



Driver behaviour contributes to most crashes and is often the main cause. Speeding and driving while tired, distracted or under the influence of drugs or alcohol cause many serious crashes. If you have employees who drive for work, you need to introduce a road safety culture backed up by good policies, procedures and effective driver training and education, to keep your drivers and the public as safe as possible on the roads.

DANGEROUS DRIVING BEHAVIOUR



Every 1% rise in speed increases the chance of a fatal crash by 4%.¹



Up to 35% of road deaths worldwide are related to drink-driving.²



Poor attitudes and a negative state of mind can lead to risky driving behaviour.



Driving while tired increases the risk of severe crashes due to high speed and lack of avoidance.



Cannabis slows reaction times and distorts perception of time and distance.



Poor vision reduces drivers' ability to recognise and react to hazards, increasing the risk they will be involved in a crash.

WHY MANAGE DRIVER BEHAVIOUR?



For many employees, driving is the riskiest activity they undertake at work.



Raising awareness about safe driving extends beyond employees to benefit their families and the wider community as well.



Preventing crashes is good for business. Safer driving behaviour will lower your costs and improve your reputation.

RESPONSIBLE ORGANISATIONS...



Create a culture that puts people first and values their welfare.



Have written procedures for checking drivers' licensing and health at the recruitment stage.



Carry out regular risk assessments to identify and address risky driving behaviour.

WHAT CAN YOU DO?



Help your drivers to understand the importance of safe driving and the risks and contributory factors to collisions.



Fit telematics to monitor driving behaviour.



Use meetings, newsletters and posters to raise awareness of safe driving behaviour.



Offer regular health checks for eyesight, alcohol and drug use, and general health.



Raise awareness of the risks of driving under the influence of drugs or alcohol, including the 'morning after'.



Be aware of the signs of mental health issues, including changes in mood or productivity or increased number of sick days.

