows their managers and supervisors to assess the requirements for training and certification of employees with TDG duties, establish effective procedures for the classification and documentation of dangerous goods, ensure that correct safety marks are applied to suitable means of containment, and develop systems for appropriate emergency planning and response.

The course consists of eight modules that provide detailed descriptions of all aspects of the TDG system. Examples and quizzes reinforce learning and each module has a self-assessment to test understanding of the material. A certificate of achievement is provided upon successful completion of the overall final exam.





The course begins with an overview, a one-and-a-half-hour module that provides an introduction and overview of the transportation of dangerous goods (TDG) system. Terms and concepts and the requirements of the Canadian TDG regulations are clearly explained, with links to definitions and the appropriate regulations, as well as useful resources, provided throughout.

The other seven modules of the TDG course provide greater detail on critical aspects of the TDG system. They are available in several packages depending on specific roles, such as consignor/consignee, carrier and manager.

The modules are: training, inspection and compliance; classification of dangerous goods; documentation of dangerous goods; safety marks; means of containment; emergency response; special cases for road transport.

### **Further information**

TDG course page:

[http://www.ccohs.ca/products/courses/tdg/tdg\\_consignors/](http://www.ccohs.ca/products/courses/tdg/tdg_consignors/)

CCOHS newsletter:

<http://www.ccohs.ca/newsletters/hsreport/issues/2008/02/ezone.html?id=20765&link=5#ccohsnews>

### **Classification of the case**

*Type of organisation(s):* Governmental organisation

*Risks or topics covered in this example:* Transport of dangerous goods, course, regulations

*Types of methods used:* E-course with examples, quizzes and self-assessment, education

*Types of communication/publicity methods:*

*Types of products produced:* E-course

### **Contact person and contact details**

CCOHS (Canadian Centre for Occupational Health and Safety)

135 Hunter Street East

Hamilton ON

L8N 1M5

CANADA

Tel. +1 9055722981

Fax +1 9055722206

<http://www.ccohs.ca>

## **2.10. BESIP TEAM (SAFETY ON THE ROAD), CZECH REPUBLIC**

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### **Organisation**

BESIP

BESIP, as an integral part of the Ministry of Transport, promotes preventive measures to increase road safety and traffic flow. BESIP was founded in the late 1960s, as the Committee for Road Safety, and later transformed into the Government Council for



Road Safety and its secretariat BESIP. 'BESIP team' is a unique and specific project of the Ministry of Transport. The aim is to act preventively in the field of road safety. The project team consists of several constituents including:

- mobile exhibition system;
- Café BESIP in which stakeholders get a coffee for free and can see a film about road safety;
- driving simulator (impact);
- promotion/information materials;
- a trained team consisting of hostesses, moderators and press agent to inform stakeholders about road safety and the new law on road traffic; and
- a special film on road safety.

#### ***Further information***

<http://www.ibesip.cz>

#### ***Classification of the case***

*Type of organisation(s):* Governmental organisation

*Risks or topics covered in this example:* Occupational and public road safety

*Types of methods used:* Exhibition team, performances, events

*Types of communication/publicity methods:* Campaigns, press work

*Types of products produced:* Website, flyer, videos, TV spots

#### ***Contact person and contact details***

Ministry of Transport  
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CZECH REPUBLIC  
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*or*

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## **2.11. TRANSPORT POLICY OF THE CZECH REPUBLIC FOR 2005–13, CZECH REPUBLIC**

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### ***Organisation***

Czech Republic, Ministry of Transport

Transport is one of the key sectors of the Czech Republic's economy, with substantial significance for international relations. A negative aspect is the accident rate, which is particularly high in the field of road transport within the Czech Republic. This transport



policy declares what the state and its executive structures must implement (international linkages, contracts), what they intend to implement (safety, sustainable development, economy, ecology, public health), and what can be implemented (financial aspects) in the field of road transport. The transport policy has been drawn up in the context of international obligations adopted, or to be adopted by the Czech Republic, in connection with its membership of the UN, OECD and European Union. This was done with due consideration of the specific conditions and needs of the Czech Republic.

One of the objectives is to improve transport safety and security by human factor measures. These include:

- targeted promotion of public passenger transport and the systematic provision of information on the risks associated with road transport (information is provided to participants in road transport, using existing and newly implemented public administration information systems);
- improving the education level of drivers in driving schools;
- toughening penalties for driving under the influence of alcohol and drugs;
- increasing the number of checks and improving the enforceability of penalties;
- setting and thoroughly checking driving periods, rest times, and safety breaks of drivers as specified by law;
- creating a new legal framework to ensure that road traffic rules are adhered to, including the point-based penalty system, and securing better enforceability of the law in case road traffic rules are not respected;
- improving the protection of more vulnerable traffic participants (cyclists and pedestrians), organising public campaigns focusing on the safety of pedestrian crossings;
- checking more strictly the use of child seats and enforcing the prohibition of using telephones or any other telecommunication equipment while driving; and
- paying great attention to education, prevention and training in the field of traffic safety.

In addition, the policy includes technical road safety measures and measures concerning the condition of vehicles.

### ***Further information***

<http://www.mdcr.cz/en/Strategy/Strategy.htm>

### ***Classification of the case***

*Type of organisation(s):* Governmental organisation

*Risks or topics covered in this example:* Road safety, occupational road safety

### ***Contact person and contact details***

Czech Republic — Ministry of Transport

Distribution:

CR — Ministry of Transport, Section for Strategy

Nábř. L. Svobody 12

110 15 Praha 1

CZECH REPUBLIC

E-mail: [dopravni.politika@mdcr.cz](mailto:dopravni.politika@mdcr.cz)



## 2.12. KNOWLEDGE AND TRUST, DENMARK

### **Organisation**

National Research Centre for the Working Environment (NRCWE)

NRCWE, a government research institute under the Ministry of Employment, made a survey of drivers' 'knowledge and trust' with the aim of evaluating which sources of information drivers in Denmark trusted most. The questions were to what extent do drivers trust information obtained from specific sources and where do they obtain information concerning the risks in their work? Responses were provided on a five-point Likert scale (psychometric scale).

### **Results**

Drivers trusted their personal experience most and often used it in comparison to other sources of information, for example colleagues, transport manager or others. Other sources of information often used, but with low perceived reliability, were colleagues or driver safety reports. Information sources rarely used and with lowest perceived reliability were driver handbooks and on-board computers.

Drivers in one large company registered safety problems related to manual handling or working with mechanised lifting equipment in more than 500 customer premises and thus made hidden hazards and tacit knowledge available to all drivers and the managers in the haulage company. Evaluation of the intervention showed an increased trust between drivers and managers and the safety culture measurement showed improved safety leadership by nearest leader and a more positive attitude to safety by drivers.

### **Further information**

<http://www.arbejdsmiljoforskning.dk>

### **Classification of the case**

*Type of organisation(s):* NGO

*Risks or topics covered in this example:* Risk of accidents

*Types of methods used:* Safety culture survey, surveys of safety-related communication patterns, leader-based interventions, field observations and ethnographic studies

*Types of communication/publicity methods:* Coaching to increase safety-related leader-worker interactions.

*Types of products produced:* More than 100 face-to-face feedbacks to companies and organisations, leaflets, scientific publications; drivers' registered problems.

### **Reference document**

FAIS: *Forebyggelse af alvorlige arbejdsulykker gennem intervention i sikkerhed og sikkerhedskultur*, including English summary (Johnny Dyreborg, Lars-Peter Andersen, Ole Carstensen, Bryan Cleal, Regine Grytnes, Sisse Grøn, Lotte Gubba, Pete Kines, Kim Lyngby Mikkelsen, Kent Nielsen, Tina Weller Nielsen, Kurt Rasmussen, Hitomi Shibuya and Søren Spangenberg). NFA rapport: Det Nationale Forskningscenter for Arbejdsmiljø, København 2008.

English translation of the title: 'Prevention of serious work accidents through intervention in safety and safety culture'.



## 2.13. EU PROJECT: SAFETY AND HEALTH BEHIND THE STEERING WHEEL, DENMARK

### **Organisation**

TSU Simulatorcenter A/S

TSU Simulatorcenter is a specialised subcompany of the Transport Sector's Training Fund (TSU), which is administered by the social partners of the branch. It offers training for lorry and bus drivers. TSU Simulatorcenter was the organisation that executed this EU project, which had a budget of DKK 1 666 500 and was carried out from August 2007 to April 2008. Altogether, nearly 2 000 lorry drivers participated in the project. The project consisted of two main parts: events and research.

TSU Simulatorcenter organised four regional events in the south of Denmark, so-called 'Chauffeurs' days' for lorry drivers and their families. At these days, the lorry drivers could test their driving abilities in a driving simulator, participate in a contest, have a look at new lorries, get technical advice and information about the new working time regulation, accident prevention and other relevant topics. In addition, there was a focus on wholesome meals, and how to make provisions which help to reduce the risk of heart attacks.

Several other partners were involved in running these events, such as the police, the commission for traffic accident analyses, Be-you Healthcare, and several haulage companies.

In cooperation with University College Sjælland, Odense University Hospital and the Be-you Healthcare action, research was carried out on the influence of a regular balanced diet on the drivers' well-being and driving abilities. The research was designed to include two different balanced diet groups and a control group eating as usual. The findings showed that, after 12 days, the reaction time of the balanced diet groups had increased by 16 % compared with the control group. The balanced diet groups also generally felt better, less tired and less angry. Whilst 74 % of these drivers had an elevated blood cholesterol level preceding the trial, only 39 % were found to have elevated levels after eating the balanced diets. One of the diet groups also showed a significant reduction in blood pressure.

Finally, the results were presented at a conference.

As a follow-up to this project, TSU itself is financing a half a million Danish krone project to improve the range of wholesome meals in cafeterias and restaurants for drivers.

### **Further information**

TSU website:

<http://www.tsu.dk/index-4.html> (in Danish)

<http://www.tsu.dk/TSU1/English1.html> (in English)

Website of University College Sjælland with the evaluation of the research project (in Danish):

[http://www.ucsj.dk/media\(1409,1030\)/Sikkerhed\\_og\\_sundhed\\_bag\\_rattet.pdf](http://www.ucsj.dk/media(1409,1030)/Sikkerhed_og_sundhed_bag_rattet.pdf)



### ***Classification of the case***

*Type of organisation(s):* TSU Simulatorcenter A/S (project executing organisation) in cooperation with a university, a hospital, a health consultancy as well as several other partners in connection with the 'Chauffeurs' days' events

*Risks or topics covered in this example:* Welfare and health, particularly nourishment; work/life balance; traffic accidents and safety; communication; information (new regulations, lorries, technique, etc.)

*Types of methods used:* Training, events, action research including control groups

*Types of communication/publicity methods:* Events, press work, conference

*Types of products produced:* Guidelines and recipes for on the road ([http://www.tsu.dk/TSU1/TSU\\_kogebog\\_2007\\_web.pdf](http://www.tsu.dk/TSU1/TSU_kogebog_2007_web.pdf)); self-study CD; research report

### ***Contact person and contact details***

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Ph.d. cand. scient. Jens Steen Nielsen, Institut for Idræt og Biomekanik, Syddansk Universitet (research project)  
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Bach. scient. Mette-Marie Linding, Be-you Healthcare, Vejle  
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## **2.14. THE TRANSPORT TRAINING BOARD, DENMARK**

### ***Organisation***

Transporterhvervets UddannelsesRåd — TUR (Transport Training Board)

The Transport Training Board is a statutory body, according to the law on vocational training and education and the law on labour market training. Representatives from labour unions and employers' associations within the transport sector make up the Board in parity.

The Board itself consists of seven branch or trade committees and a superior, coordinating Board. One of the trade committees covers training specifically for drivers of heavy goods vehicles and for coaches and buses on roads. To serve the trade committees, the Board has established a secretariat, manned by consultants. These consultants have broad transportation and logistic knowledge combined with instructional teaching skills. At present six consultants, five secretaries and a director man the secretariat.

The Board has established a publishing firm 'TUR Publishing' for transport training materials, including books, videos, interactive computer programmes (CBT), simulation games, etc.



The Transport Training Board is responsible for setting national standards and goals for all apprenticeship training for operative personnel of the transportation sector in Denmark, as well as for all labour market training (the AMU system) for the same sector. Transport and logistic training and education, supervised by the Board, covers all kinds of training for operative personnel.

The AMU training programme includes nearly 200 training plans; the courses are between one day and six weeks in duration. The government pays all training costs, and the company will also receive wage compensation, when its employees attend AMU training. Unemployed people can also attend AMU training, and about 25 % of all participants are unemployed.

AMU centres and technical colleges throughout the country carry out the actual training. The training is attended by approximately 40 000 adults a year on short courses and the volume of the vocational training programme is approximately 800 new apprentices a year, amounting to about 2 500 apprentices attending the programme.

#### **Further information**

<http://www.tur.dk/neobuilder.2005111513548995000043027.html> (English summary)

See also snapshot 'Safe EU driver'

#### **Classification of the case**

*Type of organisation(s):* Statutory body of the social partners, part of the Danish further education and training system

*Risks or topics covered in this example:* Safe driving of heavy vehicles

*Types of methods used:* Training

*Types of communication/publicity methods:*

*Types of products produced:* Training courses' curricula, books, videos, interactive computer programs (CBT), simulation games

#### **Contact person and contact details**

Managing Director Niels H. H. Jørgensen

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E-mail: nhj@tur.dk

## **2.15. SAFE EU DRIVER — HANDBOOK ON INITIAL QUALIFICATIONS AND PERIODIC TRAINING OF PROFESSIONAL DRIVERS, DENMARK**

#### **Organisation**

Transporterhvervets UddannelsesRåd — TUR (Transport Training Board, project coordinator and contractor)

*Leonardo da Vinci project (2005–07)*



In 2003, the European Union introduced a new directive (2003/59/EC) to regulate the initial qualification and periodic training of professional drivers. By September 2006, all Member States should have changed their regulations in order to revise their training programmes to fulfil the demands of the directive.

This handbook will give common recommendations for training, minimum qualifications and training requirements. These recommendations are given for the option 'training and test' for initial qualifications, but for those countries that have chosen the option 'test alone' the handbook can serve as a reference regarding the subjects and knowledge a student will need before taking the test.

The handbook has been produced by the working partners below, all members of EuroTra, an independent European transport training association:

- Czech Republic: Cesmad Bohemia, Prague (Association of Road Transport Operators) (<http://www.prodopravce.cz>);
- Germany: BVWL: Bildungswerk Verkehrsgewerbe Westfalen Lippe, Münster (Institute for Vocational Training of Transport Industry) (<http://www.bvwl.de>);
- Denmark: TUR: Transport Training Board of Denmark, Copenhagen (<http://www.tur.dk>);
- the Netherlands: VTL: Vakopleiding Transport en Logistiek, Alphen aan den Rijn (Professional Training Transport and Logistics) (<http://www.vtl.nl>);
- Sweden: TYA: Vocational Training and Working Environment Council (Transport Trades), Solna (<http://www.tya.se>).

These organisations have acted as consulting partners:

- Belgium: Le FOREM, Charleroi (public service for employment and vocational training) (<http://www.leforem.be>);
- France: AFT-FC: Association Française du Transport, Monchy Saint-Eloi (French Transport Association) (<http://www.aft-iftim.com>);
- Poland: ZMPD: Association of International Road Transport Operators, Warsaw (<http://www.zmpd.pl>);
- Romania: Fundatia Academia de transport intern si international, Bucharest (Foundation Academy of Domestic and International Transport) (<http://www.artri.ro>).

The handbook was first published in English, but is now also available in Czech, Danish, French, German, Polish and Swedish. The project has received an award and in addition TUR received an award for their project management.

#### **Further information**

TUR website (in Danish):

<http://www.tur.dk/neobuilder.2008061214571996400048927.html>

See also snapshots 'The Transport Training Board' and 'TYA'





EuroTra website (in English):

[http://www.eurotra.eu/index.php?option=com\\_content&task=blogcategory&id=29&Itemid=158](http://www.eurotra.eu/index.php?option=com_content&task=blogcategory&id=29&Itemid=158)

(project information, conference)

[http://www.eurotra.eu/UserFiles/File/Downloads/SAFE %20EU %20DRIVER %20final.pdf](http://www.eurotra.eu/UserFiles/File/Downloads/SAFE%20EU%20DRIVER%20final.pdf)

(handbook in English)

### ***Classification of the case***

*Type of organisation(s):* The Transport Training Board: statutory body of the social partners, part of the half public Danish further education and training system (coordinator) and similar partners in the participating countries, all members of EuroTra

*Risks or topics covered in this example:* Regulation according to EU directive/recommendations for initial and further training of professional drivers

*Types of methods used:*

*Types of communication/publicity methods:*

*Types of products produced:* Handbook

### ***Contact person and contact details***

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## **2.16. NATIONAL STRATEGY FOR OSH — TRANSPORT, DENMARK**

### ***Organisation***

Arbejdstilsynet (the Danish Working Environment Authority — WEA)

The following campaigns are part of the Danish national strategy for OSH, which was first formulated for 1996–2005, then revised for the period 2006–10.

The main goals of the 1996–2005 national strategy were:

- starting risk assessment within the firms;
- reducing occupational hazards focusing on seven topics: fatal accidents, psychosocial risk, noise, chemical hazards, heavy lifting, monotonous work and indoor climate;
- increasing cooperation with and within the social partners in all sectors.

The transport sector has always been the main focus but the measures were not entirely successful. Nevertheless, the following two examples show a clear strategic development of policy.

### ***First campaign***

'Hauliers — guidelines for better working environment'

Campaign in the transport sector 1998 — 'Goods on the way'

(*Vognmænd — en vejviser til et bedre arbejdsmiljø Transportindsats 1998 — 'Varer på vej '98'*)



The background of the first campaign was that four out of the seven topics covered by the national strategy were relevant for the haulage sector: fatal accidents, musculoskeletal disorders (MSDs), psychosocial risks and noise.

The WEA focuses on the carriage of goods and checked, in addition to the abovementioned topics, temperature, vibrations and operating positions.

The guidelines informed on these topics (statistics, how to deal with the problems, how to carry out risk assessment, etc.) and offered a broad range of other materials from the WEA as well as from other institutions.

This first campaign (or national strategy as a whole) resulted in a slight decrease in occupational accidents but did not meet expectations. However, during 2003–06, occupational accidents increased again. Five out of 49 sectors accounted for 50 % of the increase, goods transport being one of the five.

### **Second campaign**

Transport of goods: 'Better working environment — less degradation'

*(Transport af gods 'Bedre arbejdsmiljø — mindre nedslidning')*

The incentive for the second campaign was not only the rising number of accidents and the national strategy, but also an agreement (2006) between the government and other political parties as well as the social partners. According to this agreement, DKK 70 million was budgeted for special initiatives to improve OSH, of which DKK 12.5 million was budgeted for 2008 in the 'carriage of goods' sector. Furthermore, due to an amended law, effective January 2005, the WEA is obliged to control ('screen') every single company with employees in Denmark within the following seven years, i.e. until the end of 2011.

The WEA's campaign in the transport sector started on 1 May 2008 and was scheduled to run for seven months. The guidelines comprise comprehensive recommendations with checklists and other materials.

MSDs are a particular risk in the transport sector. The WEA will in this context target its screening on MSDs and psychosocial issues in the transport sector. Screening is a method by which WEA can quickly check whether an enterprise is willing and capable of organising its OSH policies itself. If not, the enterprise has to face certain requirements or even sanctions by the WEA.

As a public authority, the WEA is in a position to post mail shots to all registered transport companies and they also publicise their campaigns and provide information via their website.

### **Further information**

WEA website:

<http://www.at.dk/sw5738.asp> (first campaign)

<http://www.at.dk/sw5778.asp> (guidelines, second campaign)

<http://www.at.dk/sw51053.asp> (*Arbejdstilsynet* e-newsletter No 4, second campaign)



**Classification of the case**

*Type of organisation(s):* WEA

*Risks or topics covered in this example:* Risk assessment, fatal accidents, musculoskeletal disorders (MSDs), psychosocial risks, noise, temperature, vibrations and operating positions

*Types of methods used:* Political campaigns as part of national strategy; from information, support and control to information, support, control and sanction

*Types of communication/publicity methods:*

*Types of products produced:* Guidelines, checklists

## 2.17. BRANCH WORKING ENVIRONMENT COUNCIL FOR TRANSPORT AND WHOLESALE, DENMARK

**Organisation**

BAR Transport og engros (Branch Working Environment Council for Transport and Wholesale)

There are 11 Branch Working Environment Councils as part of the official OSH system in Denmark. They are administered by the social partners (run by professional OSH consultants) and provide a great deal of materials targeted at the particular branch. They also evaluate the branches' development in relation to OSH, carry out campaigns and conferences, initiate research projects, and support risk assessment and training. Since these sector-orientated councils are administered by trade unions and employers' associations in cooperation, they have excellent connections to both the companies/employers and shop stewards. Likewise, they have knowledge of the ongoing problems in the companies. In the case of BAR Transport og engros, several publications were issued in recent years on topics central to drivers and SMEs, including:

- *Safety of long distance lorry drivers (export/international) (2007)*
  - This publication deals with the prevention and handling of menace, violence, assaults and robbery in foreign countries. What should be considered before the lorry starts its tour?; what could be done in the case of an emergency? This information is aimed at both the driver and the haulier firm.
- *Guidelines for drivers of dangerous goods (2008)*
- *Handbook of OSH for drivers*
  - A reference book (also for transport of persons).
- *OSH work in enterprises with fewer than 10 employees (2003)*
  - Enterprises with fewer than 10 employees are not obliged to establish a formal OSH policy. Nevertheless, they have to carry out a risk assessment. This booklet gives a review of:
    - monitoring the work environment;
    - risk assessment;
    - integrating OSH in general planning/development of the enterprise;
    - importance of evaluating occupational accidents and injuries;



- OSH courses and providers; and
- consultants.

