

A word of thanks

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Findings behind the Pledge2DriveSafely campaign

The Pledge2DriveSafely campaign has been developed following years of research using crash data and findings from a range of academic institutions about crash prevention. Brake has also conducted surveys of at-work drivers' attitudes and behaviours. This research has shown:

- Most crashes are caused by driver error;
- Most of these crashes' causes are preventable through safety-conscious driver behaviour;
- Safety-conscious driver behaviour is dependent upon a positive attitude to safety and a commitment and strength of mind to make safe decisions, as well as knowledge;
- At-work drivers are a high risk group. In Brake surveys, almost twice as many at-work drivers as other drivers say they risk overtaking when they can't see what is coming - one in seven at-work drivers (14%) compared to one in twelve other drivers (8%). At-work drivers are more likely to admit to speeding, driving the morning after drinking heavily, driving tired, and driving while talking on the phone than other drivers.
- The highest risks can be summarised within 6 golden rules that make up the Pledge2DriveSafely (see below)

What is the Pledge2DriveSafely

In essence, the Pledge2DriveSafely campaign can be seen as a management requirement for their at-work drivers to commit to 6 behaviours or 'golden rules' or 'pledges' when driving. These 6 rules are listed here:



Slow I Pledge to drive at 20mph (32kph) or slower around communities, and slow down on rural roads too. I will avoid overtaking. It's better to hang back and be safe.



Sober I Pledge to drive completely sober. Not impaired by any amount of alcohol, illegal drugs, or medication that can affect driving.



Sharp I Pledge to drive alert. I will not drive tired, or when in pain, groggy or stressed. I will have an up-to-date eyesight test that approves me to drive.



Silent I Pledge to put my phone on message service and out of reach when driving, and not fiddle with sat nav or other electronic equipment.



Secure I Pledge to belt up and take responsibility for the safe restraint of others, including head restraints and child restraints, and drive a vehicle I know to be safely maintained. I will do a 'walk round' safety check of my vehicle before driving.



Sustainable I Pledge to avoid unnecessary driving to reduce pollution of the planet.

Reducing and eliminating at-work driving

The campaign also asks managers to make an additional and critical Pledge which is to minimise and where possible eliminate at-work driving, to reduce risk and prevent carbon dioxide emissions.

Some organisations, such as Brake, for example, are able to make the decision to ban at-work driving. The charity's staff work electronically or hold meetings near mainline train stations. Charity staff are required to live within reasonable commuting distance and to use public transport to and from work whenever possible. Other organisations, such as haulage companies, minimise at-work driving through constant improvements to routing management systems.



How the Pledge2DriveSafely works

What people say they will do (referred to by psychologists as planned behaviour), isn't necessarily what they actually do. A driver may plan to drive safely, or even convince themselves they do drive safely, but not actually drive safely. So why Pledge? Behavioural psychologists have long argued that signing a pledge to do something is a helpful public commitment that can assist someone to keep that pledge, particularly if it is backed up with constant reminders, and is imbedded in a company's culture, policies and procedures.

For this reason, the Pledge2DriveSafely is not a one-off campaign that a company then moves on from. It is designed to be:

- imbedded in all levels of your company from the top down, helping you to engender a solid road safety culture;
- be run forever, with constant reminders, updates and developments.

For these reasons, companies are encouraged to:

- Refer to the Pledge2DriveSafely in all top line documents, for example health and safety policies, corporate responsibility manuals, board meeting agendas, etc. (Some companies have rules that comply with legal requirements but are not in line with the Pledge2DriveSafely. For example, they still allow employees who drive to use hands-free mobile phones, or to drive for longer than recommended by experts. You may need to amend these rules.)
- Make compliance with the Pledge2DriveSafely compulsory – requiring staff to sign it on employment as part of their contract, and imbedding it in driver handbooks;
- Use the Pledge2DriveSafely rules and resources within all aspects of an employee's employment, including recruitment procedures, driver training, away days, competitions, assessments, and monitoring.
- Buy Pledge2DriveSafely posters and stickers, and use other internal-comms methods such as e-bulletins and messages on pay slips to keep awareness of the campaign in the forefront of employees' minds.
- Demonstrate corporate social responsibility by taking the Pledge2DriveSafely into the community, for example by taking part in events such as Road Safety Week (by running Pledge2DriveSafely promotion events in shopping centres, etc.), or by presenting the Pledge2DriveSafely to customers and suppliers, or by running fundraising events in the workplace in aid of Brake and people bereaved by road crashes. Go to www.roadsafetyweek.org and www.pledge2drivesafely.org for more info. Such involvement can be particularly effective at imbedding the campaign in employees' minds as a vital campaign.

Getting everyone in your company 'on message'

The six golden rules of the Pledge2DriveSafely are straightforward to communicate to managers and drivers. However, to be effective, everyone within your company needs to:

- **know** the rules,
- **agree** with them,
- **intend** to follow them, and
- **actually** follow them.

The latter three things require:

- a positive attitude; and
- the strength of character to make safe decisions in all situations regardless of other pressures or temptations.

