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Title:

Targeting road safety interventions at young workers and family members through the workplace

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Note: This is still very much a concept/discussion paper, and we value your feedback.

As well as the above conference, it has also been presented/received peer comments at the following events:

- Murray W. Using work-related road safety as a conduit for community road safety. Association of Industrial Road Safety Officers General Meeting, Birmingham, 19 September 2007.
- Murray W. Moving beyond compliance. Paper Presented at the Brake Duty of Care Workshop, Liverpool, November 27 2007.

Abstract

Field of study; and if applicable

Work-related road safety
Young drivers

Study objectives

Review the potential to target young people, family and community members through the workplace

Methods used

Brief review of work driver effect, and Haddon Matrix.
Case studies of British Telecom, Centrica (British Gas), Nestlé Waters Direct and Wolseley UK.

Sources of data/information

Literature
Company data
National data on young drivers to set scene

Results

Potential and impact of workplace to target young drivers and other family members.

Discussion and conclusions

The workplace is an opportunity to target young drivers, family members and local communities – who are a captive audience because employers affect them economically and have opportunities to influence them. The paper provides a framework and sets out how four proactive organisations have done this.

1 Introduction

This paper is partly based on research and partly on practical real-world experience. From a research perspective, a recent major review of fleet safety in Australia (Murray, et al, 2003) suggested that there may be some type of 'work driver effect' that could be used to positive effect in the wider community, in that if work drivers could 'take safety home', employees' private driving would be safer and their influence on family members could be positive. In this review, the issue was particularly cited by DuPont as one of the motivators for its extensive fleet safety program in Australia and around the world. DuPont proposed that there are both humanitarian and business reasons to focus on fleet safety, and argued that that crashes occurring during a driver's private time, or involving their family, will inevitably affect their working life. Clarke (2006) also focused on the safe driving of family members.

Based on this idea, we started to look at the integration of the work and personal driving context, with questions such as:

- Does the influence of organisational safety culture remain with drivers after leaving the work environment?
- Can organisations can gain political or public support through a well managed safety program or recruit and keep more safety conscious staff?
- From an image perspective, can a fleet safety program have very high 'face validity'?
- Can we develop the marketing benefits of fleet safety for organisational and community gain?

The remainder of this paper focuses on how these ideas were developed into practical outcomes, including a summary the relationship between safety and marketing, and how large corporate companies, including British Telecom, Centrica (British Gas), Nestlé Waters and Wolseley UK, have successfully targeted road safety interventions at young workers and family members through the workplace.

2 Background – Fleet safety and marketing

Over the last four years we have discussed the relationship between fleet safety and marketing with many stakeholders and published a brief guidance paper on it (eg Murray 2007), in part influenced by the work of Laflamme (et al 1999). It asked the question: Is there a relationship between safety and marketing?

Many stakeholders at workshops, in-company events and conferences were asked to think of two extremes:

1. Have a major incident and your marketing/PR department will have to spend a great deal of effort on damage limitation to manage the 'crisis', suppress any bad publicity and protect your brand.
2. Imagine the benefits of winning a prestigious safety award, speaking at a major conference about your initiatives and being involved in the local community. This will give at least three opportunities to enhance your reputation, through your own media machine, media power of the awarding body and via the local community groups.

Figure 1 – Positive (safety award) and negative (lost product) fleet safety outcomes



Perhaps not surprisingly, option 2 was always the preferred choice.

As an example, organisations actively involved in initiatives such as the UK National Road Safety Week, organised by the road safety charity Brake, are mentioned in almost every local and national media outlet around the country. For only a small investment of time/funds this allows active participation in the local community and provides a great deal of good coverage for doing so. Internal Brake data suggests that Road Safety Week alone has generated the charity over £7.1 million of 'free' media coverage for road safety over the last three years.

Based on experiences over the last few years, there is no doubt that good safety performance can guarantee much more media coverage and speaking opportunities on the safety, transport, fleet, environmental and management conference circuit and opportunities to contribute to industry publications than any amount of planned business development.