The material includes links to more detailed information.

#### **Further information**

<http://www.bartransportogengros.dk/>

<http://www.bartransportogengros.dk/Default.aspx?ID=3299>

[http://www.bartransportogengros.dk/Files/Billeder/BAR %20Transport/pdf/Eksportchauff %C3 %B8rer\\_2009.pdf](http://www.bartransportogengros.dk/Files/Billeder/BAR%20Transport/pdf/Eksportchauff%C3%B8rer_2009.pdf)

[http://www.bartransportogengros.dk/Files/Billeder/BAR %20Transport/pdf/Farligt\\_Gods-2009.pdf](http://www.bartransportogengros.dk/Files/Billeder/BAR%20Transport/pdf/Farligt_Gods-2009.pdf)

[http://www.bartransport.dk/Files/Billeder/BAR Transport/pdf/ambogchauf.pdf](http://www.bartransport.dk/Files/Billeder/BAR%20Transport/pdf/ambogchauf.pdf)

[http://www.bartransport.dk/Files/Billeder/BAR %20Transport/pdf/sikkerhedsarb.pdf](http://www.bartransport.dk/Files/Billeder/BAR%20Transport/pdf/sikkerhedsarb.pdf)

#### **Classification of the case**

*Type of organisation(s):* Statutory body of the social partners, part of the Danish OSH system

*Risks or topics covered in this example:* Drivers, SMEs, OSH, dangerous substances, international transport, psychosocial risks/violence and robbery

*Types of methods used:* Information, counselling

*Types of communication/publicity methods:* Direct relationship between social partners and employers/shop stewards

*Types of products produced:* Handbook, booklet

#### **Contact person and contact details**

Brancharbejdsmiljørådets Fællessekretariat

Fællessekretariatsleder Eva Hjermitsev

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## **2.18. ALERT AT THE WHEEL — HEALTH ON THE ROAD THROUGH GOOD NUTRITION, FINLAND**

Työterveyslaitos (Finnish Institute for Occupational Health — FIOH) carried out studies into the health of professional drivers. These studies showed that only one third of the drivers were of normal weight. Working conditions, time pressures, dependence on timetables, availability of resting places, bad nutrition and irregular working times play a big role in increasing the weight of drivers. Excess weight causes several health problems and therefore also increases the risk of accidents.

Based on the results of the study, the campaign *Virkeänä rattissa* ('Alert at the wheel') was initiated.



In collaboration with various trade unions and occupational health services in the field, in 2007 the Finnish Institute of Occupational Health organised the *Virkeänä ratissa* seminar to improve the quality of meals for professional drivers during their time at work. The seminar was targeted at food-service providers, health inspectors in the transport area, transport employers and employees, and at work safety professionals in general. The aim was to examine the impact of meals during working hours on well-being, work ability and road traffic safety, and to find possibilities and means to improve eating habits. These aims were supported by a network built up of different parties.

One service station chain where lorry drivers rest was involved in the campaign. Their shops have increased the choice of light and healthy meals and they provide better resting facilities for drivers. Access to the facilities was also improved for very large vehicles.

### ***Classification of the case***

*Type of organisation(s):* National institutes, trade unions, companies, associations

*Risks or topics covered in this example:* Weight, nutrition, accidents, well-being

*Types of methods used:* Study, training, offering of better services

*Types of communication/publicity methods:*

*Types of products produced:*

### ***Contact person and contact details***

Finnish Institute of Occupational Health (FIOH)  
Topeliuksenkatu 41 a A  
00250 Helsinki  
FINLAND  
Tel. +358 304 741  
Fax +358 304 742 779  
E-mail: [firstname.lastname@ttl.fi](mailto:firstname.lastname@ttl.fi)  
<http://www.ttl.fi>

## **2.19. A HEALTHY DRIVER CAN COPE, FINLAND**

### ***Organisation***

Three organisations were involved in this project:

- (1) 'Rahtarit ry' (a Finnish organisation of truck drivers that is a member of the international organisation UICR (Union Internationale des Chauffeurs Routiers));
- (2) Finnish Health Association;
- (3) Dairy Nutrition Council in Finland.

The goal of this campaign has been to promote the health and well-being of employees in the transport sector. The consequential goal was to improve the work ability of professional drivers and road traffic safety. The aim was to raise drivers' awareness of their own health and to encourage and assist them towards a healthier way of life. Two



different approaches were used, one aimed at drivers and the other aimed at service providers.

The project duration was three years (2002–04).

Drivers can be exposed to a variety of problems: the work includes both sedentary working and handling of heavy loads; drivers are exposed to vibrations; the working time is irregular; healthy nutrition is not easily accessible because of the dependence on timetables and the availability and selection at resting places.

There is a link between the health of the drivers and traffic accidents and so the objects of attention were healthy nutrition, physical education, weight control, sufficient rest, ergonomics, giving up smoking, moderate use of alcohol, prevention of the use of intoxicants, stress control, sense of community, free time with the family and recovery after accidents.

Multiple methods/channels were employed to reach the proposed goals.

1. Publications: A membership journal of the 'Rahtarit ry' organisation, which reaches 25 000 of its members, published multiple articles on healthy food, the benefits of regular exercise and resting, the downsides of smoking and regular alcohol consumption, and the ergonomics of loading and unloading trucks. Articles were also published in other journals and on the Internet.
2. Over 500 truck points/resting places all around Finland cooperated/participated in the project by providing healthy meal alternatives for truck drivers and by distributing health education materials.
3. Multiple fit-to-drive events were organised in the truck points/resting places and in connection with various trade fairs all around Finland. These events comprised measuring the public's cholesterol, blood pressure, and carbon monoxide, as well as personal health education.
4. The results of this project were published on the Internet in 2004. A paper revision of this publication was also distributed to truck drivers' vocational schools, truck drivers' organisations and to all professional truck drivers.

Now the benefits of this project have been incorporated in the everyday practice of many truck points/resting places. This project also serves as an excellent example of how collaboration between different organisations in health promotion can benefit truck drivers. The long-term impact is difficult to measure, because of the general raising of health awareness.

### ***Classification of the case***

*Type of organisation(s):* Interested organisations, private associations

*Risks or topics covered in this example:* Health education, nutrition, working conditions, well-being, road safety

*Types of methods used:* Publications and information material, training, improvement of services

*Types of communication/publicity methods:* Journals, Internet, training material for vocational schools

*Types of products produced:* Articles, training materials



### **Contact person and contact details**

Three organisations were involved in the project

1. Rahtarit ry (a Finnish organisation of truck drivers that is a member of the international organisation UICR (Union Internationale des Chauffeurs Routiers))  
Pitkäniemenkatu 11  
33330 Tampere  
Finland  
Contact person: Anna-Kaisa Lehtinen  
<http://www.rahtarit.fi>
2. Terveys ry (Finnish Health Association)  
Ms Leena Sipiläinen, Planning Officer  
E-mail: [leena.sipilainen@terveysry.fi](mailto:leena.sipilainen@terveysry.fi)  
<http://www.terveysry.fi>
3. Maito ja Terveys ry (Dairy Nutrition Council in Finland)  
<http://www.maitojaterveys.fi/>

## **2.20. NATIONAL COUNCIL OF TRANSPORTATION, FRANCE**

### **Organisation**

National Council of Transportation (CNT)

The National Council of Transportation (CNT) is an advisory council of the Ministry of Ecology, Energy, Sustainable Development and Territories Management, which gathers all partners from the transport sector. It is involved in the planning and implementation of transport policy concerning passenger and freight, land, air and maritime transport systems in France. It is composed of a general assembly and a permanent section, as well as many subgroups to deal with specific issues and to decide on emerging questions.

The CNT was created in 1982 by the Act on Transport (*loi d'orientation sur les transport intérieurs* (LOTI); Domestic Transport Orientation Act). It is organised in a general assembly composed of 193 members (a list of members can be accessed at: [http://www.cnt.fr/UserFiles/File/cnt/Membres\\_AG\\_CNT.pdf](http://www.cnt.fr/UserFiles/File/cnt/Membres_AG_CNT.pdf)) and one permanent section with 89 members (a list of members can be accessed at: [http://www.cnt.fr/UserFiles/File/cnt/Membres\\_SP\\_CNT.pdf](http://www.cnt.fr/UserFiles/File/cnt/Membres_SP_CNT.pdf)).

The CNT is composed of representatives from:

- the parliament;
- the government;
- transport experts;
- different stakeholders in the transport sector (users);
- trade unions of the transport sector; and
- transport companies.

Its composition and its authority and functions are fixed in the modified Act on Transport No 84-139 of 24 February 1984.

CNT consists of four different permanent commissions of experts. L'Observatoire des conditions économiques et sociales du transport (Observatory for Economic and Social



Conditions in the Transport Sector) is one of them (CNT, 2008, [http://www.cnt.fr/article\\_general.php3?id\\_article=12](http://www.cnt.fr/article_general.php3?id_article=12)).

Deficiencies in the knowledge of the socioeconomic situation in the passenger transport sector were the incentive to create L'Observatoire des conditions économiques et sociales du transport in 2004. To start with, the observatory developed methods to coordinate and research information about the socioeconomic situation in passenger transport and published them in a report (2005), *Le transport routier de voyageurs état des lieux socio-économiques, analyse et première propositions, rapport d'étape* (passenger transport and socioeconomic conditions, analyses and first proposals, progress report).

The report is divided into three main parts:

1. passenger transport (*transport routier de voyageur TRV*): analyses of available databases and proposal for improvements;
2. development of a questionnaire of about 100 questions to get information about costs in the passenger transport sector; key indicators: fuel costs, personal costs, material costs and insurance premiums;
3. information about regulations, contracts, quality in passenger transport and working condition of drivers.

**Further information**

The report can be downloaded from:

[http://www.cnt.fr/UserFiles/File/Groupe\\_travail/OTRIV/RapportOTRVEtatLieuxSocioEco05Nov.pdf](http://www.cnt.fr/UserFiles/File/Groupe_travail/OTRIV/RapportOTRVEtatLieuxSocioEco05Nov.pdf)

**Classification of the case**

*Type of organisation(s):* Governmental organisation

*Risks or topics covered in this example:* Socioeconomic questions

*Types of methods used:* Creation of an observatory

*Types of communication/publicity methods:* Investigation

*Types of products produced:* Report

CNT, 2005, *Le transport routier de voyageurs état des lieux socio-économiques, analyse et première propositions, rapport d'étape*:

[http://www.cnt.fr/UserFiles/File/Groupe\\_travail/OTRIV/RapportOTRVEtatLieuxSocioEco05Nov.pdf](http://www.cnt.fr/UserFiles/File/Groupe_travail/OTRIV/RapportOTRVEtatLieuxSocioEco05Nov.pdf)

CNT, 2006, *Le transport routier interurbain de voyageurs: de l'impact de l'accord social à la création de l'Observatoire du CNT*:

[http://www.cnt.fr/UserFiles/File/Commissions\\_Permanentes/AG/2006/Actes/DejeunerDebat/FichesBilan/Fiche-TRVCCA.pdf](http://www.cnt.fr/UserFiles/File/Commissions_Permanentes/AG/2006/Actes/DejeunerDebat/FichesBilan/Fiche-TRVCCA.pdf)





CNT, 2008 *Qui sommes nous?*:  
[http://www.cnt.fr/article\\_general.php?id\\_article=12](http://www.cnt.fr/article_general.php?id_article=12)

## 2.21. COMMITTEE FOR THE PREVENTION OF OCCUPATIONAL ROAD ACCIDENTS, FRANCE

### *Organisation*

Comité pour la prévention du risque routier professionnel (Committee for the Prevention of Occupational Road Accidents)

The *Comité pour la prévention du risque routier professionnel* was created in 2006 and acts as an advisory board for the Ministry of Transport. The committee consists of five organisations (CNAMTS, CNARACL, MSA and governmental organisation Sécurité routière, and the Ministry of Social Affairs and Employment).

The committee's mission is to initiate programmes and campaigns, to propose measures to prevent occupational road accidents and to disseminate good practice information. In 2006, it initiated a round-table discussion dealing with light delivery vehicles (light lorries): *Pour un véhicule utilitaire léger plus sûr* ('For safe light delivery vehicles'). Outcomes from this discussion included a variety of publications concerning the safety of light delivery (e.g. cargo security, training for drivers, safe vehicles).

The committee provides information on the website *Risque routier professionnel* (<http://www.risqueroutierprofessionnel.fr/-Evaluation-du-risque-routier->).

The website provides the following information:

- risks of commuting from home to work;
- evaluation of the risks of road transport;
- good practice examples; and
- campaigns.

In addition it initiated various campaigns. For example, in 2007, it initiated a campaign to sensitise employers to the benefits of implementing a road safety policy into their companies.

Four main points were raised:

- management of transport routes;
- communication in the company;
- training of drivers; and
- management of vehicles.

The campaign used four posters to publicise the four priority topics:

- *La route n'est pas un jeu. On ne donne pas n'importe quel véhicule à un collaborateur sans qu'il soit formé* ('The road isn't a game. Never give a vehicle to a driver who is not trained to drive it').
- *La route n'est pas un jeu. Plus son itinéraire est organisé moins votre collaborateur a des soucis et vous aussi* ('The road isn't a game. The more your itinerary is planned the less worry for you and your workers').



- *La route n'est pas un jeu. Moins on téléphone à ses collaborateurs, plus ils sont en sécurité et votre activité aussi* ('The road isn't a game. The less you phone your drivers, the safer they and your activity are').
- *La route n'est pas un jeu. Plus un véhicule est en bon état, plus son conducteur est protégé et son activité aussi* ('The road isn't a game. The better condition you keep your vehicles in, the safer your drivers and your activity').

In addition the campaign used press notices.

The committee published the third road transport action programme. The requirements and proposals of the two forerunning programmes were enlarged and specified in this programme for 2006–09.

The programme deals with research and surveys on:

- driving as a working activity;
- development of the 'office on road'; and
- codifications of data.

The code of practice deals with:

- management of route planning;
- management of vehicles;
- management of mobile communication; and
- management of competencies.

One main point in this programme is the safety of light lorries, with special regard to the equipment, cargo security, cab design and equipment in the vehicles.

The enlargement of the national network for road safety and the creation of a risk observatory are also elements of the 2006–09 programme.

### ***Classification of the case***

*Type of organisation(s):* Non-profit organisation, advisory board, accident insurance, governmental organisations

*Risks or topics covered in this example:* Occupational road accidents

*Types of methods used:* Campaigns, website, leaflets

*Types of communication/publicity methods:* Website, action programmes

*Types of products produced:* Website, campaigns

### ***Literature/source***

Association Prévention Routière, 2007, France: *front uni contre le risque routier en milieu professionnel*:

<http://www.preventionroutiere.asso.fr/shared/cmd.aspx?domain=ugo&action=pageletview&parameters=cid=4c5f4ce0-51f7-4c41-8826-8aa7946a3f96&pid=4e7ef259-a0e7-411e-87f4-0b7b3feaf87e&xtor=EPR-10>



Ministère de l'Écologie, l'Énergie, du Développement durable et de l'Aménagement du territoire, 2007, *55 % des accidents mortels du travail de salariés sont des accidents de la route — Lancement d'un dispositif d'information et de communication:*

[http://www2.securiteroutiere.gouv.fr/vos-infos/presse/dossiers/annee-2007/DP\\_24-05-07.html](http://www2.securiteroutiere.gouv.fr/vos-infos/presse/dossiers/annee-2007/DP_24-05-07.html)

[http://www2.securiteroutiere.gouv.fr/vos-infos/presse/communiqués/2-2007/CP\\_24-05-07.html](http://www2.securiteroutiere.gouv.fr/vos-infos/presse/communiqués/2-2007/CP_24-05-07.html)

*Risque routier professionnel:*

<http://www.risqueroutierprofessionnel.fr/>

*Prévenir les risques routiers professionnels: lancement d'un nouveau programme d'information et de communication 'La route n'est pas un jeu':*

<http://www2.securiteroutiere.gouv.fr/IMG/pdf/DP-risque-routier-pro-24.05.07.pdf>

## 2.22. TAKE A BREAK — DRIVER FATIGUE, FRANCE

### **Organisation**

Prévention Routière (non-governmental, non-profit association)

The Association Prévention Routière is a non-governmental, non-profit-making, French organisation created in 1949 by insurance companies, and is now supported by 130 000 members and donors. Prévention Routière studies and promotes effective initiatives to improve road safety by all suitable means. Prévention Routière produces road safety campaigns, information brochures and leaflets to reach the French people.

As fatigue is a key issue regarding accidents on the road, in 2006, 2007 and 2008, Prévention Routière, together with three partners (Les sociétés d'autoroutes, Total, AGF), initiated campaigns against driver fatigue to sensitise drivers to this problem. These campaigns are not specially for professional drivers, but professional drivers are particularly at risk of driver fatigue, because they often have to drive at night, when fatigue is more likely to occur.

Prévention Routière produced a website that provides information about the cause of fatigue, the first signs of fatigue, consequences of fatigue and tips for taking breaks from driving to prevent fatigue. Two videos with tips on how to relax during breaks are shown on the website: one for breaks to relax with gymnastic exercises and the other one for taking a break to doze off for 15 minutes.

Prévention Routière initiated a competition (from 17 April to 25 May in 2008) to attract attention to their website.

Visitors to the website can also get information about the traffic conditions and weather.

A total of 300 000 'relaxing' CDs were distributed among drivers that provide tips on what to observe before taking breaks, relaxing music to be played during breaks and tips for after breaks. In addition, leaflets were distributed with tips on how to take a break on a tour. CDs and leaflets can also be downloaded from the website.

### **Classification of the case**

*Type of organisation(s):* Prévention Routière is a non-governmental and non-profit French organisation

*Risks or topics covered in this example:* Driver fatigue

*Types of methods used:* Poster campaign, website



*Types of communication/publicity methods:* Starting a website, showing a video, competition, distribution of leaflets and CDs.

*Types of products produced:* Website, poster, CDs, leaflets

### **Contact person and contact details**

<http://www.pausez-vous.fr/>

### **Literature/source**

Association Prévention Routière, *Ne trichez pas avec la fatigue — pausez vous!*, Communiqué de presse, 2006:

[http://www.liber-t.eu/fileadmin/user\\_upload/Rubrique\\_Presse/Campagnes/Securite/Fatigue/DPdepliant\\_fatigue\\_Couleurs.pdf](http://www.liber-t.eu/fileadmin/user_upload/Rubrique_Presse/Campagnes/Securite/Fatigue/DPdepliant_fatigue_Couleurs.pdf)

Association Prévention Routière, *Ne trichez pas avec la fatigue — pausez vous!*, Communiqué de presse, 2007:

<http://www.preventionroutiere.asso.fr/shared/cmd.aspx?domain=ugo&action=pageletview&parameters=cid=8d45ad05-ef2a-47bf-a16c-69aadb82523b%7Cpid=f37c9f34-b69d-4024-b2f6-dc3858c7b93c>

[http://www3.autoroutes.fr/fileadmin/user\\_upload/Rubrique\\_Presse/Campagnes/Securite/Fatigue/CP\\_pausez-vous\\_mai07.pdf](http://www3.autoroutes.fr/fileadmin/user_upload/Rubrique_Presse/Campagnes/Securite/Fatigue/CP_pausez-vous_mai07.pdf)

Association Prévention Routière, *Somnolence au volant ... pausez vous!*, Communiqué et dossier de presse, 2008:

<http://www.preventionroutiere.asso.fr/shared/cmd.aspx?domain=ugo&action=pageletview&parameters=cid=e20bb4e3-6c51-49ca-9eeb-ba0a826a27a7|pid=f37c9f34-b69d-4024-b2f6-dc3858c7b93c>

Association Prévention Routière, *Les sociétés d'autoroutes; Ne trichez pas avec la fatigue*, 2006:

[http://www.autoroutes.fr/fileadmin/user\\_upload/Rubrique\\_Presse/Campagnes/Securite/ASFA06\\_CartePocketbssdef.pdf](http://www.autoroutes.fr/fileadmin/user_upload/Rubrique_Presse/Campagnes/Securite/ASFA06_CartePocketbssdef.pdf)

## 2.23. 'ENTERPRISES AND SAFETY ON ROADS' TROPHIES, FRANCE

### **Organisation**

Trophées 'Entreprises et sécurité routière'

Trophées 'Entreprises et sécurité routière' is an award for good practice solutions to prevent work-related road accidents. Companies that develop and implement effective solutions for their staff can qualify for the award.