To imbed the Pledge2DriveSafely in your company successfully you need to achieve this attitude and strength of character among all employees. This is just as vital as explaining the six golden rules, but potentially much harder. Many drivers make risky decisions despite knowing better. A driver's psychological make-up and consequently their decision making in any given situation can be complex. The Pledge2DriveSafely workshop, online manager's guide and all the campaign's online and print driver resources have been carefully prepared to help you recognise and successfully influence driver attitudes and behaviour.

When communicating the Pledge2DriveSafely it is helpful to include opportunities for employees to air their ideas and any worries in a supportive environment. Such group discussions or one-on-one coaching sessions can help you:

- Imbed knowledge
- Identify any individual with poor attitudes
- Improve attitudes through 'ownership' of the subject
- Create a positive culture and planned behaviour
- Answer previously hidden worries

Driver managers aren't always HR professionals, or experts in training, coaching or psychology. But through use of basic listening skills and asking open ended questions, rather than lecturing employees, any manager can help effectively implement the Pledge2DriveSafely campaign. The online manager's guide to the Pledge2DriveSafely, accessible through www.fleetsafetyforum.org, and the Pledge2DriveSafely workshop both include tips on how to lead discussions, including easy group activity ideas.





CASE STUDY: IMPLEMENTATION OF THE PLEDGE2DRIVESAFELY AT ARVAL

Leading vehicle fleet and fuel management company Arval



embarked on improving its road safety culture in 2004 following a risk assessment exercise. This focus coincided with the appointment of a full time fleet manager with responsibility for road safety. Tracey Young identifies the start of her personal road safety journey as the day she came into contact with Brake, including its Pledge2DriveSafely, in November 2005.

Tracey was inspired to present the Pledge2DriveSafely to drivers within Arval, whether they drove for work or not. She highlights the day her campaign stepped up a level when Arval's chief executive, Jean-Marc Torre, attended one of her sessions. With her passionate delivery of the topic, using the PowerPoint resource provided by Brake, she embedded support for the cause at the most senior level within the organisation, which was to be crucial to Arval's future success. With this senior management support, Tracey has been able to lead an ongoing programme of road safety awareness training, as well as many other measures to ensure improved risk management and ultimately the safety of Arval employees, customers and the communities within which they operate.

Tracey developed Arval's own road safety course, and during 2006 rolled it out to all company car drivers with attendance being mandatory. The course included interactive discussions around the issues of attitude, beliefs and behaviour when on the road. For many Arval drivers, it was the first time they had really thought about their driving since they passed their test. Emotionally, the courses challenged them because they were hard-hitting. But for the first time, many Arval employees realised that driving was a life skill and that the issue which confronted them was not just about driving for work.

The courses were followed up with a multi-media, safety focused, communications campaign providing employees with advice on safe driving and updates on legislation. For example:

- The company has used individual Pledge topics as headline messages on its intranet site, changing the messages on a rolling monthly basis to help keep them front of mind.

- The Pledges are embedded into Arval's Company Driver Handbook.
- All Pledge2DriveSafely posters are featured on the company's Drive4Life noticeboard in its staff entrance.
- The company runs its own Road Safety Week in addition to participating and fundraising during Brake's national event.

To coincide with Road Safety Week in 2007, Arval highlighted the potentially fatal results of common errors behind the wheel, with a dramatic re-enactment of a road traffic crash. The event promoted the importance of road safety to the entire workforce and 2,000 customers who received a DVD of the mock crash. It was, and still is, made available to all through the Arval website, as well as being posted on You Tube.

Arval distributes road safety information to customers on a regular basis, including case studies and industry safety related updates. Recent mailings have included topics such as mobile phone use, duty of care and changes in legislation, all of which have used information provided by the Pledge2DriveSafely campaign and Brake's Fleet Safety Forum.

Over three sessions in 2008 the company invited 90 of its customers' managers to the Arval head office to attend Brake Pledge2DriveSafely workshops. This programme continues to run, with Tracey having so engaged with Brake's scheme that she now delivers the workshops on the charity's behalf on a voluntary basis, as well as on Arval's behalf to its own customers' managers. The company has had an enormous impact on the safety of its drivers and driving behaviour, reducing its own crash rates and insurance costs, as well as influencing thousands of company drivers through its customer organisations. This has not gone unnoticed in the industry as Arval has won two major road safety awards in recent times and the company plans to continue its close work with Brake as part of a commitment to make the UK's roads safer.

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Training service from Brake

If you want a Brake trainer to come into your company, for a fee, to deliver the Pledge messages on your behalf to a group of drivers or managers, call Brake's Fleet Safety Forum manager Roz on **01484 559909**

Subscribe to Brake's Fleet Safety Forum

Brake's Fleet Safety Forum is a not-for-profit subscription service run by Brake for companies with employees who drive for work, to give you the information and tools to better manage your road risk. It provides you with, among other things: detailed guidance on a wide range of topics from driver assessment and monitoring, to random driver testing for drugs; research findings on fleet safety available in a restricted website and ebulletins; resources for employees such as the Pledge2DriveSafely campaign. If you are not a subscriber, join today for a low fee by calling **01484 559909**.



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