Trophées 'Entreprises et sécurité routière' is a non-profit organisation and was created in 2006. It was organised by different partners to advance and promote road safety in the world of work. Participating organisations are:

- PSRE (Promotion et suivi de la sécurité routière en entreprise) (In-company Road Safety Promotion and Monitoring Association);
- DSCR (Direction de la sécurité et de la circulation routières) (Directorate for Road Traffic and Safety);
- CNAMTS (Caisse national d'assurance maladie des travailleurs salariés) (National Health Insurance Agency for Salaried Workers);



- CNRACL (Caisse nationale de retraites des agents des collectivités locales) (National Pension Fund for Local Authority Employees);
- MSA (Mutualité social agricole) (Agricultural Workers' and Farmers' Mutual Welfare Fund).

The jury of the *Trophées* is chaired by the Minister for Ecology, Energy, Sustainable Development and Territories Management or his representative.

Different partners support the trophies and help to widely distribute the good practice solutions and innovative ideas across France.

Road safety is the major concern of the *Trophées* 'Entreprises et sécurité routière' because most of fatal workplace accidents are caused by accidents on the road. The mission of the award is to sensitise companies to occupational health in the transport sector and to foster the prevention of work-related accidents.

The *Trophées* cover different areas of the transport sector and are split into different categories:

- *Podium grandes entreprises* — for companies with more than 500 workers:
  - o three trophies for the first three winners;
- *Podium pour les petites et moyennes entreprises* — for companies with fewer than 500 workers:
  - o three prizes for the first three winners;
- *Prix eco mobilité* — solutions that deal with environmental protection; companies were awarded for solutions that take the environment into account;
- *Prix risque trajet* — solutions that deal specifically with transport routes, companies which find solutions to reduce the amount of work they need to perform on the road each day, and to those who improve road safety; and
- *Prix innovation* — special trophy for the most innovative solution. This prize was established especially for agricultural enterprises as they have been included in the award since 2008.

The trophies are awarded annually. Changes are planned for 2010.

The awards in 2008 were presented in the premises of CRAM (the regional health insurance funds).

### ***Classification of the case***

*Type of organisation(s):* Governmental organisations, accident insurance companies

*Risks or topics covered in this example:* Various risks concerning the transport sector and professional driving

*Types of methods used:* Competition, awards

*Types of communication/publicity methods:* Dissemination of good practice solutions, press

*Types of products produced:* Website, leaflets

### ***Contact person and contact details***

<http://www.entreprisesecuriteroutiere.fr/index.htm>



Partners:

Sécurité routière — DSCR (Direction de la sécurité et de la circulation routières), Direction d'administration centrale au ministère de l'écologie, du développement et de l'aménagement durables, Arche sud 92055 La Défense Cedex (<http://www.securite-routiere.gouv.fr>)

CNAMTS (Caisse nationale d'assurance maladie des travailleurs salariés), 50, avenue du professeur André Lemierre, 75986 Paris Cedex 20 (<http://www.ameli.fr>)

CNRACL (Caisse nationale de retraites des agents des collectivités locales) (<http://www.cnracl.fr>)

MSA (Mutualité sociale agricole) Les Mercuriales, 40 rue Jean Jaurès, 93547 Bagnolet Cedex (<http://www.msa.fr>)

PSRE (Promotion et suivi de la sécurité routière en entreprise), 3, avenue du Président Wilson, 75116 Paris, association loi 1901 (<http://www.asso-psre.com>)

**Literature/source**

Trophées 'Enterprises et sécurité routière', leaflet, 2008:

[http://www.entreprisesecuriteroutiere.fr/doc/080522%20brochure%20trophees%20def\\_2.pdf](http://www.entreprisesecuriteroutiere.fr/doc/080522%20brochure%20trophees%20def_2.pdf)

Trophées 'Enterprises et sécurité routière', homepage:

<http://www.entreprisesecuriteroutiere.fr/presentation.htm>

Trophées 'Enterprises et sécurité routière':

<http://www.observatoire-vehicule-entreprise.com/fre/risques-routiers/actualite/trophees-entreprise.html>

## 2.24. DRIVER ASSISTANCE SYSTEMS (FAS), GERMANY

**Organisation**

BGF (Berufsgenossenschaft für Fahrzeughaltungen), Hamburg

The rising number of traffic accidents and the involvement in the European Union's aim to reduce the number of fatal accidents, demand an urgent and efficient way of reducing accident numbers. The BGF offers a considerable amount of money (EUR 2 000 000) to enterprises in the transport sector for investment in heavy goods vehicles with driver assistance systems. The enterprise can get EUR 2 000 per vehicle as investment aid if the new truck is equipped with the following three driver assistance systems:

- ACC: Adaptive Cruise Control;
- LGS: Lane Guard System; and
- ESC: Electronic Stability Control.

The BGF plans to assess the effectiveness of these measures by comparing accident data for 1 000 vehicles that are equipped with the systems, with data for another 1 000 vehicles without the assistance systems. Driver training concerning the advantages and risks associated with the systems is also part of this campaign. The campaign is a joint venture of various social partners and companies (e.g. BGL, KRAVAG, MAN, Mercedes Benz, IVECO) with different levels of engagement. The campaign started on 23 May 2008 under the patronage of Mr Günter Verheugen, Commissioner for Enterprise and Industry.



### **Further information**

<http://www.bgf.de>

### **Classification of the case**

*Type of organisation(s):* NGOs

*Risks or topics covered in this example:* Occupational road safety, driver assistance systems

*Types of methods used:* Financial support

*Types of communication/publicity methods:* Website, information magazine of the BGF (print run 190 000), press work

*Types of products produced:*

### **Contact person and contact details**

BGF (Berufsgenossenschaft für Fahrzeughaltungen)  
Ottenser Hauptstr. 54  
22765 Hamburg  
GERMANY  
Tel. +49 4039800  
Fax +49 4039801992

## **2.25. AWARD FOR BEST PRACTICE EXAMPLES (GEISTESBLITZ), GERMANY**

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### **Organisation**

BGF (Berufsgenossenschaft für Fahrzeughaltungen), Hamburg

The work environment has a large influence on the health of workers. It is possible to minimise stresses and strains by improving and optimising working conditions. The aim of the award for best practice examples is to identify, acknowledge, encourage and communicate innovations, which improve working conditions. The BGF aims to identify real-life best practice examples that can be put into practice elsewhere and so benefit other organisations. The campaign is looking for intra-enterprise technical or organisational measures that improve occupational safety and health at work. The prize has been awarded three times since 2003. It aims to award enterprises and employees who have implemented effective systems or single measures within their workplace environment to avoid occupational accidents or to enhance the work environment. Prizes of up to EUR 50 000 are available.

Awarded best practice examples are published in the information magazine for members of the BGF. Through this publication, the exemplary measure is accessible to about 190 000 enterprises in the road transport sector, and is thereby recommended for imitation wherever possible. The examples presented are typically developed by employees themselves. This assures good adaptability to other workplaces and high acceptance. Participants have to be insured by the BGF. Enterprises have to be members of the BGF.



### **Further information**

<http://www.bg-verkehr.de>

### **Classification of the case**

*Type of organisation(s):* NGO

*Risks or topics covered in this example:* Occupational safety and health in the road transport area

*Types of methods used:* Award

*Types of communication/publicity methods:* Website, information magazine of the BGF (print run 190 000)

*Types of products produced:*

### **Contact person and contact details**

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## **2.26. DocSTOP, GERMANY**

### **Organisation**

DocStop

The lack of medical support for haulage drivers is a well-known problem. What opportunities do truck drivers have in case of acute illness on the road? The solutions available are currently few and far between. In case of illness, citizens normally have the opportunity to get medical help directly in a doctor's surgery in their hometown. Long-distance lorry drivers out on the road do not have this option. Pressures to keep to delivery schedules and not lose time increase the problem. Often drivers use medicines with unknown adverse effects, which can increase the risk of accidents. In the case of an accident the driver will then face severe legal consequences. What are the alternatives?

To improve the medical care of haulage drivers in transit on European transportation routes, DocStop was established in 2007. This is a pilot project to make a contribution to road safety and to improve quality of life for haulage drivers. Based on a survey in Germany, in which suggestions to improve the situation were made, a network of contact points at truck stops was established. These are located within four kilometres of medical facilities and enable sick truck drivers to access medical help. Good support has enabled the provision of a medical care system for haulage drivers throughout Germany since 2007. Information and communication methods, such as TV, radio, flyers, trade organisations and personal dialogue with drivers, are used. The project was initially implemented in Germany and is now being implemented at the European level. By 2008, approximately 200 contact points had been created. Chairman of the association is Dr Dieter-L. Koch, Member of the European Parliament. DocStop is also supported by





various organisations and enterprises outside of the road transport sector in Germany and Switzerland, for example BGF, BGL, ADAC, MAN, Mercedes Benz, Swissdrivers, etc.

#### **Further information**

<http://www.docstoponline.eu>

#### **Classification of the case**

*Type of organisation(s):* NGO

*Risks or topics covered in this example:* Medical care of truck drivers

*Types of methods used:* Establishing contact points, assembling a list of participating doctors close to motorways

*Types of communication/publicity methods:* Website, TV, radio, flyer, dialogue

*Types of products produced:*

#### **Contact person and contact details**

Dr Dieter-L. Koch, MdEP  
DocStop für Europäer e.V  
c/o Europabüro Weimar  
Frauenplan 8  
99423 Weimar  
GERMANY  
Tel. +49 3643501007  
Fax +49 3643501071  
E-mail: [info@docstoponline.eu](mailto:info@docstoponline.eu)

## 2.27. QUALIFICATION PROGRAMME FOR LIGHT DELIVERY DRIVERS, GERMANY

### **Organisation**

DVR (Deutscher Verkehrssicherheitsrat e.V. — German Road Safety Council);  
BGF (Berufsgenossenschaft für Fahrzeughaltungen)

The LGV driver qualification programme is designed for van drivers in the courier, parcel delivery and forwarding business but is also relevant to van or pickup drivers in general. Against the backdrop of an ever-increasing traffic density on the roads and increasing workloads, driver qualification becomes an important requirement. The programme delivers knowledge and skills that improve each driver's capability to manage the strain of daily traffic and avoid hazardous situations. Drivers learn about the necessity, and various methods, of securing their loads, and they gain practical experience of how their vehicles behave, whilst performing manoeuvres in a variety of situations and conditions.

The LGV driver qualification programme is a two-day seminar comprising practical driving and discussions under professional guidance. Participants are educated on the following points:

- managing a big workload;



- stress;
- fatigue;
- social conduct under highway code requirements;
- load restraint; and
- practical driving exercises.

#### **Further information**

<http://www.dvr.de>

<http://www.bg-verkehr.de/>

#### **Classification of the case**

*Type of organisation(s):* NGO

*Risks or topics covered in this example:* Qualification of drivers, driver safety training

*Types of methods used:* Training, motorways

*Types of communication/publicity methods:* Website, information magazine of the BGF (press work)

*Types of products produced:*

#### **Contact person and contact details**

DVR Deutscher Verkehrssicherheitsrat e.V.

Beueler Bahnhofplatz 16

53222 Bonn

GERMANY

Berufsgenossenschaft für Fahrzeughaltungen

Institution for Statutory Accident Insurance and Prevention in the Vehicle Operating Trades Headquarters

Ottenser Hauptstraße 54

22765 Hamburg

GERMANY

## **2.28. SAFETY PROGRAMME FOR TANKERS, GERMANY**

### **Organisation**

DVR (Deutscher Verkehrssicherheitsrat e.V. — German Road Safety Council); BGF (Berufsgenossenschaft für Fahrzeughaltungen)

Large goods vehicles carrying a liquid load behave differently from any other truck on the road. Sudden steering or braking manoeuvres produce waves in the fluid on board, and the vehicle's centre of gravity starts to shift. The driver cannot predict the exact moment or extent of instability. A competent and safe driver avoids getting into a risky situation. Drivers who attend this safety programme learn to identify and avoid hazards in a timely manner.

DVR safety programmes are not car control courses that teach drivers extreme manoeuvres for tough situations. Instead, by taking part in the discussions and practical training units, they realise how unpredictably a risky situation can occur, and how little



chance there is, in live traffic, to stay in full control. The liquid loads' programme includes practical driving as well as peer discussions under professional guidance. Drivers reflect upon driving situations that can occur during their daily delivery runs. They review their former habits and gain new insights. The practical driving modules focus on braking and steering manoeuvres carried out on a variety of surfaces but also deal with the correct seating position and visibility from the driver's cab.

#### **Further information**

<http://www.dvr.de>

<http://www.bg-verkehr.de/>

#### **Classification of the case**

*Type of organisation(s):* NGO

*Risks or topics covered in this example:* Qualification of drivers, driver safety training

*Types of methods used:* Training, motorways

*Types of communication/publicity methods:* Website, information magazine of the BGF (press work)

*Types of products produced:*

#### **Contact person and contact details**

DVR Deutscher Verkehrssicherheitsrat e.V.

Beueler Bahnhofplatz 16

53222 Bonn

GERMANY

Berufsgenossenschaft für Fahrzeughaltungen

Institution for Statutory Accident Insurance and Prevention in the Vehicle Operating Trades Headquarters

Ottenser Hauptstraße 54

22765 Hamburg

GERMANY

## **2.29. INSTRUCTION PROGRAMME FOR TRUCK DRIVERS AND SCHOOLS OF DRIVING (OCCUPATIONAL HEALTH AND SAFETY IN ROAD HAULAGE), GERMANY**

### **Organisation**

Berufsgenossenschaft für Fahrzeughaltungen, Hamburg

This programme was initiated by the Berufsgenossenschaft für Fahrzeughaltungen (BGF), the German institution for accident prevention and insurance in the vehicle operating trades, in the context of European aims for road accident prevention. The large number of accidents occurring whilst driving, or whilst working on or nearby a truck, requires an intensification of occupational health and safety instruction in these work areas. The aim of this programme is the prevention of accidents, as well as the protection of life and the well-being of the insured road transport drivers. The drivers



should be continuously supplied with up-to-date information and new expertise by team instructors (moderators). The team instructors are trained in a certain number of weekly courses by the BGF. Participants can either be teachers of driving schools or employers of truck drivers. Main topics of the training programme are:

- how to deal with physical strain;
- noise;
- safety in handling the vehicle;
- how accidents occur;
- safe driving;
- how to deal with stress; and
- how to deal with conflicts.

The trained persons share their knowledge among their audience, which mainly consists of truck drivers or other people in the respective vocational training for this job. The training is conveniently located for the employee (often situated in the enterprise itself). The active involvement of truck drivers and persons in the transport business is ensured.

#### **Further information**

<http://www.bgf.de>

#### **Classification of the case**

*Type of organisation(s):* NGO

*Risks or topics covered in this example:* Occupational road safety, strain, stress, healthiness

*Types of methods used:* Training on the job, instruction

*Types of communication/publicity methods:* Website, information magazine of the BGF (print run 190 000), press work

*Types of products produced:* Training materials

#### **Contact person and contact details**

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## **2.30. 'ROAD SAFETY AT WORK' GEOLIBRARY, INTERNATIONAL**

### **Organisation**

National Institute for Occupational Safety and Health (NIOSH)

Geolib.org is an electronic library of occupational and environmental health training materials. The library contains training materials that are in the public domain and are available to the user free of charge. The training materials come from a wide variety of sources, including international organisations, governmental institutes and agencies, academic institutions, corporations, unions, and non-governmental organisations. The idea for this library arose during a meeting of the World Health Organisation (WHO)



Collaborating Centres in Occupational Health in Iguassu Falls, Brazil, in February 2003. This project was incorporated into the work plan of the Collaborating Centres in support of the WHO strategy of 'Occupational health for all'. The responsibility for constructing the library was undertaken by the Great Lakes Centres for Occupational and Environmental Safety and Health at the University of Illinois at Chicago School of Public Health.

The website [roadsafetyatwork.org](http://roadsafetyatwork.org) is part of [geolibrary.org](http://geolibrary.org) and provides browsing capacity for materials specifically concerning work-related road safety. It covers a variety of topics for different sorts of target groups, for example: policymakers, public health professionals, workers, employers, and occupational safety and health professionals.

- For employers, e.g. road safety programmes, managing road safety performance, driver training, etc.
- For drivers, e.g. use of occupant restraint, distracted driving.
- About vehicles, e.g. vehicle selection, vehicle maintenance and inspection, appropriate use of vehicles, safety technologies.
- About the work environment, e.g. transportation of goods and transportation of passengers.

#### **Further information**

<http://www.roadsafetyatwork.org>

<http://www.geolibrary.org/library/default.aspx?CategoryID=627>

#### **Classification of the case**

*Type of organisation(s):* Governmental organisation

*Risks or topics covered in this example:* Occupational road safety, risk assessment, risk management

*Types of methods used:* Mainstreaming occupational issues into road safety, developing partnerships, involvement in government initiatives, running events

*Types of communication/publicity methods:*

*Types of products produced:* Website

#### **Contact person and contact details**

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UNITED STATES

<http://www.roadafetyatwork.org>

## **2.31. GLOBAL ROAD SAFETY COLLABORATION, INTERNATIONAL**

### **Organisation**

United Nations

In April 2004, the United Nations General Assembly Resolution A/RES58/289 on 'Improving global road safety' invited WHO, working in close cooperation with the



United Nations regional commissions, to act as coordinator on road safety issues across the United Nations system. With representatives from more than 42 organisations (11 of which are United Nations agencies), the collaboration has initiated work on the following activities:

- development of a series of manuals on good practice;
- creation of a dynamic, global web-based database on road safety legislation;
- completing and updating of a series of resolutions on road traffic signs and signals adapted in the European region;
- follow-up regional stakeholder meetings;
- the establishment of an annual World Day of Remembrance for Road Traffic Victims.

The number of governmental and non-governmental organisations involved and the range of sectors they represent — health, transport, safety — attest to the broad interest that exists for this new incentive. On 31 March 2008 the United Nations General Assembly adopted Resolution A/62/L.43 on 'Improving global road safety'. The resolution was sponsored by more than 90 countries and adopted unanimously. The resolution includes encouragement for organisations in both private and public sectors with vehicle fleets to develop and implement policies and practices that will reduce accident risks for vehicle occupants and other road users. This is the first time that a United Nations resolution has included specific language that notes the importance of fleet operations to worker safety and public safety. This provides corporations, governments, and other stakeholders with strong justification to take action to improve road safety for workers around the world. The US national OSH body NIOSH, through their representation on the federal Global Road Safety Interagency Working Group provided input that strengthened this part of the resolution.

The United Nations Global Road Collaboration is currently working on different joint projects to promote road safety:

- 'how to' road safety manuals — manuals on how to implement recommendations of the world report on road traffic injury prevention;
- World Day of Remembrance for Road Traffic Victims; the UN encourages countries to commemorate the third Sunday in November every year as a World Day of Remembrance for Road Traffic Victims;
- United Nations Global Road Safety Week; the first UN Global Road Safety Week took place from 23 to 29 April 2007; since 2006, over 20 events promoting road safety have been organised around the world.

#### **Further information**

<http://www.who.int/roadsafety/en/>

#### **Classification of the case**

*Type of organisation(s):* UN

*Risks or topics covered in this example:* Occupational road safety, risk assessment, risk management

*Types of methods used:* Mainstreaming occupational issues into road safety

*Types of communication/publicity methods:* Press work, website, events

*Types of products produced:* Manuals, free guides



## 2.32. 'GLOBAL ROAD SAFETY FOR WORKERS' PROJECT, INTERNATIONAL

### **Organisation**

NIOSH

### **Description of case**

NIOSH is working with partners to reduce the toll of road traffic injuries among workers worldwide. The 'Global road safety for workers' project aims to demonstrate the benefits, both economic and on injury likelihood, of workplace initiatives to prevent road traffic injuries among workers. The project is aimed both at workers in the United States and other nations around the world. Ultimately, NIOSH seeks to promote the inclusion of worker-centred approaches into the ongoing global road safety initiatives of the World Health Organisation, the World Bank and others. The project is relevant to workers in transport, manufacturing, trade, construction and services who have high exposure to road traffic as drivers, pedestrians or road workers.

The project consists of several activities:

- (1) building a network to increase and coordinate initiatives to reduce road traffic injuries of workers;
- (2) identifying 'best practices' in developed and developing countries and store these in an online library that can be accessed globally at no cost;
- (3) assessing the best practices to see if they can be adapted by employers or governments in low- and middle-income nations, as well as in the United States and other developed nations;
- (4) organising an international conference; and
- (5) preparing a document on international best practices, disseminating it to the global networks, and promoting adoption of the best practices.

The library is part of the Global Environmental and Occupational Library (Geolibary) — an electronic library that NIOSH offers of occupational and environment health training materials. Materials are added to a special worker road safety section of the library. The project seeks to identify information resources from around the world related to the prevention of road traffic injuries at work, with a focus on workers driving, walking or working on roads. The best practices include engineering controls, safety policy, and administrative procedures and guidance to employers or to workers about safety on roads.

The conference (activity 4 above) was held in Washington DC from 16 to 18 February 2009.

### **Further information**

<http://www.cdc.gov/niosh/programs/twu/global/>

<http://www.geolibary.org/library/default.aspx?CategoryID=627>

### **Classification of the case**

*Type of organisation(s):* Governmental organisation

*Risks or topics covered in this example:* Occupational safety and health of road workers



*Types of methods used:* Best practices, assessment, conference

*Types of communication/publicity methods:* Online library

*Types of products produced:* Training materials and best practices in an online library, conference, dissemination paper

### **Contact person and contact details**

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<http://www.cdc.gov>

1-888-232-6348 TTY

## **2.33. BP DRIVER OF THE YEAR, INTERNATIONAL**

### **Organisation**

BP

BP believes that they work with some of the most professional and safety-conscious drivers in the world. The International Driving Championship (IDC) recognises and rewards driving safety skills and behaviours shown within their company. The IDC is open to all the estimated 20 000 professional drivers in the BP workforce.

‘At this competition, by building awareness and showcasing safe driving techniques, we are recognising the importance of these behaviours in our organisation and are motivating drivers to perform to even higher standards.’

There are three different categories in the competition where the most professional and safety conscious drivers compete:

- (1) heavy goods vehicles — articulated;
- (2) heavy goods vehicles — rigid;
- (3) light goods vehicles.

In each category, the competitors take part in a variety of tasks including firefighting, theory, vehicle control and manoeuvres. These challenging tasks give drivers the opportunity to show their ability to perform to the highest standard, and to determine which drivers really are the best of the best.

### **Further information**

<http://www.bp.com/sectiongenericarticle.do?categoryId=9002043&contentId=7003850>

### **Competitor information**

<http://www.bp.com/sectiongenericarticle.do?categoryId=9002135&contentId=7004186>

### **Classification of the case**

*Type of organisation(s):* Private

*Risks or topics covered in this example:* Driving abilities and knowledge





*Types of methods used:* Contest

*Types of communication/publicity methods:* Not applicable

*Types of products produced:* Not applicable

## 2.34. PRAISE: PREVENTING ROAD ACCIDENTS AND INJURIES FOR THE SAFETY OF EMPLOYEES

### **Organisation**

European Transport Safety Council (ETSC)

The European Transport Safety Council (ETSC) is a Brussels-based independent non-profit-making organisation dedicated to the reduction of the number and severity of transport crashes in Europe. The ETSC seeks to identify and promote research-based measures with a high safety potential. It brings together 42 national and international organisations concerned with transport safety from across Europe (<http://www.etsc.be>).

Praise ('Preventing road accidents and injuries for the safety of employees') aims to 'praise' best practices in order to help employers secure high road safety standards for their employees. Using the roads is a necessary part of everyone's daily business, increasingly for work-related purposes. However, such an everyday activity should not carry such a high risk of injury and death.

In 2009 the European Commission prepared its fourth road safety action programme and its target for reducing road deaths in the EU for 2020. Road safety at work, but also road safety on the way to work, are important topics to be included in the next action programme. Given the increased mobility of people around work this should be integrated into the target- and measure-setting process of the European Commission. As a minimum, the ETSC proposes that the EU should encourage each company to prepare a road safety plan and the forthcoming ISO standard for road safety management. This should start with evaluating the road safety impact to the company including the burden of road collisions.

Alongside this policy development, the ETSC project Praise is gathering knowledge in short thematic reports covering topics such as speed management and fitness to drive. It will seek out best practice examples from leading companies and disseminate these widely to the practitioners, the EU institutions (including the Occupational Health and Safety Agency — OSHA) and EU governments. The ETSC will also incentivise innovative action with an annual award to a European company for action in this field of reducing road deaths at work. At the Member State level, the project will also organise six country seminars over the three-year period: two countries with high standards in work-related road safety (the UK and Sweden); two countries that are 'medium range' (France and Germany); and two countries that need to improve standards in occupational road safety (Poland and Greece). A Praise handbook on work related road safety management will bring together all nine thematic reports that will be published at the end of the project. Moreover, during the three years, the ETSC will use the knowledge gathered in Praise to undertake advocacy activities at the European level aiming to integrate road safety into the EU's occupational health and safety legislation.

The ETSC believes that introducing systems to improve road safety at work represents a clear win-win situation for employers and employees alike as the true costs of road



traffic crashes to companies can be high and in many cases avoidable. Praise is co-funded by the European Commission.

**Further information**

<http://www.etsc.eu/PRAISE.php>

**Classification of the case**

*Type of organisation(s):* European-level NGO

*Risks or topics covered in this example:* Occupational road safety

*Types of methods used:* Case studies, awards

*Types of communication/publicity methods:* Web, press, seminars for stakeholders

*Types of products produced:* Reports, fact sheets

## 2.35. COMPLIMENTARY EYE-CARE ADVICE, IRELAND

**Organisation**

Road Safety Authority (RSA)

The Road Safety Authority (RSA) and Specsavers Opticians teamed up to provide free vision screening for hundreds of drivers combined with complimentary eye-care advice throughout Ireland in a bid to focus the nation on safer driving. The launch of the 'Focus on driving' campaign was a consequence of driver screening carried out by Specsavers in October 2006, which revealed that three in five drivers may have eyesight that is below the legal standard for driving. A visual acuity score of less than 6/12 means that a person's vision is only a quarter as strong as someone with normal vision and they would fail the legal eyesight requirement for driving. The initiative has continued and, for example, in 2008 'Driving tips' from Specsavers, in association with the RSA, again urged locals to 'Focus on driving'. The campaign raised awareness of the importance of eye care for drivers and was promoted during Irish Road Safety Week.

**Further information**

[http://www.rsa.ie/Documents/About%20Us/RSA\\_Annual\\_Report\\_2008.pdf](http://www.rsa.ie/Documents/About%20Us/RSA_Annual_Report_2008.pdf)

**Classification of the case**

*Type of organisation(s):* Government enforcement body with private optical company

*Risks or topics covered in this example:* Poor eyesight of drivers

*Types of methods used:* Free services at events

*Types of communication/publicity methods:* Various media activity

*Types of products produced:* Printed advice



## 2.36. AGGRESSION IN THE TRANSPORT SECTOR, LUXEMBOURG

### **Organisation**

OGBL-ACAL (trade union — Onafhängege Gewerkschaftsbond Lëtzebuerg)

OGBL-ACAL (trade union) launched this campaign after more and more employees of the transport sector became victims of aggression from clients. Workers who were victims of aggression often have psychological problems as well as physical strains.

Although, in 2006, only one case of aggression was registered, OGBL-ACAL specified that the situation in the private sector was much more serious than the statistics show. Because they are convinced that the number of cases of aggression is much higher, in 2006 OGBL-ACAL launched an awareness campaign aimed at private bus drivers and taxi drivers. The drivers were requested to fill out a questionnaire concerning aggression at work.

The OGBL and the FNCTTFEL (trade union — Fédération Nationale des Cheminots, Travailleurs du Transport, Fonctionnaires et Employés, Luxembourg) are required to protect the drivers by law and prepared a plan of action to prevent aggression in the transport sector.

The action plan defines a strategy including among others:

- increasing additional security in public transport;
- training in conflict resolution;
- help and support for victims;
- improving the lighting on stations;
- alerting the public by campaigns; and
- blacklisting of offenders (stay-away order).

A working group 'Security in the transport sector' was created. The working group consists of representatives from the transport companies, trade unions and the community.

In addition they decided to stop trains and buses to sensitise the public to the problem of aggression against drivers. On 7 December 2006 all trains stopped for two hours to highlight the need to prevent aggression.

### **Further information**

Campaign to sensitise bus drivers and taxi drivers to aggression.

### **Classification of the case**

*Type of organisation(s):* Trade union

*Risks or topics covered in this example:* Awareness campaign

*Types of methods used:* Questionnaires, press

*Types of communication/publicity methods:* Survey, conference, creation of a working group

*Types of products produced:* Action plan

OGBL-ACAL, 2006, *Aggressionen im Transportsektor — OGBL-ACAL startet heute Sensibilisierungskampagne* (<http://www.acal.lu/ger/news/90/>)



FNCTTFEL, 2006, *Aktion gegen Aggressionen* (<http://www.landesverband.lu/eisenbahnen/stellungnahmen/2006-12-07-22-16-25/index.php>)

## 2.37. FIT ON THE ROAD, THE NETHERLANDS

### *Organisation*

BGZ Wegvervoer

In response to obesity and health problems in the Dutch trucking population, BGZ Wegvervoer, a social partner organisation in the road transport sector, started the programme 'Fit op de Rit'. The campaign consisted of informational messages to employees in the sector, followed up by health screenings of varying intensity, medical interventions and targeted lifestyle advice. The programme was primarily designed to increase awareness of various health risks (e.g. sedentary work, smoking, alcohol use, unhealthy food) amongst Dutch truckers. Additionally, individual truckers were offered advice on how to improve their health through lifestyle changes. As a high-level objective the programme was intended to improve health and reduce sickness leave amongst Dutch professional truck drivers.

The 'Fit op de Rit' programme can be divided into three main phases:

- (1) reaching and testing the truckers ('fit test', roadshow, media coverage);
- (2) identifying and inviting at-risk truckers to attend a 'fit square'; and
- (3) supporting lifestyle changes and medical interventions.

These three phases were supported by extensive information on the website and an information package. It was important to keep the message light-hearted and funny whilst still getting the point across. The material was designed with assistance from an external communication agency (DST Experience Communication). In addition, media attention was sought (and found on radio and television) for the 'Fit op de Rit' programme.

#### *Reaching and testing the truckers*

The first step in the programme consisted of reaching out to employees in the sector. Central to this approach was the 'fit test'. This test, available on paper or online, consisted of a short questionnaire to measure personal fitness. BGZ Wegvervoer sent out 130 000 copies of the 'fit test', reaching a large fraction of employees active in the Dutch transport sector. The tests were sent with a request to either return them or use an online system for submission. To support the 'fit test', a team of two 'Fit op de Rit' women did a 'roadshow'. They visited truck stops, transport companies and roadside restaurants where they tried to get truckers to complete the 'fit test' and also provided general information on lifestyle and health. Besides leading to responses directly, the roadshow was also intended to heighten programme visibility.

#### *Identifying and inviting at-risk employees to attend a 'fit square'*

After completing the 'fit test', individualised results were sent to the employee, either online or through normal mail. In all, 13 500 completed tests were gathered, with about 66 % of respondents reporting a high body mass index (BMI). Using the 'fit test', the 'at-risk employees' were selected using both their BMI and their family history with respect to heart disease. The selected truckers were invited to attend one of the 21 'fit squares'. Here one could complete a short medical test (blood pressure, cholesterol,



sugar content, fat percentage) and attend workshops on healthy eating and healthy movement.

#### *Supporting lifestyle changes and medical interventions*

The results obtained from the 'fit test' and 'fit squares' gave a clear view on an individual's health status. On this basis support was offered at no cost to the truckers. There were two levels of support: an intensive medically oriented support programme offered through partner organisation RiskCare, and a lifestyle programme provided through partner organisation Active Living. Approximately 150 truckers entered into the intensive medically oriented support programme and an additional 600 truckers entered into the lifestyle programme. In the lifestyle programme truckers were put into contact with a 'fit coach'. The 'fit coaches' helped develop a personal fitness plan and offered advice and feedback by telephone and e-mail, when it was convenient for the participant.

#### *Outcomes*

Approximately 13 500 people completed the 'fit test' and around a 1 000 people attended the 'fit squares'. Approximately 90 % of the group who entered the coaching intervention reported actual lifestyle changes and on average had lost four kilos of weight four months later. However, in a later measurement it became clear that the effects of the intervention on weight decreased over time. Repeated confrontation and intervention was found to be important to retain health gains. In the future, BGZ Wegvervoer also intends to focus on environmental interventions, such as promoting healthy food options at truck stops and restaurants. While the current 'fit test' will remain in use it will, for financial reasons, be geared towards company use. Transport companies will be able to hire BGZ Wegvervoer for their own 'Fit op de Rit' programme.

#### *Lessons learnt*

- Changing lifestyle effectively is difficult without changing environmental conditions such as food/exercise options at truck stops.
- Expect a substantial percentage of non-respondents. Try to get access to a large sample of employees.
- Avoid overly threatening messages, use light-hearted communication instead. Consider consulting a professional agency.
- Look for ways to raise the profile and visibility of the campaign.

#### ***Classification of the case***

*Type of organisation(s):* NGO of social partners

*Risks or topics covered in this example:* Health/fitness awareness campaign and support

*Types of methods used:* Website, information package, health screening, personalised support, light-hearted materials

*Types of communication/publicity methods:* Various, including radio and TV, and roadshow

#### ***Contact person and contact details***

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<http://www.bgz.nl/>  
<http://www.fitopderit.nl>

## 2.38. DON'T BE A SLEEPY DRIVER, 2008, THE NETHERLANDS

### *Organisation*

Ministry of Transport, Public Works and Water Management, in collaboration with a group of diverse Dutch public and private organisations (Achmea, ANWB, BOVAG, BGZ Wegvervoer, CBR, EVO, Inspectorate for Transport, Public Works and Water Management, KLPD, KNV, Les Routiers, RAI Vereniging, TLN, Veilig Verkeer Nederland, VERN en VNA)

The Dutch campaign 'Word geen slaaprijder' ('Don't be a sleepy driver') is a national campaign concerning tiredness and fatigue on the road. The campaign is aimed at all road users. In addition to the promotional campaign, fatigue management studies are being set up specifically targeting the drivers of heavy goods vehicles.

As part of the promotional campaign, billboards are placed next to all highways in the Netherlands, which give advice to prevent tiredness, such as: 'Don't drive when you aren't fit', 'Take a 15-minute break every two hours' and 'Be sure to always have fresh air'. In addition a nationwide radio campaign was launched. Flyers are also available, some written specifically for professional drivers and others for general road users. Issues that are discussed in the flyers are:

- preventing tiredness in traffic;
- what is a 'sleepy driver'?
- how to recognise a sleepy driver: the signals;
- tips to prevent becoming a sleepy driver: before and during driving;
- what to do before leaving; and
- what to do during your journey.

The campaign ran in the Netherlands between 16 June and 23 August 2008, and is expected to be re-run in 2009.

The following text has been taken from the promotional campaign and translated into English.

Drivers that get behind the wheel while tired are called sleepy drivers. They endanger themselves, their passengers and other road users. Research indicates that an accident is four times more likely when a driver is tired. Tired drivers have less ability to react in time, they are less capable of assessing the situation and they take the wrong decisions. Tiredness is a factor in almost 15 % of accidents. Repeated yawning is a clear indication of tiredness and it means that you have to get off the road to take a rest. Loss of concentration, driving with irregular speed and having difficulties in driving between the lines are other symptoms. When your eyelids are getting heavy or when you are drowsy you are already too late: you are almost asleep! We think it is normal not to drink and drive — taking a rest in time shouldn't be any different. This is not only important for your own safety but for the safety of others as well.

In parallel to the promotional activities the Ministry is also exploring a so-called 'fatigue management approach'. This approach is targeted specifically at the drivers of large



goods vehicles and the companies where they work. The aim of the project is to develop and test practical and effective fatigue management measures which can be used by transport companies. The measures are to be developed and evaluated through a set of collaborative pilots with Dutch transport companies. With the use of fatigue management a transport company can manage its fatigue-related risk, which is a benefit both for the company itself and for society as a whole.

### **Further information**

<http://www.wordgeenslaaprijder.nl>

<http://www.wordgeenslaaprijder.nl/campagne.html>

<http://www.rijksoverheid.nl/documenten-en-publicaties/publicaties-pb51/word-geen-slaaprijder.html>

<http://www.ikbenvoor.be>

### **Classification of the case**

*Type of organisation(s):* Government and multiple NGOs (risk insurers, research institutions, governmental organisations and public interest groups)

*Risks or topics covered in this example:* Tiredness, loss of concentration, fatigue

*Types of methods used:* Fatigue management

*Types of communication/publicity methods:* Promotional campaign: radio commercial, advertising billboards, flyers, free publicity

*Types of products produced:* Flyers, billboard, website

### **Contact person and contact details**

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## 2.39. WORKSCAN FOR PSYCHOSOCIAL FACTORS, THE NETHERLANDS

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### **Organisation**

BGZ Wegvervoer and TNO Quality of Life

### **Description of case**

This online/interactive questionnaire was developed by TNO and tested a total of 250 employees from 12 road transport companies.

The developed worksan is a short, simple questionnaire that can be completed on the Internet by employees from the transport and logistics sector. Its goal is to give employees an insight into their work/life balance and to stimulate them to rectify, if necessary, the imbalance. The worksan was tested in a pilot study amongst 12 companies and was based on the experiences of participants in the pilot.

The following text is taken from the instructions on the questionnaire.

'You want to be healthy and have pleasure in performing your job now and in the future. The worksan enables you to test whether you are in the right place and whether your job fits you. The results indicate what you think of your work. It gives you tips to work in a pleasant and healthy manner and to keep it that way. This is in your concern, and that of your employer.

The worksan is meant for employees in transport, logistics and the crane industry. The test was made by TNO for BGZ Wegvervoer, the road transport occupational health centre. The worksan consists of 52 questions about work pleasure, health, balance between work and private life and the relationship with your direct supervisor and colleagues. If you like your work and perform it healthily, the worksan will confirm this. If there are some points in which you are not that comfortable, we will advise you to contact your supervisor, your colleagues or your family. The worksan gives you tips on how to do this.'

### **Classification of the case**

*Type of organisation(s):* Non-profit organisations

*Risks or topics covered in this example:* Psychosocial factors, work balance, online questionnaire/survey

*Types of methods used:* Questionnaire

*Types of communication/publicity methods:* Website

*Types of products produced:* Online questionnaire

### **Contact person and contact details**

TNO Quality of Life, Work and Employment  
Jan Fekke Ybema





## 2.40. SAFETY SCAN, THE NETHERLANDS

### **Organisation**

Ministry of Transport, Public Works and Water Management (in collaboration with transport organisations)

### **Description of case**

The Department of Transport, Public Works and Water Management has created VPIs (*Verkeersveiligheids prestatie-indicatoren* = traffic safety performance indicators). With these indicators the extent to which a company pursues traffic safety policy can be measured. Based on these indicators a 'safety scan' application was developed in 2004. The computer programme was constructed in collaboration with organisations from the transport sector (EVO, TLN, KNV and VERN) and is packaged on a freely available CD-ROM. The safety scan is intended both for use by companies with heavyweight lorries and for companies with delivery vans.

By using the safety scan, a company can assess their organisation, their drivers and their vehicles by answering a series of questions. The safety scan software uses this information to offer direct feedback to the company. This allows:

- an insight into the strengths and weaknesses of the company safety policy; and
- advice with practical improvement measures.

Additionally, a 'safety monitor' computer application is included on the CD-ROM. With this software, damage (incidents and accidents) and fines can be registered and analysed. Employers can use the safety monitor to gain insight into the real cost of their traffic incidents and intervene in time when conditions change. The real costs of traffic incidents are often more complex than anticipated (e.g. downtime of trucks, repair costs, personnel time, delay of delivery, insurance premiums, damage to reputation).

The safety scan is being implemented in practice. The Regional Support Bureau Traffic Safety of southern Holland province, for instance, has started a project to help transport organisations start using the tools and to help them understand their safety culture.

### **Further information**

<http://www.ivw.nl/onderwerpen/vrachtauto/ondernemer/inspecties/safetyscan/>

<http://www.nvvc-congres.nl/papers2006/R.%20Visser%20-%20Safety%20Culture%202.pdf>

### **Classification of the case**

*Type of organisation(s):* Ministry, organisations from transport sector

*Risks or topics covered in this example:* Safety culture, performance indicators, accident registration

*Types of methods used:* Interactive computer application

*Types of communication/publicity methods:* Free distribution on request

*Types of products produced:* CD-ROM

### **Contact person and contact details**

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## 2.41. SAFE ON THE ROAD, THE NETHERLANDS

### **Organisation**

TLN (Transport Logistiek Nederland)

### **Description of case**

Every year a number of children fall victim to traffic accidents involving lorries. The notorious 'blind spot' is an important factor in this. Although neither the driver nor the child is at fault, such accidents nevertheless occur and continue to haunt all those involved. In 1996 Transport en Logistiek Nederland took the initiative to turn their words into deeds and set up the 'Safe on the road' project.

'Safe on the road' is targeted at children who attend primary schools in the Netherlands and is designed to increase their safety on the road now and in the future. It is a project developed and implemented by the road haulage sector, since it is carried out by transport entrepreneurs and/or staff. In an unprecedented effort, they devote their free time to teaching children the four basic rules that can contribute to children's safety and awareness when encountering lorries and other heavy vehicles in traffic.

These lessons, covering both theoretical and practical aspects, are provided by transport company volunteers. The 'Safe on the road' demonstration truck visits the school to give a practical demonstration of the basic rules of road safety to the children. So far, thousands of schoolchildren have already worked with the basic rules of 'Safe on the road'. The project was originally intended to run for two years. In view of its success and the need to reach even more children, the project has been extended.

### **Further information**

<http://www.veilig-op-weg.nl/>

This medium allows children, parents, teachers, lorry drivers, transport companies and others to learn about 'Safe on the road'.

### **Classification of the case**

*Type of organisation(s):* TLN transport entrepreneurs, primary schools

*Risks or topics covered in this example:* Lack of traffic safety due to lorry traffic

*Types of methods used:* Teaching at primary schools (children aged between 8 and 12) by well-trained volunteers, videos, handouts, practical experience with demonstration lorry, colouring poster

*Types of communication/publicity methods:* Videos, handouts, school visits, teaching, colouring posters, website

*Types of products produced:* Colouring posters, videos, handouts, website



### **Contact person and contact details**

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## **2.42. AIDS AWARENESS CAMPAIGN, SWEDEN**

### **Organisation**

Swedish Transport Workers' Union, Research Department

The Swedish Transport Workers' Union communicates information about the risks of HIV. The idea for this HIV project for truck drivers was born during a course on union solidarity. The objective of this initiative is to raise awareness that HIV is still a health threat, especially in eastern Europe where the disease is spreading. By the use of audio books, the project aims to spread information about how HIV travels along transport routes throughout the world.

Work started on the 'Way of the virus' project in 2006 and was finished in the autumn of 2007; this comprised interviews with truck drivers, union representatives and experts in several countries. So far interviews have been conducted in Sweden, South Africa and Uruguay. The interviews will be turned into an audio documentary and distributed through 'roadside libraries', which allow transport workers to borrow audio books at truck stops throughout Sweden to listen to while driving. The idea is to raise awareness of the problem and hopefully create discussions between workers. The project has also grown to contain a website, where people can see a video trailer and download information documents on HIV/AIDS. When the documentary is finished, it will be available for free download from the website.

### **Further information**

<http://www.virusetsvag.com>  
<http://www.itfglobal.org/HIV-AIDS/agenda1-listen.cfm>

### **Classification of the case**

*Type of organisation(s):* NGO

*Risks or topics covered in this example:* HIV, AIDS among truck drivers, spread of the virus

*Types of methods used:* Interviews with truck drivers, union representatives and experts in several countries

*Types of communication/publicity methods:* Websites, audio books/CD

*Types of products produced:* Audiobook, CD



### **Contact person and contact details**

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## **2.43. TYA — THE VOCATIONAL TRAINING AND WORKING ENVIRONMENT COUNCIL OF THE TRANSPORT SECTOR, SWEDEN**

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### **Organisation**

Transportfackens Yrkes- och Arbetsmiljönämnd (TYA)

TYA — the Vocational Training and Working Environment Council (Transport Trades) — is a non-profit-making association established by the labour market parties within the transport sector in Sweden. TYA is a member of the European Transport Training Organisation EuroTra.

TYA focuses on a variety of areas:

- to improve the status of the transport industry;
- to develop and produce training tools of all kinds, e.g. CBT products, distance-learning tools, books and various instruction manuals;
- to carry out vocational training and working environment education; annually, TYA arranges some 60 courses in different subjects of relevance to the transport trades;
- to create and maintain a dialogue with national and regional authorities as well as other stakeholders to consider the views held by TYA's principals;
- to follow, report on and take action to improve working environment conditions; and
- to engage in recruitment activities making skilled staff seek job opportunities in the transport sector.

For its haulage branch in particular, TYA carried out around 20–25 projects in 2008 alone. Examples of ongoing projects are:

- *Keep workers in the road haulage industry moving — Leonardo da Vinci project*
  - This is a biennial international project of 12 partners from EuroTra aimed at elderly workers. The project aims to discover factors which allow older employees to stay in the branch for longer. (Contractor and project manager of the project is VTL from the Netherlands. Person responsible at TYA is Caj Luoma, Tel. +46 87345230 or 705345230, e-mail: caj.luoma@tya.se)



- *Drivers' working environment*
  - During 2008, TYA published training and instruction materials for OSH for drivers of trucks, machines and lorries. (Contact at TYA: Anders Jonzon, Tel. +46 87345234 or 706635234, e-mail: anders.jonzon@tya.se)
- *EU regulations (Directive 2003/59/EC) on training of professional drivers in the transport sector*
  - TYA was the Swedish partner in the EU project 'Safe EU driver' (see snapshot 'Safe EU driver') and is now acting as lobbyist for the branch, with negotiations in the Swedish implementation process of the new law. At the same time, TYA is discussing and defining its own role in the coming training system for professional drivers. (Contact: Caj Luoma, Tel. +46 87345230 or 705345230, e-mail: caj.luoma@tya.se)

### **Further information**

TYA: <http://www.tya.se/tya/bransch/akeri/omakeri.asp>

General information of TYA in English: [http://www.tya.se/tya/in\\_english/tya\\_english.asp](http://www.tya.se/tya/in_english/tya_english.asp)

EuroTra (elderly worker): [http://www.eurotra.eu/index.php?option=com\\_content&task=view&id=241&Itemid=1](http://www.eurotra.eu/index.php?option=com_content&task=view&id=241&Itemid=1)

### **Classification of the case**

*Type of organisation(s):* Branch organisation of the social partners

*Risks or topics covered in this example:* Training measures, OSH, regulation/law

*Types of methods used:*

*Types of communication/publicity methods:*

*Types of products produced:* Training courses' curricula

### **Contact person and contact details**

TYA

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(especially hauliers)

## **2.44. VISION ZERO, SWEDEN**

### **Organisation**

Vägverket (Swedish Road Administration)

The Swedish Road Administration is the national authority assigned the overall responsibility for the entire road transport system. Sweden's long-term road safety goal is that there should be no fatalities or serious injuries in road traffic. This goal was ratified by the Swedish Parliament in 1997 and is based on the 'Vision zero' programme.

'Vision zero' is an extensive programme and there are several topics specifically directed at haulage companies and professional drivers:

- hours of service regulations and the risk of fatigue- and sleep-related road accidents;



- preventive measures to prevent driving under the influence of alcohol/drugs;
- the road system as a working place;
- seat belts' campaign;
- planning the road transport system development — a literature study; and
- Swedish networks of excellence to promote research and development focusing on the needs within the road transport sector in Sweden and Europe.

'Vision zero' is a political campaign of long duration with broad support. The topics above are only a minor selection of many links (available on website).

Here is an example of implementation within a company:

### ***Schenker AB Sweden***

Schenker is an international logistics company which supports the 'zero accident vision' of the Swedish government. Following the rule 'Good working conditions include looking after traffic safety for the general public and drivers', the company developed a strategy in 2004, and an action plan for 2008–12.

By using the safety scan, a company can assess their organisation, their drivers and their vehicles by answering a series of questions. The safety scan software uses this information to offer direct feedback to the company. This allows:

- *Alcohol*
  - From 2005 onwards, the company has carried out alcohol testing on all its employees who drive at work. Schenker AB asked the ferry companies operating to and from Sweden not to serve alcohol to drivers, and to call the police when they suspect drunken driving at their ferries and terminals. Since 2006 all new vehicles (lorries as well as company cars) have been equipped with 'alcolock' (alcohol ignition interlock). The alcolock is a technical device that is connected to the vehicle ignition system. Before starting the car, the driver must blow into a mouthpiece to check the air exhaled. If this contains alcohol equal to or more than the legal limit, it will not be possible to start the engine. Alcolocks are also currently being used for quality assurance purposes, and are linked to DWI (driving while intoxicated) offences. The safety scan is being implemented in practice. The Regional Support Bureau Traffic Safety of southern Holland province, for instance, has started a project to help transport organisations start using the tools and to help them understand their safety culture.
- *Speed*
  - Schenker recommends automatic speed regulation to a maximum of 80 km/h. In 2008, there will be a campaign directed at the drivers of Schenker's cooperating haulage companies including an information campaign in English and German for foreign drivers in Sweden.
- *Seat belts*
  - All employees shall use seat belts. All new vehicles will be equipped with seat-belt reminders.
- *Secured load*
  - Training measures and spot checks.

### ***Further information***

Swedish Road Administration (in English):

[http://www.vv.se/templates/page2\\_2\\_\\_\\_\\_\\_13172.aspx?epslanguage=EN](http://www.vv.se/templates/page2_2_____13172.aspx?epslanguage=EN)

[http://www.vv.se/templates/page3\\_\\_\\_\\_\\_20790.aspx](http://www.vv.se/templates/page3_____20790.aspx) (Alcolock)



Schenker AB Sweden:

[http://www.schenker.se/upload/attachments/76/7600/4-TS\\_INNI.pdf](http://www.schenker.se/upload/attachments/76/7600/4-TS_INNI.pdf) (in Swedish)

### **Classification of the case**

*Type of organisation(s):* Public authority, private company

*Risks or topics covered in this example:* Welfare and health, training and instruction for driving, accidents and safety, technology in vehicles

*Types of methods used:* Campaign, control

*Types of communication/publicity methods:* Campaign

*Types of products produced:*

## **2.45. SITE WITH FOCUS ON TRANSPORT, SWEDEN**

### **Organisation**

Arbetsmiljöverket (Swedish Working Environment Agency)

The Swedish WEA offers a whole package of different information for the haulage sector, including information about laws and regulations as well as advice on risk assessment, checklists and other means for developing a good working environment.

The WEA is also surveying articles in newspapers, magazines, broadcasting and TV related to the road transport sector.

### **Further information**

<http://www.av.se/teman/transport/> (Swedish)

<http://www.av.se/lagochratt/regelpaket/NRPAKERI.aspx> (compilation for haulages)

[http://www.av.se/dokument/inenglish/broschures/adi\\_578eng.pdf](http://www.av.se/dokument/inenglish/broschures/adi_578eng.pdf) (some information in English)

### **Classification of the case**

*Type of organisation(s):* National Swedish Working Environment Agency

*Risks or topics covered in this example:* Various

*Types of methods used:* Publications

*Types of communication/publicity methods:* Various

*Types of products produced:* Checklists, good practice guides

### **Contact person and contact details**

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<http://www.av.se/omoss/kontakt/epost.aspx>



## 2.46. THE SWEDISH HAULAGE COMPANIES, SWEDEN

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### **Organisation**

Sveriges Åkeriföretag

The Swedish Haulage Companies association has about 9 300 member companies and gives advice to its members regarding legal, economical and technical questions. Other services include:

- haulage handbook 2008;
- activities;
- training, management courses;
- action plan for gender mainstreaming;
- newsletter;
- debate;
- blog.

### **Further information**

<http://www.akeri.se>

### **Classification of the case**

*Type of organisation(s):* Association, lobby

*Risks or topics covered in this example:* Support for haulage, management

*Types of methods used:* Training, management courses, action plan for gender mainstreaming, consultancy

*Types of communication/publicity methods:* Newsletter, debate, blog

*Types of products produced:* Haulage handbook 2008

### **Contact person and contact details**

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## 2.47. DRIVING AND REST, SPAIN

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### **Organisation**

Trade Union Federation of Communication and Transport of CCOO (Confederación sindical de comisiones obreras)





### **Description of case**

The CCOO published a leaflet in which the European legislation on time-management issues concerning drivers is described, including permissible duration for continuous driving, driving breaks and rest periods. The rules are described and examples of driving schedules are given. The leaflet gives some illustrative examples of driving schedules, which satisfy legislation.

Issues concerning speed registration systems (tachographs) and the responsibilities of the transport companies are also described.

According to European legislation, all goods vehicles manufactured from 1 May 2006 need to have a digital tachograph installed. The tachograph registers speed, distances and rest periods and the data is easily transferred. Data of the tachograph are kept for at least 12 months after registration and are easily accessible if necessary.

### **Further information**

More information about the changes in legislation:

<http://www2.fct.ccoo.es/castilla-leon/pdf/destacados/ModificacionTacografo.pdf>

More information about CCOO:

<http://www.fct.ccoo.es>

### **Classification of the case**

*Type of organisation(s):* Trade union

*Risks or topics covered in this example:* Duration for continuous driving, driving breaks, rest periods, European legislation

*Types of methods used:* Publication of information

*Types of communication/publicity methods:* Leaflet (20 pages) on driving hours and rest

*Types of products produced:* Extensive description of driving times' schemes and detailed examples

### **Contact person and contact details**

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<http://www.fct.ccoo.es>

## **2.48. DRIVING FOR BETTER BUSINESS CHAMPIONS, UK**

### **Organisation**

RoadSafe

RoadSafe is acknowledged as a leading forum for promoting and devising solutions to road safety problems in the UK. 'Driving for better business champions', as part of this



forum, aims to develop and coordinate a network of employers and champions to promote good practice in work-related road safety, in order to catalyse a reduction in deaths and injuries caused by vans and cars used for business purposes. The UK Secretary of State for Transport has delegated the development and management of the outreach programme to a committee, which is supported by RoadSafe under contract to the Department for Transport. The Department for Transport wants to improve driving for work standards and believes it can do this by supporting business to communicate with business and demonstrate the commercial benefits of effective work-related road safety.

Business champions constitute the central element of the 'Driving for better business' employer network; they are firms that are prepared to champion good practice in work-related road safety by taking a business message to business. One of these champions is Kwikfit, Britain's largest supplier of tyres and exhausts. Kwikfit launched a major occupational road risk management survey in conjunction with RoadSafe, who oversee the management of the government's 'Driving for better business' programme. The aim of the survey is to find out the actions which senior managers with responsibility for fleet operations and the use of privately owned cars on business have taken to reduce their organisations' risk exposure following the implementation of the corporate Manslaughter and Corporate Homicide Act.

#### ***Further information***

<http://www.drivingforbetterbusiness.com/>

#### ***Classification of the case***

*Type of organisation(s):* Non-governmental under contract to government

*Risks or topics covered in this example:* Occupational road safety, risk assessment, risk management

*Types of methods used:* Methods include mainstreaming occupational issues into road safety, developing and coordinating a network, involvement in government initiatives

*Types of communication/publicity methods:* Business to business, website, championship award

*Types of products produced:* Website, surveys

#### ***Contact person and contact details***

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## 2.49. HEALTH AND SAFETY IN ROAD HAULAGE, UK

### *Organisation*

Health and Safety Executive (HSE)

Web-based information, a range of publications, educational events, advertising campaigns and enforcement activities form the HSE's overall strategy for reducing workplace transport accidents.

The following text is taken from one of the HSE's many publications regarding health and safety in the road haulage sector.

The haulage and distribution industries account for a large proportion of industrial accidents. Almost all deaths arise from just four kinds of accident, most often during loading and unloading or maintenance of vehicles:

- being struck by moving vehicles;
- falling loads;
- falls from vehicles; and
- collapsing or overturning vehicles.

Likewise, most major injuries are due to just four causes:

- slips and trips;
- being struck by moving or falling objects;
- falls from less than 2 m; and
- manual handling.

Most of these accidents also occur during loading and unloading, although many slips occur during other work.

Many of these accidents could be prevented by simply examining the activities that take place, removing and controlling hazards as far as possible, and taking the necessary managerial and supervisory steps to make sure that what is supposed to happen, does happen.

### *Things to consider*

- Do drivers have a safe place to wait during loading and unloading and can they get there without passing through areas of vehicle movement?
- Are security and loading staff made aware of the dangers of moving vehicles?
- Is reversing minimised? If it is unavoidable, are alternative measures taken, such as use of additional mirrors on vehicles, CCTV or a suitably trained guide?
- Is there a clear one-way system and are there pedestrian/vehicle routes?
- Would a driver arriving at a site know where to go, where to park safely and how to make contact with someone at the premises?
- Do vehicle routes have sharp or blind bends/corners? Are they wide enough and properly maintained? Who plans this? Who checks this?
- Are all FLT (fork lift truck) drivers trained, certified and regularly monitored?
- Are all FLTs in good condition?



- Do all vehicles and trailers have effective service and parking brakes and are there clear instructions on how and when to apply them?
- Have you considered alarms that sound if the handbrake is left off? Several drivers are killed every year simply because their vehicles move off when the handbrake is left off when parked.
- Are all drivers experienced? Do you test them to check their competence?
- Are stabilisers always used when operating lorry-mounted cranes?
- Do drivers always use trailer parking brakes and not rely on disconnecting the red line?
- Are tipping vehicle bodies always propped when people work under them or under tilting cabs?
- Do you know what work at height goes on, e.g. roof work, painting, high-level storage, work in warehouse racking?
- Is safe access provided?
- Are sheeting operations carried out with as little climbing on lorries as possible?
- Are vehicle transporters fitted with guardrails on the upper deck?
- Is there an inspection, maintenance and report procedure for all equipment such as ropes, straps, curtains, sheets, nets, etc. to ensure they are safe to use?
- Is there safe access to bulk-storage diesel tanks?
- Are steps fitted for access to the bed of all vehicles and are they used rather than drivers jumping down or climbing up?
- Are yards well lit, well maintained with an even surface and free of slipping and tripping hazards?.
- Are vehicle, trailer and cab access steps all kept in good condition?
- Have all manual handling tasks been identified and eliminated where possible?
- For those tasks remaining, have mechanical aids been provided and training carried out?
- Are there safe means of opening and closing trailer curtains?
- Are there systems for checking whether a load has shifted in transit and for dealing with bulging loads on curtain-sided vehicles?
- Are all drivers familiar with safe loading and unloading procedures?
- Do you and your drivers know what hazards they may be exposed to and what rules they should follow at customer sites?

#### ***Further information***

<http://www.hse.gov.uk/pubns/indg379.pdf>

#### ***Classification of the case***

*Type of organisation(s):* Government enforcement body

*Risks or topics covered in this example:* General health and safety

*Types of methods used:* Training, consultancy, publications, website

*Types of communication/publicity methods:* Leaflets, website

*Types of products produced:* Training, consultancy, publications, website



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## **2.50. SAFETY OF LOADS, UK**

### **Organisation**

Department for Transport (DfT)

The Department for Transport provides leadership across the transport sector to achieve its objectives, working with regional, local and private sector partners to deliver a transport system which balances the needs of the economy, the environment and society. DfT provides web-based information and publications to communicate best practice to the road haulage industry. One of their recent publications focuses on the safety of loads.

Legal requirements, industry guidance and common sense require that all loads carried on vehicles are secured so that they do not move relative to the vehicle chassis during transit. This is to protect the people involved in loading, unloading and driving the vehicle, as well as other road users and pedestrians.

Employers have a legal obligation to ensure the safety both of their employees and of anyone affected by their work activities. They are required to assess the risks involved in all their work activities, including loading/unloading activities, and take all reasonably practicable steps to reduce these risks. The risk assessment should include consideration of the following risks:

- people falling off the vehicle;
- people being struck by vehicles such as fork lift trucks involved in loading/offloading, or other vehicles operating in the area where loading or unloading is being carried out;
- loads or parts of loads falling from the vehicle, during loading or unloading; falling loads can cause injuries by striking people standing near the vehicle, and 'secondary' injuries due to people taking avoiding action;
- loads or parts of loads falling from the vehicle in transit; this can lead to serious injuries if the load strikes other vehicles or pedestrians, significant disruption to the road network, and damage to the road infrastructure, i.e. road surfaces or bridges;
- loads or parts of loads coming through the headboard of the vehicle into the driver's cab;
- straps, etc. under tension springing back and hitting people;
- loads/part loads moving on vehicles during loading/unloading and injuring drivers or other people;
- slips, trips and falls on vehicle beds; vehicles with uncoated metal beds, or where the bed is contaminated with water or oil, can be particularly dangerous.



People in control of loading/unloading will need to consider the following risk control measures:

- use of safe loading/delivery/unloading plans;
- issue of proper instruction to loading/unloading staff on the safe loading/offloading plan and the procedures to be followed;
- proper and competent supervision of loading/unloading operations;
- proper instruction and training of drivers and loaders in correct methods of load restraint and correct use of load securing and restraint equipment; also the limitations of such equipment and the need for regular checking;
- ensuring that the headboard of the vehicle is robust enough to resist movement of the load;
- ensuring that the load is placed so that it is in contact with the headboard or, if this is not possible, using an intermediate bulkhead or filling the gap between the load and the headboard with suitable bulking material;
- ensuring that the curtain of a curtain-sided vehicle is used only for weather protection and not as a method of load containment;
- regular checking of the integrity of load restraint equipment, vehicle beds, etc.;
- the need for restricted but safe access to vehicles for loading/offloading and restricting loading/unloading areas to authorised persons only; and
- the need for good cooperation between all parties involved in loading/unloading and deliveries.

**Some do's and don'ts:**

- DO check the weight of the load to be carried.
- DO make sure that the vehicle is capable of carrying the size and type of load.
- DO consider whether a specialised vehicle should be provided for loads such as steel coils or paper reels.
- DO remember that the size, type and weight of the load will affect the handling of the vehicle.
- DO check the load before moving off and whenever items are added or removed.
- DO remember that loads can settle and shift during a journey causing lashings to slacken.
- DO check the load at regular intervals and after heavy braking or sudden changes of direction.
- DO make sure safe systems of work are devised and followed when loading and unloading vehicles.
- DON'T overload the vehicle or the axles.
- DON'T load the vehicle too high.
- DON'T reduce the load on the steered axles by positioning the load too far back.
- DON'T move the vehicle with any part of the load not restrained.
- DON'T climb onto the vehicle or its load unless it's essential and there is a safe means of access.
- DON'T take any chances; there are better things to do than have an accident!

***Further information***

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<http://www.dft.gov.uk>

### ***Classification of the case***

*Type of organisation(s):* Government department

*Risks or topics covered in this example:* Safety of loads

## **2.51. TIPPING GUIDANCE NOTES, UK**

### ***Organisation***

Health and Safety Executive (HSE)

The Health and Safety Executive (HSE) is the government body responsible for the enforcement of health and safety legislation in the United Kingdom. Workplace transport accidents have been identified by the HSE as a major cause of injuries and deaths at work and have been made a priority programme area for the organisation. The aim of the priority programme is to reduce the number of workplace transport accidents by 10 % between 2000 and 2010.

The first steps in this campaign involved identifying the following:

- the most common types of accidents occurring in the industry;
- the most common types of location where the accidents occurred; and
- the most common contributing factors.

When this information had been established it was possible to target resources more effectively at raising awareness of health and safety within the industry and reducing accident figures. This case study focuses on falls from vehicles and is part of a series which gives examples of good practice to reduce injuries through sensible management of health and safety risks in the workplace. These cases form part of the information produced by the HSE for the transport sector; in addition to the material discussed here, there are a range of other publications, web-based information, educational events and enforcement activities which form the HSE's overall strategy for reducing workplace transport accidents.

As part of this work, the HSE has produced guidance notes to help avoid problems when performing tipping operations. These can be found using the link below. Tipping can be dangerous. The machinery or load can seriously hurt people and a lot of vehicles overturn each year, sometimes resulting in fatalities.

### ***Further information***

<http://www.hse.gov.uk/workplacetransport/information/tipping.htm>

### ***Classification of the case***

*Type of organisation(s):* Government enforcement body

*Risks or topics covered in this example:* Guidance on safe tipping procedures

*Types of methods used:* Training, consultancy, publications and website



*Types of communication/publicity methods:* Publications, website

*Types of products produced:* Training, consultancy, publications, website

### **Contact person and contact details**

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## **2.52. MOVING GOODS SAFELY, UK**

### **Organisation**

Health and Safety Executive (HSE)

'Moving goods safely' (MGS) is a national project involving both the Health and Safety Executive (HSE) and local authorities (LAs) working in partnership. The project aims to reduce injuries and illhealth arising from the movement of goods from supplier through haulier to the recipient and end-user, including any home deliveries. The project will focus upon the delivery and collection of goods and the hazards this generates. It covers the main areas that cause the majority of injuries and illhealth to workers, including:

- workplace transport;
- slips and trips; and
- musculoskeletal disorders (MSDs).

Communication and cooperation problems can arise due to the many organisations involved in the movement of the goods, and this can also lead to difficulties in effectively managing health and safety. This presents health and safety regulators with the challenge of dealing with a huge variety of issues.

The movement of goods often occurs along a supply chain. Each stage of the supply chain is enforced either by inspectors from the HSE or from the LA. LAs inspect retail premises, warehouses and wholesale distribution, whilst the HSE inspects manufacturers, road haulage, pallet networks and home delivery firms. The MGS project aims to ensure that both the HSE and LAs take a consistent approach throughout the supply chain, particularly where areas of enforcement meet, for example, a retail supermarket carrying out home delivery.

Inspectors deal with health and safety risks in a number of ways including:

- on-site inspections (announced and unannounced);
- investigation of accidents and complaints;
- providing guidance and support at visits, by phone or at events;
- enforcement where necessary; and
- awareness-raising events and seminars.

The MGS team operates as part of the HSE's Services, Transportation and Safety Unit (STSU). Their activities include:

- providing support, advice and guidance to inspectors;





- focusing efforts to drive down accidents and illhealth in industry to meet the government's revitalising health and safety (RHS) targets;
- monitoring the health and safety performance of the industry;
- working with the key stakeholders.

#### **Further information**

<http://www.hse.gov.uk/movinggoods/index.htm>

#### **Classification of the case**

*Type of organisation(s):* Government enforcement body

*Risks or topics covered in this example:* Guidance on safe tipping procedures

*Types of methods used:* Training, consultancy, publications, website and enforcement

*Types of communication/publicity methods:* Publications, website

*Types of products produced:* Training, consultancy, publications and website

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## 2.53. DELIVERING GOODS SAFELY, UK

### **Organisation**

Health and Safety Executive (HSE)

Deliveries and collections are essential to business, but can be some of the most dangerous activities to deal with. Hazards may include manual handling injuries when loads are moved by hand, health and fire risks if hazardous loads are spilled, and risks from using cranes or other lifting equipment such as lorry loaders. However, this guidance deals primarily with the main workplace hazards — those to do with the vehicles involved, and it is often the drivers of those vehicles who are the victims.

Every year in the UK, about 70 people are killed and 2 000 seriously injured in accidents involving vehicles in and around workplaces. A significant number of these occur during deliveries and collections.

Unless effective precautions are taken, there will be risks of:

- pedestrians being hit by moving vehicles;
- people falling from vehicles;
- vehicles turning over; and
- people being hit by objects falling from vehicles.

Individuals are often unfairly blamed for accidents which could have been prevented if duty holders had cooperated with one another.



The three key duty holders are:

- the supplier sending the goods;
- the carrier — the haulier or other company carrying the goods; and
- the recipient — the person receiving the goods.

Safety arrangements should be made before orders are taken or placed. This reduces the risk of accidents, along with saving time and money.

The three general principles which suppliers, carriers and recipients should follow are:

- send out safety information on deliveries and collections to other parties in the delivery chain;
- request safety information on deliveries and collections from other parties in the delivery chain; and
- agree a safe delivery plan.

All parties involved in deliveries should, so far as reasonably practicable, exchange and agree information to ensure goods can be delivered and collected safely.

#### **Further information**

<http://www.hse.gov.uk/workplacetransport/information/cooperation.htm>

#### **Classification of the case**

*Type of organisation(s):* Government enforcement body

*Risks or topics covered in this example:* Guidance on delivery/collection safety

*Types of methods used:* Training, consultancy, publications, website and enforcement

*Types of communication/publicity methods:* Publications and website

*Types of products produced:* Training, consultancy, publications and website

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## 2.54. FALLS FROM VEHICLES, UK

### **Organisation**

Health and Safety Executive (HSE)

The Health and Safety Executive commissioned the Health and Safety Laboratory (HSL) to conduct an investigation into the causes of falls from vehicles and to make recommendations to reduce this common problem. The findings of this investigation are summarised below.

In 2004/05, the human and economic cost of known fall-from-vehicle incidents was over GBP 36.5 million. More than 75 % of major fall-from-vehicle incidents occur during



loading and unloading activities. Fall prevention must be an integral part of planning loading or unloading, and selecting the right kind of vehicle is an important part of this.

In law, work at height means ‘work in any place where a person could fall a distance likely to cause personal injury if no precautions are taken’. It includes getting on and off a vehicle trailer or climbing into or out of a lorry cab. Most of the injuries reported to the HSE resulting from falls from vehicles are due to a fall from below head height; the most common areas from which falls occur being the load area followed by the cab access steps and the fifth wheel catwalk.

If you are in control of the work you must think in terms of the hierarchy of controls:

- plan to avoid work at height where possible;
- where you can't, make sure you use work equipment to prevent falls;
- where the risk of a fall can't be eliminated, use work equipment to minimise the distance and consequences of a fall; and
- always consider measures that protect everyone at risk (e.g. platforms and guardrails) before measures that protect only the individual (e.g. a safety harness).

These form the basis of controls; use the best solution (or combination of solutions) for your particular circumstances. Here are some examples:

- position plant controls at ground level, use ground-based sheeting systems;
- use platforms with slip resistant surfaces, handrails and access steps;
- use work restraint systems such as a harness and lanyard;
- use safety nets and personal fall arrest systems;
- inspect access equipment regularly, apply sensible housekeeping measures, and adopt safe working practices.

A significant number of falls from vehicles are the result of an initial slip or trip so preventing slips and trips on vehicles is vital. Preventative measures include:

- materials used on load-beds, tail lifts and in covering the fifth wheel area should be slip resistant where possible (NB: not all profiled metal plates are slip resistant);
- consider other surface finishes to increase surface roughness;
- use colour contrast to delineate the load, step and platform edges;
- consider the height and depth of steps;
- reduce contamination of walking surfaces;
- ensure a safe working environment, lighting, yard conditions, and consider weather conditions;
- provide slip resistant footwear (NB: not all safety footwear is slip resistant).

In most situations it is important to listen to the workers; they know how the job is done and will normally have good ideas about how to make it safer and more efficient.

In light of these recommendations, The HSE is now planning to commission a survey of road haulage drivers to gain a clearer understanding of their views and to raise awareness of the problem. A pilot survey is due to be carried out at a selection of truck stops within the UK. The details of the pilot are yet to be finalised but the intention is to offer drivers a breakfast voucher or similar incentive to participate. Based on the findings of the pilot, the survey will be tailored to maximise the quantity and quality of information, whilst keeping it relatively quick and easy to complete. The survey will then be rolled out nationally.



**Further information**

<http://www.hse.gov.uk/fallsfromvehicles/>

**Classification of the case**

*Type of organisation(s):* Government enforcement body

*Risks or topics covered in this example:* Falls from vehicles

*Types of methods used:* Training, consultancy, publications, website and enforcement

*Types of communication/publicity methods:* Publications, website

*Types of products produced:* Training, consultancy, publications and website

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## 2.55. LONDON FREIGHT OPERATOR RECOGNITION SCHEME (FORS), UK

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**Organisation**

Transport for London (TfL)

The UK Health and Safety Executive (HSE) is working with Transport for London (TfL) and the Metropolitan Police on a three-year scheme to encourage freight operators in London to implement policies and procedures to improve safety, reduce environmental impact, and improve efficiency of movement and delivery.

The scheme includes the delegation of the HSE's inspection powers to the Commercial Vehicle Education Unit of the Metropolitan Police, to allow them to undertake company visits and raise awareness of good practice in managing the risks of driving at work. More information can be found at <http://www.tfl.gov.uk/businessandpartners/freight/1280.aspx>.

The first unified freight plan for London has been launched — a major step towards more efficient movement of goods within the capital. The aim is to balance the needs of London's economy with those of other transport users, the environment and Londoners' quality of life.

The London freight plan (<http://www.tfl.gov.uk/microsites/freight/>) has been produced after consultation with the freight industry, freight users, investors and regulators.

**Further information**

<http://www.tfl.gov.uk/businessandpartners/freight/1280.aspx>

**Classification of the case**

*Type of organisation(s):* Government department



*Risks or topics covered in this example:* General

*Types of methods used:* Publications and website

*Types of communication/publicity methods:* Publications and website

*Types of products produced:* FORS

### **Contact person and contact details**

E-mail: freight@tfl.gov.uk

### **Publication requirements**

Information taken from TfL website

## **2.56. REDUCING SICKNESS ABSENCE AND PROMOTING RETURN TO WORK AT BUS COMPANIES, UK**

### **Organisation**

Health and Safety Executive (HSE) and the Department for Transport (DfT)

Bus drivers are particularly vulnerable to assaults: they are peripatetic, normally work alone and are in constant contact with members of the public. Over 30 % of incident reports from the bus transportation industry concern violence to staff, and working days lost among operational staff at bus companies are around twice the all-industry average.

Underlying these reports is a constant stream of 'low-level' incidents, such as verbal abuse, spitting and assaults, which may not be reported, but nonetheless cause distress and, potentially, work-related stress.

To bring together those agencies and other bodies that have a role to play in improving bus and coach security and to promote, encourage and coordinate relevant action by them, the Safer Travel on Buses and Coaches Panel (STOP) was established. Panel members included representatives of bus operators, unions, transport and local authorities, the police, passengers and government departments.

The terms of reference for STOP are as follows:

- to commission regular data collection of assaults on bus and coach staff and passengers and of vandalism of vehicles and property;
- to consider problems arising in the collection of accurate bus and coach crime data and make recommendations for improvements;
- to commission related research as necessary on an ad hoc basis;
- to study the results of the regular data collection and any ad hoc research, facilitating the exchange of ideas between members with operational experience and professional expertise on good practice for combating the crime problems, and when necessary making recommendations for improvements;
- to disseminate information on good practice in improving personal security and tackling crime in bus and coach travel and consider the need for a code of practice for operators on preventing it and dealing with it when it occurs; if a need for such a code of practice is identified, to agree, disseminate and keep it under review; and



- to keep ministers apprised of trends and developments.

A pilot project is to be undertaken in northern England with Arriva. It is intended that information and experience from this pilot will feed into improved guidance for other regions.

**Further information**

<http://www.dft.gov.uk/pgr/regional/buses/buscrime/safertravelonbusesandcoaches3540>

**Classification of the case**

*Type of organisation(s):* Government enforcement body

*Risks or topics covered in this example:* Violence to staff

*Types of methods used:* Data collection, consultation, information dissemination

*Types of communication/publicity methods:* Leaflets, website

*Types of products produced:* Not yet defined (this is a pilot project)

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## 2.57. DRIVER FATIGUE AND ROAD ACCIDENTS, UK

**Organisation**

Royal Society for the Prevention of Accidents (RoSPA)

**Introduction**

Driver fatigue is a serious problem resulting in many thousands of road accidents each year. Sleepiness reduces reaction time (a critical element of safe driving). It also reduces vigilance, alertness and concentration so that the ability to perform attention-based activities (such as driving) is impaired. The speed at which information is processed is reduced by sleepiness and so the quality of decision-making may also be affected.

It is clear that drivers are aware when they are feeling sleepy, and so make a conscious decision about whether to continue driving or to stop for a rest. It may be that those who persist in driving underestimate the risk of actually falling asleep while driving. Or it may be that some drivers choose to ignore the risks.

Young male drivers, truck drivers, company car drivers and shift workers are most at risk of falling asleep while driving. However, any driver travelling long distances or when he or she is tired is at risk of a sleep-related accident.

**Recommendations**

Employers should:

- manage the safety of their employees who drive;



- consider and implement the most suitable system of risk assessment and reassessment for the road safety needs of the company and its employees;
- choose the right vehicle and the safest specification for the needs of the job;
- ensure that work practices, journey schedules, appointments and routes enable drivers to stay within the law; and
- provide sensible guidelines about driving and for the use of the vehicles for all employees who may drive for the company.

Drivers should:

- try to ensure they are well rested, and feeling fit and healthy (and not taking medication which contraindicates using machinery) before starting long journeys;
- plan the journey to include regular rest breaks (at least 15 minutes at least every two hours) and, if necessary, plan an overnight stop;
- avoid setting out on a long drive after having worked a full day;
- avoid driving in the period when they would normally be falling asleep; and
- avoid driving in the small hours (between 2 a.m. and 6 a.m.) and take extra care when driving between 2 p.m. and 4 p.m. (especially after having eaten a meal or drunk any alcohol).

If you do start to feel sleepy during a journey, stop somewhere safe, take drinks containing caffeine and take a short nap.

#### **Further information**

<http://www.rospa.com/roadsafety/adviceandinformation/driving/driverfatigue/default.aspx>  
<http://www.rospa.com/roadsafety/adviceandinformation/driving/driverfatigue/factsheet.aspx>

#### **Classification of the case**

*Type of organisation(s):* NGO

*Resource type:* Website and leaflet

#### **Contact person and contact details**

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## **2.58. MORR™: MANAGING OCCUPATIONAL ROAD RISK, UK**

### **Organisation**

Royal Society for the Prevention of Accidents (RoSPA)

RoSPA is an accident prevention non-governmental organisation (NGO) that includes road safety and has specifically mainstreamed occupational road safety within its work.



It campaigns for organisations to adopt a proactive risk management approach to reducing the risks connected with 'at work' vehicle use, tackling this issue within the framework which they will already have in place for managing health and safety at work. It seeks to carry out its objectives in this area by working with others and developing partnerships. See some examples below of activities it carries out and the approaches it uses.

- Working with the government Transport Department and the UK OSH authority — As a member of the government's Work Related Road Safety Task Group, RoSPA has been helping to establish a national strategy on MORR, including the development of the recent HSE/DfT (Health and Safety Executive/Department for Transport) guidance 'Driving at work — Managing work-related road safety'. This document aims to educate employers on their duties to manage risk on the road under UK OSH regulations.
- Developing partnerships — Together with other key players, RoSPA has established the Occupational Road Safety Alliance (ORSA) which includes some 66 members. The organisation made input to drafts of the HSE/DfT guidance which it is now working to publicise. RoSPA provides the secretariat for ORSA and hosts its website (<http://www.orsa.org.uk>) and has secured funding from a government Transport Department scheme (DfT 'Challenge Fund') to help develop the site.
- Working with specific employers on managing road safety — For example, it worked with voluntary organisations such as the Red Cross to develop, run and evaluate a pilot scheme designed to help voluntary organisations assess the safety of their road transport operations, and to identify measures that can be adopted to manage and reduce or eliminate those risks. Outputs included a guide.
- Putting good practice information on its website and promoting key products such as its guide on MORR through major publicity drives.
- Organising events on MORR and making presentations to outside bodies.
- Offering training courses.
- Carrying out and promoting research — It is making a comparative review of international experience and a framework for evaluating efficacy of interventions such as driver training. It has organised a scientific meeting bringing together researchers and experts in MORR to see if there is scope for establishing a MORR research forum.

#### ***Further information***

RoSPA's MORR web pages:

<http://www.rospace.com/driverandfleet/morr/default.aspx>

<http://www.rospace.com/roadsafety/resources/employers/default.aspx>

<http://www.rospace.com/workplacesafety/sector/transport-and-logistics.aspx>

#### ***Organisation***

Royal Society for the Prevention of Accidents (RoSPA)

#### ***Classification of the case***

*Type of organisation(s):* Non-governmental organisation (NGO)

*Risks or topics covered in this example:* Occupational road safety, risk assessment, risk management





*Types of methods used:* These include mainstreaming occupational issues into road safety, developing partnerships, involvement in government initiatives, running events

*Types of communication/publicity methods:* Includes training, events, press work

*Types of products produced:* Website, free guides, training courses

### **Contact person and contact details**

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## **2.59. OCCUPATIONAL ROAD SAFETY ALLIANCE (ORSA), UK**

### **Organisation**

Occupational Road Safety Alliance (ORSA)

The Occupational Road Safety Alliance (ORSA) was created in 2002 at a meeting of 40 organisations who agreed to work together to promote occupational road safety via their respective memberships and key contacts.

ORSA now comprises over 150 organisations (outside of central government). It brings together employers, trade unions, local authorities, police forces, safety organisations and professional and trade associations. It aims to raise awareness of work-related road safety and to encourage businesses to manage at-work road risk more effectively. It seeks to do this by:

- facilitating networking between key stakeholders;
- encourage joint working to raise awareness in organisations of the need for action on work-related road safety;
- promoting the exchange of information on new initiatives and best practice;
- establishing a statement of common goals;
- organising events; and
- establishing technical cooperation.

Its website includes guidance and resources and encourages the participation of other organisations.

### **Further information**

ORSA website: <http://www.orsa.org.uk/>

### **Classification of the case**

*Type of organisation(s):* Partnership of intermediaries



*Risks or topics covered in this example:* Occupational road safety, risk assessment and risk management

*Types of methods used:* These include mainstreaming occupational issues into road safety, developing partnerships, information exchange, running events

*Types of communication/publicity methods:* Includes events, press work

*Types of products produced:* Website, free guides, training courses

#### **Contact person and contact details**

Contact ORSA by e-mail at: [furtherinfo@orsa.org.uk](mailto:furtherinfo@orsa.org.uk)

Also contact via [RBibbings@ROSPA.com](mailto:RBibbings@ROSPA.com)

## 2.60. FIRST UK BUS, ROAD SAFETY MANAGEMENT SYSTEM (RSMS), UK

### **Organisation**

First UK Bus

First UK Bus has recently revised and enhanced the way it trains, develops and manages employees that drive as their principal job function or drive as an element of their employment. The aim of the review is to reduce vehicle-related incidents and associated harm.

First UK Bus is currently implementing its vehicle-related injury prevention system known as the First UK Bus, Road Safety Management System (RSMS). The system is risk-based and ties in closely with the First UK Bus Risk Management Systems.

The RSMS is a series of policies, standard operating procedures (SOPs) and training standards that are aimed at injury prevention and safer and fuel efficient driving in three ways:

- (1) proactively; through the careful selection, recruitment, basic training and continual professional development of its new and experienced employees;
- (2) reactively; via a paperless vehicle incident reporting system supported by a robust, holistic incident investigation process using a bespoke incident investigation toolkit that facilitates the identification of immediate, underlying and root causes of each incident; the toolkit is also designed to facilitate consistent and effective remedial actions to significantly reduce the likelihood of the same incident reoccurring;
- (3) actively; via driver monitoring: managers and supervisors routinely overtly monitor drivers; where concerns are raised in certain situations drivers may be covertly monitored; the RSMS links in with First Group injury prevention conversations to stimulate positive injury prevention conversations and, where unacceptable driving standards are identified, on-the-spot coaching is provided and records of agreed corrective actions are made in the driver's personal injury prevention handbook.

### **Classification of the case**

*Type of organisation(s):* Private company



*Risks or topics covered in this example:* All risks associated with driving a passenger transport vehicle

*Types of methods used:* Training and supervision

*Types of communication/publicity methods:*

*Types of products produced:* Training, passenger transport

#### **Contact person and contact details**

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## 2.61. DRIVING AT WORK — MANAGING WORK-RELATED ROAD SAFETY, UK

### **Organisation**

Health and Safety Executive (HSE)

It has been estimated that up to a third of all UK road traffic accidents involve somebody who is at work at the time. This may account for over 20 fatalities and 250 serious injuries every week. Some employers believe, incorrectly, that provided they comply with certain road traffic law requirements, e.g. company vehicles have a valid MOT certificate, and that drivers hold a valid licence, this is enough to ensure the safety of their employees, and others, when they are on the road. However, health and safety law applies to on-the-road work activities as to all work activities, and the risks should be effectively managed within a health and safety management system.

Case studies and research have shown that benefits from managing work-related road safety and reducing crashes include:

- fewer days lost due to injury;
- reduced risk of work-related illhealth;
- reduced stress and improved morale;
- less need for investigation and paperwork;
- less lost time due to work rescheduling;
- fewer vehicles off the road for repair;
- reduced running costs through better driving standards;
- fewer missed orders and business opportunities so reduced risk of losing the goodwill of customers; and
- less chance of key employees being banned from driving, for example as a result of points on their licences.

Managing work-related road safety also helps to identify where health and safety improvements can be made, and to control costs, such as insurance premiums, legal fees and claims.

Work-related road safety can only be effectively managed if it is integrated into the arrangements for managing health and safety at work. Policies and responsibilities must be clearly defined and adequate systems should be in place to allow effective management of work-related road safety.



As for other work activities, risk assessments should be carried out for work-related driving. These should consider:

- the driver — competency, training, fitness and health;
- the vehicle — suitability, condition, safety equipment, safety critical information, ergonomic considerations; and the journey — routes, scheduling, time, distance, weather conditions.

The UK Health and Safety Executive (HSE) has produced practical advice for managing work-related road safety (<http://www.hse.gov.uk/pubns/indg382.pdf>), which is targeted at fleet owners and gives more detailed advice on the points raised above.

#### **Further information**

<http://www.hse.gov.uk/pubns/indg382.pdf>

#### **Classification of the case**

*Type of organisation(s):* Government enforcement body

*Risks or topics covered in this example:* Driving

*Types of methods used:* Training, consultancy, publications, website and enforcement

*Types of communication/publicity methods:* Publications, campaigns and website

*Types of products produced:* Training, consultancy, publications and website

#### **Contact person and contact details**

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## 2.62. WAKE UP! UK

### **Organisation**

Fleet Safety Forum (Brake)

The Fleet Safety Forum, an initiative coordinated by Brake, a road safety NGO in the UK, has a campaign to encourage companies to prevent driver tiredness. The 'Wake up!' campaign calls on employers to do more to manage drivers' schedules and health to prevent driver tiredness, particularly during the recession when employees might be under pressure to get more work done. The campaign is promoting the application of common-sense risk management practices. The NGO has produced a free information pack for fleet managers and their drivers giving straightforward guidance to help them recognise the signs of tiredness on the road and prevent tired driving in the first place. Companies that subscribe to the Fleet Safety Forum also receive the information for free. To support the campaign the forum organised a low-cost 'Wake up!' workshop for employers in partnership with Clockwork Research. Among the objectives of the event:



to explore best practice ways to manage the risk of tiredness among company drivers. The campaign aims at being a low-cost initiative for employers.

The campaign is also making use of case studies to hit home their message. For example, Charlie Mitchell was killed on 9 May 1995 (age 20) by a Belgian driver who had been driving for 14  $\frac{3}{4}$  hours without a break. His moped was hit on the A1 near Cromwell, Notts.

The forum has used research to justify their campaign and for publicity purposes: research by Brake on driver tiredness among fleet drivers found that 1 in 10 at-work drivers admit to having fallen asleep at the wheel, compared with 1 in 20 drivers who don't drive for work. Half of at-work drivers admit to getting behind the wheel after less than five hours' sleep, compared with 35 % of drivers who don't drive for work (*The Green Flag Report on Safe Driving, part seven: 'At-work drivers', Brake (2007)*).

The Fleet Safety Forum, established in the mid-1990s, is a not-for-profit membership division of Brake for managers of fleets of all sizes working to eliminate road risk. Members have access to online libraries of fleet safety best practice and guidance and receive new guidance monthly on key topics ranging from driver speed to assessing and monitoring drivers.

#### **Further information**

<http://www.brake.org.uk/news/professionals-prs/wake-up>

#### **Classification of the case**

*Type of organisation(s):* NGO

*Risks or topics covered in this example:* Occupational road safety, risk assessment, risk management, driving fatigue

*Types of methods used:* These include printed resources, workshop, sharing of practices

*Types of communication/publicity methods:* Business to business, website

*Types of products produced:* Leaflet, resources pack

#### **Contact person and contact details**

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## 2.63. ROADRAGEOUS™ DRIVER TRAINING, USA

### **Organisation**

American Institute for Public Safety (AIPS)

Roadrageous™ is an eight-hour classroom course designed to change the students' attitudes and behaviours behind the wheel (or handlebars, in the case of motorcycle riders), rather than to re-teach driving skills and traffic laws.



It was specifically designed to address the most common causes of traffic collisions: driving distracted (Blackberry's, cell phones, etc.), driving impaired (whether by drugs/ alcohol, emotional state or drowsiness) and aggressive driving (excessive speeding, tailgating, weaving across lanes, etc.). In addition, it addresses the very important topic of reacting appropriately to the poor driving of others.

The course is designed by psychologists to get the students to acknowledge that they exhibit poor driving behaviour and that they are not exempt, to witness the behaviours when they do them, and finally to modify this behaviour. The aim of the course is to address common causes of accidents

Roadrageous™ has been taught at US Army bases, to police departments and sheriffs' departments in Florida (there is a customised version for law enforcement), and to corporate clients. However, the biggest use to date has been to educate traffic law violators in south Florida as well as in Texas, New Mexico, Delaware and Georgia.

As part of this violator programme, Roadrageous™ has been the subject of two independent studies conducted by the Florida Department of Highway Safety and Motor Vehicles. These studies found a reduction in collisions of 64 %–74 % among Roadrageous™ students versus 24 %–40 % in control groups.

#### **Key benefits**

- Preventing life-threatening behaviour.
- Proven to reduce collisions by 64 %–74 % in independent studies.
- Defences against poor driving by others.
- 'Edu-tainment' keeps classes lively and student learning high.
- Economical 'Train the trainer' programmes available for large organisations.

Please note: Currently this course is available only in English.

#### **Further information**

<http://www.aipsnews.com/roadrageous.html>

#### **Classification of the case**

*Type of organisation(s):* Training, education and safety marketing company

*Risks or topics covered in this example:* Road safety

*Types of methods used:* Training

*Types of communication/publicity methods:* Training courses, TV broadcasts, website and training videos

*Types of products produced:* Training courses and material

#### **Contact person and contact details**

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## 2.64. 'RESPONSIBLE CARE' SCHEME FOR THE TRANSPORT AND LOGISTICS OF CHEMICAL GOODS, EUROPE

### **Organisation**

European Chemical Transport Association (ECTA)

ECTA was formed to improve the standards of efficiency, safety and quality, as well as the environmental and social impacts, of the transport and logistics of chemical goods in Europe. ECTA operates joint dialogue platforms between logistics service providers, the chemical industry, the authorities and the institutions to proactively improve the transport of chemical goods. Its working groups have developed a series of best practice guidelines for the transport and logistics of chemical goods in Europe, together with the shippers of the chemical industry (logistics department of Cefic, the European Chemical Industry Council), including guidelines on: safe loading and unloading of road freight vehicles; security guidelines; subcontracting; safe driving; safety awareness in the supply chain; recommendation on health, safety and environment (HSE) management practices for logistics.

In 2009 at its annual conference ECTA presented the 'Responsible care' programme for European chemical land transport and an implementation guide which they had developed specifically for the chemical land transport sector. The programme concerns the responsible management of health, safety and environment (HSE). By signing up to ECTA's 'Responsible care' programme, ECTA member companies commit themselves to implementing ECTA's responsible care principles for continuous improvement in the HSE sector and to introduce this within their strategy, management systems and daily operations. ECTA is the first logistics association to launch a European-wide responsible care programme based on a partnership agreement with the European Chemical Industry Council, Cefic, signed in October 2008.

Twenty-seven chemical transport companies officially joined the 'Responsible care' programme in 2009, with their CEOs signing a declaration of commitment as well as a responsible care implementation agreement. The ECTA 'Responsible care' scheme will impact on their approximately 20 000 employees and transport workers in more than 200 operational sites (transport sites, tank cleaning sites, warehousing sites) spread across all European countries, all of which have an external HSE quality assessment (SQAS) available.

### **Further information**

More information about ECTA, the responsible care programme and best practices at:  
<http://www.ecta.be/>

More information about SQAS (safety quality assessment scheme) at:  
<http://www.sqas.org>

### **Classification of the case**

*Type of organisation(s):* Non-governmental organisation at the EU level

*Risks or topics covered in this example:* Work-related safety in the chemical transport and logistics sector

*Types of methods used:* Awareness-raising, recognition of best practice, dissemination of best practices and guidelines, performance indicators, commitment agreements with



members to continuously improve HSE, assessment scheme and associated performance database

*Types of communication/publicity methods:* Events, publications, conferences, website

*Types of products produced:* Publications

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# 3.

**DISCUSSION:  
OVERCOMING BARRIERS  
TO COMMUNICATION**





Wiktor Pawlik —

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Effective means of communication are paramount to ensure that drivers and their employers are fully aware of the dangers associated with road transport and have a good understanding of what can be done to improve safety. All the basic advice on running successful OSH campaigns that is outlined in an EU-OSHA publication on campaigns holds true for road transport. Some excerpts from this advice are given in the Appendix.

However, there are a number of specific considerations to be taken account of regarding the road transport sector. For a number of reasons disseminating information within the road transport sector is particularly challenging: the majority of companies are small enterprises employing fewer than 10 workers and drivers often have no fixed base and adopt very independent ways of working. This independence, coupled with the highly competitive nature of the road transport sector, can also make drivers and their employers reluctant to implement new ways of working. The results of the study conducted by the Danish National Research Centre for the Working Environment (NRCWE), mentioned in Case 2.12, suggest that drivers have a tendency to trust their own experience most, and are less inclined to trust written material such as handbooks and on-board computers. Similar findings emerged from the research conducted by WorkSafe Victoria cited in the introduction. It suggests that there are huge attitude problems to be overcome; that owner-drivers are particularly cynical about OSH information, feeling powerless to alter the way they work, and that employers/managers do not take a proactive approach to OSH. There are other studies that suggest that in general employers most trust information from other colleagues and suppliers.

The Australian study suggests that the campaign elements that are most likely to engage drivers are:

- real-life case studies;
- realistic reconstructions;
- practical exercises such as simulators and tests that allow drivers to experience situations for themselves;



- the involvement of experienced drivers in the preparation and delivery of the campaign;
- face-to-face training;
- events that encourage drivers to discuss and share their experiences and then which integrate their views and concerns into the programme;
- short publications that can be read easily whilst loading/unloading, and use of practical, visual information.

Many of these elements have been used in the campaigns within this report and a number of success factors and innovations have been identified.

With regard to the examples covered in this report, a variety of approaches were used, i.e.:

- 44 cases used an individual approach, with the aim of modifying knowledge or attitudes; this approach requires relatively few resources and can be a cost-effective way of reaching a large population;
- 12 cases used a collective approach, with the objective of making structural and/or cultural changes; this approach has often proved to offer significant OSH improvements; and
- 4 cases used a concerted approach, which aimed to modify both knowledge and attitudes, whilst also striving to initiate structural and cultural change; this approach requires more resources, but is considered to have the greatest effect.

A number of different means of communication were used in the case studies, but many adopt very similar techniques. The Internet is favoured by most. However, because many drivers do not have regular Internet access, secondary means such as posters and leaflets are also used. Some of the case studies feature one-to-one contact with drivers at truck stops; this is relatively expensive and has a limited audience but is thought to be one of the best ways to gain the commitment of drivers. Television and radio have also been used in an attempt to reach a wider audience. Radio was used in Cases 2.8 and 2.38 to encourage drivers to take rest breaks. Some of the featured initiatives involved the whole supply chain — wholesalers, retailers, storage and deliveries (for example, Case 2.2 on manual handling, and Cases 2.52 and 2.53), in order to involve all concerned.

From the examples, a variety of success factors can be seen and suggestions made, which can be divided into a number of interrelated key issues (so some items are mentioned under more than one issue):

- an evidence-based, risk management-based and practical approach;
- reaching the target audience;
- engagement and partnership;
- tailoring to the audience;
- using a variety of measures and media.

*Evidence-based, risk management-based and practical approach*

- The central focus and key components of campaigns should be based on evidence:
  - many of the campaigns included research prior to initiating a campaign, to justify the need for the campaign and to generate data that can be used for publicity.
- Campaigns should use drivers' knowledge:
  - provide advice and solutions that are based on drivers' practical experiences — this will also help gain drivers' acceptance;
  - encourage employers and managers to listen to workers; they know their job best and will have good ideas about how to make it safer and more efficient.



- Identify and help tackle the real issues: for example, involving the clients who are often the ones whose demands or actions create OSH problems during deliveries. The same goes for bus passengers.
- Use risk assessment to inform the development and design of the intervention. Predictive risk assessment tools and crash analysis tools are useful.
- Non-driving OSH issues should not be forgotten. Some examples took a holistic approach, focusing on both the prevention and the management of driving and non-driving risks (e.g. Cases 2.17, 2.52, 2.53).

#### *Reaching the target audience*

Measures that may assist in reaching the target audience include:

- using a variety of means and media (see below);
- targeting the whole of the supply chain, not just deliveries (e.g. Cases 2.2, 2.52, 2.53);
- using places drivers frequent — rest stop areas, etc. (e.g. Cases 2.6, 2.13, 2.18, 2.19, 2.26, 2.35, 2.37);
- using roadshows and other ‘mobile’ approaches to bring the message to the audience (e.g. Cases 2.10, 2.37, 2.52);
- using events promoted through company or intermediary organisation communication channels — these have been shown to be an effective method to reach drivers on a personal level; this, in turn, provides them with important resources and knowledge to help promote safer driving and health-promoting behaviours and conditions;
- using billboards (e.g. Cases 2.5, 2.31, 2.38);
- using telephone information lines (e.g. Cases 2.26, 2.51, 2.52);
- distributing CDs and audio books (e.g. Cases 2.22, 2.42);
- using radio (e.g. Cases 2.8, 2.38);
- providing education materials for truck drivers’ vocational schools (e.g. Case 2.19);
- using trade fairs (e.g. Case 2.19);
- producing information in different languages if the target audience includes foreign workers (e.g. Case 2.5).

#### *Engagement of workers and employers and other target groups*

Once reached, the next hurdle involves getting employers and employees alike to take notice of the advice.

- Campaigns need to target both drivers and their employers. An approach is needed that involves management as well as drivers and includes their active participation throughout.
- Engagement is more likely if something practical and tangible in terms of a product or service is offered. This is especially important for SMEs and self-employed drivers.
- Ways to actively include drivers include:
  - actions such as offering health tests (e.g. Case 2.35) and driving tests;
  - incorporating their experiences (e.g. Case 2.27);
  - using them as advocates — utilising them to communicate information and good practices to other drivers (e.g. Case 2.29); and
  - using experienced, trained drivers to train other drivers.
- Given the high proportion of older workers in the sector, tapping their experience as mentioned above is a way not only to engage them but also to provide credible message bearers.
- Promote effective communication between employers and workers, especially to increase employers’ understanding of the real issues (e.g. Case 2.12).



- Activities should not necessarily be targeted exclusively at drivers but also at employers and managers and others, for example loading staff, vehicle operators, and receivers and dispatchers of goods (e.g. Case 2.2).
- Some activities may be aimed more generally towards drivers' families and the broader population (e.g. Cases 2.13, 2.41).
- Involving lorry manufacturers as sponsors (e.g. Case 2.26).

#### *Partnership and collaboration*

- Collaboration with relevant stakeholders, including the social partners, facilitates communication and provides a greater level of knowledge, skills and capabilities.
  - The active collaboration between social partners and other stakeholders in the road transport sector should be used to inform the development, implementation and support of intervention initiatives (e.g. Cases 2.17, 2.56, 2.58).
  - Consider collaborations at both national and international levels (e.g. Case 2.34).
  - The incorporation of a variety of partners outside the road transport sector, for example road safety organisations, can help support the promotion of drivers' health and safety (e.g. Cases 2.26, 2.59).
  - Accident insurers and other organisations can be involved in providing services such as training (e.g. Cases 2.4, 2.13, 2.26, 2.28).
  - The police were partners in some examples (e.g. Cases 2.55, 2.59).
  - Health organisations and insurers can be involved in driver well-being programmes. Food service providers and health inspectors were among those targeted in Case 2.18.
- Promoting the exchange and sharing of experiences.
  - Some campaigns include the development and use of networks to share experiences and develop a repository of best practice cases, OSH information and resources (including tools that can be used at the enterprise level).
  - These networks provide a unique opportunity to promote dialogue among key stakeholders, and to foster collaborative partnerships between industries, across sectors, supply chains and social partners in addressing and supporting OSH initiatives (e.g. Case 2.32).
  - Some campaigns have used best practice award schemes to motivate and to promote information sharing (e.g. Cases 2.23, 2.25, 2.33, 2.34).
  - Business champions can be used to promote OSH good practice to other companies (e.g. Case 2.48). Large organisations can promote best practice among their delivery contractors.
- Restaurants and resting-place chains can be involved (e.g. Cases 2.18, 2.19)..

#### *Tailoring to the audience*

- Tailoring interventions to target a specific group (or subgroup) (e.g. drivers (long haul, short haul, etc.), managers, supervisors, employers) may enhance their overall effectiveness.
- Drivers have a tendency to trust their own experience most, and are less inclined to trust written material such as handbooks and on-board computers. This suggests:
  - adopting approaches that are practical but not patronising;
  - using practical and visual information rather than detailed documents; and
  - making campaign materials engaging and relevant.



- While it can be useful to show the consequences and costs of real examples of poor practice, such as crashes, use such examples to improve knowledge of what caused the incidents and how they could have been prevented.
- Also consider the need to address a diverse workforce — older, younger, male, female, foreign workers.

*Using a variety of measures and media*

- The use of a variety of communication media and strategies to reach and engage drivers, their employers/managers and other key stakeholders in interventions is recommended.
  - There are a number of forms of communication available each with associated benefits and limitations. Different media and measures may be necessary at different levels.
  - Adopting particular methods of communication at various stages of a campaign can help maximise exposure.
- Programmes can be supported by providing free and easily accessible resources and toolkits to support the development of knowledge and refinement of skills in assessing and addressing risks in the workplace. This is particularly important for SMEs, as many have limited resources.
- Use both internal and external communication to raise awareness of key OSH issues within the target population and to market the intervention.
- The most comprehensive approach is concerted actions designed to change knowledge, attitudes and behaviour, combined with initiating structural changes, and normative, climate or cultural modifications.

As mentioned, free goods, services and products can be used to gain the interest of employers and drivers. Among the range of things offered in the cases were:

- CDs with relaxing music and exercises (e.g. Case 2.22);
- apples and water bottles with promotional labels (e.g. Case 2.6);
- a cushion for taking a nap (e.g. Case 2.8);
- eyesight tests (e.g. Case 2.35);
- audio book (e.g. Case 2.42);
- roadside libraries (e.g. Case 2.42);
- access to medical care through a network of doctors (e.g. Case 2.26);
- health checks (e.g. Cases 2.19, 2.37);
- a free cup of coffee (e.g. Case 2.10).

Services and products for SMEs included:

- practical manuals and guides, risk assessment tools, seminars and demonstrations, inspections and workplace interventions, training for managers and their drivers.

As described in the introduction, safety while on the road is not the only issue for drivers. The initiatives covered a variety of topics, including:

- safe driving (e.g. Cases 2.3, 2.4, 2.5, 2.27, 2.29, 2.63);
- health and well-being (e.g. Cases 2.6, 2.18, 2.19, 2.35, 2.37, 2.42);
- driver fatigue (e.g. Cases 2.8, 2.22, 2.47, 2.57, 2.62);
- vehicle design and ergonomics (e.g. Cases 2.21, 2.24);
- slips, trips and falls (e.g. Cases 2.1, 2.49, 2.50, 2.54);



- violence from the public and stress (e.g. Cases 2.36, 2.56);
- safety of loads (e.g. Case 2.50);
- manual handling (e.g. Case 2.2);
- transportation of dangerous goods (e.g. Cases 2.9, 2.28, 2.64);
- various risks in a holistic approach (e.g. Cases 2.17, 2.29, 2.52, 2.53).

#### *Evaluation*

Last, but not least, programmes should be evaluated to assess their effectiveness and use the collected data to support a continuous improvement cycle (e.g. Case 2.16). This is a very important part of the process.

#### ***Interesting approaches and innovative features seen in the examples include:***

- a holistic approach to interventions, focusing on both the prevention and management of risks in the workplace and on the road;
- the incorporation of a variety of partners outside the road transport sector to help support the promotion of drivers' health and safety;
- events targeted not exclusively towards the driver, but more generally towards their family (e.g. Case 2.13); the involvement of the driver's family and the wider community may facilitate greater overall interest and increased participation in the programme; additionally, the use of interesting and unique exercises and displays at events may increase participation and capture the interest of drivers;
- targeting the whole supply chain from wholesaler to retailer (e.g. Case 2.2);
- promoting the exchange and sharing of experiences, for example through award schemes for best practice and developing networks;
- using places drivers frequent — rest stop areas, etc.;
- adopting approaches that are practical but not patronising;
- providing advice and solutions that are based on drivers' practical experiences or by incorporating their experiences;
- using drivers as advocates to communicate good practice information to other drivers;
- involving clients and customers;
- offering something practical and tangible — a service such as health tests, driving tests, or a free resource to support risk assessment;
- one-to-one contact with drivers at truck stops — relatively expensive, limited audience but one of the best ways to gain the commitment of drivers (e.g. Case 2.26);
- truck resting areas providing healthy eating options and distributing information (e.g. Cases 2.18, 2.19);
- getting employers to sign up to a 'responsible management programme' (e.g. Case 2.64).









**4.**  
**CONCLUSIONS**



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No one technique for disseminating information is a panacea to the challenges posed by the road transport sector. However, each specific technique has its own particular merits. The most appropriate means of communication depends on the type and complexity of the information to be disseminated, the target audience and the scope of the campaign. Probably a combination of techniques is most effective in reaching drivers and those who employ, manage or contract them. Adopting particular methods of communication at various stages of a campaign can help maximise exposure.

For SMEs in particular, interventions involving direct contact with employers and drivers, especially if offering a service or resource, are probably most effective. One-to-one contact with drivers, although relatively expensive and only reaching a limited audience, is thought to be the best way to gain driver commitment. Drivers can be reached at rest stop areas. Roadshows and trade fairs can be a way to reach employers.

It appears useful to develop networks to support the transfer of knowledge within industry and among social partners, in order to support dissemination of information, resources and best practices within industry. This should include collaboration between government agencies, intermediaries and private industry.

What is clear is that practical approaches taking into account the realities of the sector and the experiences of employers and drivers are needed. In this respect a greater number of solutions related to changing employers' attitudes to OSH would be an asset. Using drivers as advocates and businesses as champions are among the ways to actively engage the target audience. Where the whole of the supply chain is part of the problem, then all must be involved — wholesalers, those making deliveries, those receiving deliveries, etc.

To improve campaigning in this sector there is a need for:

- effective partnerships between those involved in promoting road safety, those involved in promoting OSH and stakeholders from the sector;
- organised programmes, set within national strategies, with long-term investment involving business, civil society and governments;
- continued exchange and sharing of existing experiences; and
- further investigation to explore the problems and success factors in promoting OSH among both employers and drivers.





# 5.

## OVERVIEW OF CASES

Case No	Case title	Country	Organisation	Level of intervention	Description
2.1	Safety by design — Eliminating manual handling injuries in road transport	Australia	WorkSafe Victoria (GO)	Regional initiative as part of a national campaign (see 2.2 below)	Best practice advice — vehicle and equipment design
2.2	Delivering the goods safely	Australia	SafeWork SA (GO)	National campaign involving regional initiatives (see 2.1 above)	Best practice advice — ergonomics and manual handling
2.3	Workplace street	Austria	Austrian Automobile Association (intermediary)	National	Training — road safety and managing risk
2.4	Workplace street, driver safety training	Austria	Austrian Social Insurance for Occupational Risks (intermediary)	National — specifically for those insured by AUVA	Training — road and driver safety
2.5	Overtaking prohibited	Belgium	Belgium Institute for Road Safety (GO)	National legislation	National ban on overtaking by HGVs on dual carriageways
2.6	Drive healthy, avoid accidents	Belgium	Various employers' organisations (intermediary)	National	Best practice advice — healthy lifestyle
2.7	Safe working tools for professional carriers and logistics service providers	Belgium	SAV employers' organisation (intermediary)	National	Self assessment tools — safety culture
2.8	Pitstop ('Sleepstop')	Belgium	Belgium Institute for Road Safety (GO)	National	Best practice advice — driver fatigue
2.9	Transportation of dangerous goods' course	Canada	Canadian Centre for Occupational Health and Safety (GO)	National	Training — dangerous goods
2.10	BESIP team (safety on the road)	Czech Republic	BESIP (GO)	National	Best practice advice — road safety
2.11	Transport policy of the Czech Republic for 2005-13	Czech Republic	Czech Republic Ministry of Transport (GO)	National policy	Policy — road safety
2.12	Knowledge and trust	Denmark	National Research Centre for the Working Environment (NGO)	National	Research — dissemination of information
2.13	EU project: Safety and health behind the steering wheel	Denmark	TSU Simulatorcenter A/S (intermediary)	Regional actions as part of a national campaign in line with international project	Training and best practice advice — welfare and safety

Case No	Case title	Country	Organisation	Level of intervention	Description
2.14	The Transport Training Board	Denmark	The Transport Training Board (GO)	National	Training
2.15	Safe EU driver — Handbook on initial qualifications and periodic training of professional drivers	Denmark	The Transport Training Board (GO)	National/EU directive	Driver training
2.16	National strategy for OSH — Transport	Denmark	Danish Working Environment Authority (GO)	National	Intervention — safety and welfare
2.17	Branch Working Environment Council for Transport and Wholesale	Denmark	Branch Working Environment Council for Transport and Wholesale (GO)	National	Best practice advice
2.18	Alert at the wheel — Health on the road through good nutrition	Finland	FIOH (GO)	National	Intervention — welfare
2.19	A healthy driver can cope	Finland	Various (intermediary)	National	Intervention/best practice advice — welfare
2.20	National Council of Transportation	France	National Council of Transportation (GO)	National	Creation of CNT
2.21	Committee for the Prevention of Occupational Road Accidents	France	Committee for the Prevention of Road Accidents (GO)	National	Best practice advice
2.22	Take a break — Driver fatigue	France	Prévention Routière (NGO)	National	Best practice advice — driver fatigue
2.23	'Enterprises and safety on roads' trophies	France	Trophées 'Entreprises et sécurité routière'	National	Award for best practice and promotional work
2.24	Driver assistance systems (FAS)	Germany	BGF (intermediary)	National — specifically for those insured by BGF	Intervention — truck design
2.25	Award for best practice examples (Geistblitz)	Germany	BGF (intermediary)	National — specifically for those insured by BGF	Award for best practice and promotional work
2.26	DocStop	Germany	DocStop (NGO)	International	Intervention — medical care for drivers
2.27	Qualification programme for light delivery drivers	Germany	DVR and BGF (NGOs)	National	Driver training

Case No	Case title	Country	Organisation	Level of intervention	Description
2.28	Safety programme for tankers	Germany	DVR and BGF (NGOs)	National	Driver training
2.29	Instruction programme for truck drivers and schools of driving	Germany	BGF (intermediary)	National/EU directive	Driver training
2.30	'Road safety at work' Geolibriary	International	NIOSH (GO)	International	Training materials
2.31	Global road safety collaboration	International	UN	International	Best practice advice, policies, legislation
2.32	'Global road safety for workers' project	International	NIOSH (GO)	International	Promoting safety for occupational drivers
2.33	BP Driver of the Year	International	BP (PLC)	Company	Award for safe driving and promoting safety
2.34	Praise: Preventing road accidents and injuries for the safety of employees International	International	ETSC (NGO)	International	Encouraging and promoting best practice to improve road safety throughout Europe
2.35	Complimentary eye-care advice	Ireland	RSA (GO)	National	Intervention — free eye checks for drivers
2.36	Aggression in the transport sector	Luxembourg	OGBL-ACAL (intermediary)	National	Best practice advice and awareness-raising — violence
2.37	Fit on the road	The Netherlands	BGZ Wegverroer (NGO)	National	Awareness-raising and best practice advice — healthy lifestyle
2.38	Don't be a sleepy driver, 2008	The Netherlands	Various (GO and NGOs)	National	Awareness-raising and best practice advice — driver fatigue
2.39	Workscan for psychosocial factors	The Netherlands	BGZ Wegverroer and TNO (NGO)	12 companies	Self-help and best practice advice
2.40	Safety scan	The Netherlands	Ministry of Transport et al. (GO and NGOs)	National	Self-help and best practice advice
2.41	Safe on the road	The Netherlands	TLN	National	Educating children to the dangers posed by large vehicles

Case No	Case title	Country	Organisation	Level of intervention	Description
2.42	AIDS awareness campaign	Sweden	Swedish Transport Workers' Union (intermediary)	National	AIDS awareness
2.43	TYA	Sweden	TYA	National	Training
2.44	Vision zero	Sweden	Swedish Road Administration et al. (GO and PLC)	National	Intervention — road safety
2.45	Site with focus on transport	Sweden	Swedish Working Environment Agency (GO)	National	Dissemination of information and best practice advice
2.46	The Swedish Haulage Companies	Sweden	Sveriges Åkeriföretag (NGO)	National	Dissemination of information and best practice advice
2.47	Driving and rest	Spain	Trade Union Federation of Communication and Transport of CCOO (intermediary)	National	Awareness-raising — fatigue
2.48	Driving for better business champions	UK	RoadSafe (GO)	National	Promotion of best practice
2.49	Health and safety in road haulage	UK	HSE (GO)	National	Best practice advice
2.50	Safety of loads	UK	DfT (GO)	National	Best practice advice
2.51	Tipping guidance notes	UK	HSE (GO)	National	Best practice advice
2.52	Moving goods safely	UK	HSE (GO)	National	Best practice advice
2.53	Delivering goods safely	UK	HSE (GO)	National	Best practice advice
2.54	Falls from vehicles	UK	HSE (GO)	National	Research and best practice advice
2.55	London freight operator recognition scheme (FORS)	UK	TfL (GO)	Transport companies operating within London	Communicate and encourage best practice
2.56	Reducing sickness and absence and promoting return to work at bus companies	UK	HSE et al. (GO, NGOs and PLCs)	National	Research and best practice advice
2.57	Driver fatigue and road accidents	UK	RoSPA (NGO)	National	Best practice advice

Case No	Case title	Country	Organisation	Level of intervention	Description
2.58	MORR™	UK	RoSPA (NGO)	National	Facilitating collaborations, research, best practice advice and training
2.59	ORSA	UK	ORSA (Partnership of intermediaries)	National	Facilitating collaborations and sharing of best practice
2.60	First UK Bus RSMS	UK	First UK (PLC)	Company	Policies, standard operation procedures and training
2.61	Driving at work — Managing work-related road safety	UK	HSE	National	Best practice advice
2.62	'Wake up!'	UK	Fleet Safety Forum (Brake) (NGO)	National	Risk management resources, sharing best practices
2.63	Roadrageous™	USA	AIPS (intermediary)	English-speaking countries	Training
2.64	'Responsible care' scheme for the transport and logistics of chemical goods	Europe	European Chemical Transport Association (ECTA)	Europe-wide	Health, safety and environment quality assessment scheme





**APPENDIX —  
EXCERPTS FROM 'GETTING THE  
MESSAGE ACROSS: HEALTH AND  
SAFETY CAMPAIGNING'**

Promotional campaigns can be a very effective way to raise awareness about occupational safety and health (OSH) related issues and change people's behaviour, provided you follow a few basic guidelines. The information below covers the basic principles you need to bear in mind when running a publicity campaign, whether at European, national or workplace level. It is based on an EU-OSHA manual and a survey of OSH campaign specialists across Europe.

### Essential ingredients for success

- *Set a measurable objective.* This will help you evaluate the success of your campaign. Keep your goal realistic and specific.
- *Identify your target markets and audiences.*
- *Concentrate on sectors where the OSH problem you want to highlight is most acute.*
- *Target the people in your chosen sectors who have the power to act on your recommendations.* In many cases they will not be the individuals directly affected by the OSH issue you plan to highlight. They could be senior managers, union representatives or personnel managers, amongst many others.
- *Formulate a clear and simple message.*
- *Partnerships.* Working in partnership can open up new channels to promote your campaign and add credibility. Potential partners include labour inspectorates, trade unions, employers' associations, occupational health insurance organisations and preventive services. But there are many others.

### Planning your campaign

Once you have agreed your goal, target audience and key message, it is vital to have your campaign carefully mapped out before it is launched.

*Identify the most appropriate media to reach your target audiences*

Most campaigns involve several media, from press releases and magazine articles to posters and direct mail shots. The precise mix will be determined by your target audience, as well as financial and time considerations. Possibilities include:

- *Press releases and articles:* Most large-scale campaigns should be initiated with a press release. Send it to named journalists at publications covering your target sector. Get your key message across in the headline and first paragraph. Keep it factual and provide a contact name and phone number.
- *Direct mail:* A good channel for reaching named individuals, especially opinion formers, such as OSH practitioners and business heads. Letters should not be longer than two pages, double-spaced. Use subheads, bold and italics to draw readers' eyes to the key points. Include a PS with a 'call to action'.
- *Advertisements:* Handy for reaching large numbers of people. Aim for simplicity and strong visual impact. Incorporate a response mechanism such as a tear-off coupon or phone number.
- *Posters:* Useful for raising awareness about risks and solutions amongst workers. Message should be bold and simple so people can understand it immediately as they go past the poster.
- *Leaflets:* An effective way to get across OSH good practice and specific tips on how to avoid problems. Can accompany a direct mail letter or be distributed at public events.



- *Newsletters*: Good for regular updates and for covering major or complex issues where a variety of articles are required. Vary the length of articles and keep them as short as possible.
- *Brochures and guides*: Mainly used to communicate detailed or step-by-step information and advice. Should be targeted at people responsible for OSH.
- *Exhibitions*: Valuable for getting your message across to those involved in OSH and for raising your profile amongst prospective partners.
- *Videos/DVDs*: A popular tool for education and training but can be expensive.
- *Seminars, workshops and other face-to-face media*: Personal contact like this can be very effective, especially towards the end of a campaign when the key messages have already been hammered home.
- *Internet*: you can use websites not just to promote your campaign but also to get people actively involved.

### ***Reaching women workers***

Consider contacting women's magazines with an idea for a feature relating to women's work and illhealth. Sometimes campaigns aimed at traditional male sectors with a 'macho' reputation also target the wives and partners.

### ***Establish the 'tone' of the campaign***

The tone of each campaign — its look and feel — will depend on your target audiences and the messages you want to communicate.

There are essentially four routes open to you.

- *Cool and rational*: This is most suitable for high-level target audiences, such as heads of businesses and policymakers. Generally they want to hear a concise, unemotional and well-reasoned business case, supported by hard facts and figures.
- *Educational*: Most effective when aimed at people who already appreciate the importance of the issue but need further information and advice to help them.
- *Fun*: A useful option when dealing with subjects that are considered to be a bit dull and dry, even though they have important implications. Would be an important element for a campaign aimed at school kids and farm safety, for example.
- *Fearful*: This is one of the most popular routes and works on the 'scare them into action' premise: 'If you don't do this, you'll pay a high price'. Handy for target audiences who are resistant to change or refuse to recognise the significance of a particular problem.

### ***When is the best time to launch?***

- Try to tie your campaign into a topical event; for example, the release of government OSH statistics about the issue you want to promote.
- Consider seasonal angles. Is the incidence of the OSH problem you want to draw attention to more prevalent at particular times of the year, such as the winter or spring? If so, run your campaign during these periods.
- Avoid major holiday periods, such as Christmas, when most people will either be away or have their minds on other things.



### ***Draw up a campaign schedule***

- Have all leaflets and other promotional materials produced at least two weeks before the launch. Build in time for delays and make sure all information is accurate and approved before it is printed.
- Spread your campaign over a reasonable period of time, typically a month or more. You should aim to start it with an attention-grabbing ‘big bang’ and then drip-feed news and information evenly across the rest of the period so you maintain a constant news flow.
- A month after its completion, evaluate its success relative to your objective. This can be done, for example, by counting requests for information or by sending questionnaires to a sample of your target audience.

### **Additional tips from an EU-OSHA survey**

EU-OSHA gathered survey information from a number of organisations across Europe which have carried out health and safety campaigns to help write the manual. Some additional ideas and suggestions from them are given below.

- Personal contact with SMEs, using simple and direct information, is the most effective.
- A survey can provide background information for a campaign and a focus for the launch. The results can also be used to set priorities and targets for the campaign. A version of the survey or questionnaire can be included in campaign materials so participants such as individual companies can use it to investigate their own situation.
- Use case studies and real-life examples. Carrying out pilot investigations prior to the start of the campaign will also help to plan the contents and format of the campaign.
- Award schemes for good practice can be a good way to motivate action and give some prestige to health and safety actions in enterprises. Case studies generated can be disseminated as part of the campaign.
- Employers — target the business message. Employees — target the personal health message.
- Do not rely on getting press coverage to promote your campaign as this cannot be guaranteed.
- General campaigns may be more effective if elements targeted or adapted to sectors are incorporated.
- Concentrate on a limited number of simple messages.
- One approach is to do some general awareness-raising to set the scene followed by more specific actions such as workplace visits.
- Some campaigners recommend concentrating only on occupational health and safety issues so as not to ‘dilute the message’. Others have found it useful to integrate the workplace health and safety message with other issues such as public health, environmental pollution or general health promotion.
- According to the EU-OSHA survey, successful campaigns may be:
  - o across all sectors or sector related;
  - o directed at all types of enterprises, or aimed at SMEs, self-employed persons, contractors, site owners, etc.;
  - o single issue directed or general OSH awareness;



- o targeted at good OSH management and development of a management culture;
- o targeted at specific workplace action.
- They may:
  - o use financial incentives or the good business message;
  - o make information freely available or provide training;
  - o involve direct support and making 'improvement' contracts with enterprises receiving support;
  - o make use of certification;
  - o include seminars, conferences, exhibitions and forums;
  - o stimulate the exchange of experience and good practice;
  - o use breakfast meetings;
  - o use mobile roadshows;
  - o use the Internet;
  - o incorporate specific inspection activities.

The campaign manual, *Getting the message across: health and safety campaigning*, is available on the EU-OSHA website (<http://osha.europa.eu/en/publications/reports>).

The summary factsheet 17 is available at:  
<http://osha.europa.eu/en/publications/factsheets/17/view>