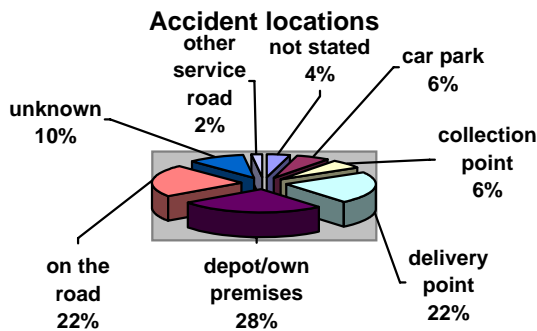
In other words, there are tangible marketing benefits from safety. Every fleet (and other) safety professional should spend time with, getting to know and working closely, with the marketing/PR people in their organisation.

As well as external coverage, this can also benefit safety performance internally, as a large element of safety improvement work is about marketing and selling – persuading people to change the way they behave. So, working closely with, learning from and gaining the support of marketing people can help to develop better internal marketing campaigns aimed at promoting safer driving, and importantly confirm and reaffirm the importance of fleet safety to senior managers. Particularly in larger organisations, this is of vital importance in making the business case to invest time and resources. In making this business case, such programs are important for a number of reasons:

1. Society – using the road is the most dangerous activity most people undertake – and is the most likely way that people around Europe are likely to die between the ages of four and 44. Under 25s are particularly at risk, making up approximately 10% of drivers in most developed countries, but being involved in 25% of fatal collisions (eg DfT 2007).
2. Legally organisations have a duty of care to follow the rules of the road, and ensure that their people drive carefully, in vehicles that are roadworthy, licensed, certified and insured.
3. For the business, it is important that employees and their family remain fit and healthy – and avoid being involved in collisions. Taking the DuPont line mentioned earlier, if employees are off work due to their own or a family member's injury it has a major impact on company performance.
4. From a financial point of view, road accidents involving employees or their family members are very expensive. Wheatley (1997) quoted Australian Industry Commission data which estimated that the costs road accidents at work are shared, 40% by the employee, 30% by the employer and 30% by the community. In accidents at home, or involving family members, the costs are met totally by the employee and the community.

Safety can also help support marketing by allowing organisation to get involved in their local community. As Figure 2 shows, many work related crashes happen close to home, meaning that fleet operators have a major impact on their local community, including their own employees and family members. This data was based on UK Department for Transport funded research with 50 organisations, and similar patterns have emerged in other unpublished studies with a range of organisations around the world. Particularly when organisations operate in certain territories, or on quite fixed stopping and starting locations, many vehicle collisions happen very close to home, or at regularly visited locations. This means that organisations can have a major positive or negative impact on the road safety in the communities in which they operate.

Figure 2 – Fleet vehicle collision locations, based on data from 50 fleets (Source: CoVIR, 2003)



A fleet risk management program can have wider benefits for the organisation than just safety. Based on our experiences observing and working with major organisations all over the world, there appear to be clear links between fleet safety and other core business activities such as quality, efficiency, the environment, marketing and branding. It also gives an opportunity to play a wider role in the community, be seen as proactive about its corporate responsibilities to people and the planet and to enhance its reputation. Finally, a fleet safety program can help to protect against safety and other legal obligations. The more proactive a fleet can be, and be seen to be within the communities in which it operates, the better.

This is important because many issues described in this paper are much wider than just road safety. For example, how do wider business changes affect people's driving safety? How do work schedules, payment systems and bonus schemes affect the risks drivers have to take? What work instructions are staff given and how do they affect driving? Have any business changes affected the way people report incidents?

An effectively run 'culture/community/management-based' program can motivate managers and staff to become change agents who lead by example and also bring many wider business, branding and corporate social responsibility opportunities. For this reason, we have looked again at the application of the widely utilised Haddon Matrix Road Safety Model (eg Haddon 1967 and 1980, Williams 1999 and Faulks 2002) and extended it in Figure 3 to include community engagement.

Externally, a big employer has such a presence and brand that it could do much more to effect the local communities in which it operates. Such initiatives could include the following.

- Joining and being proactive members of safety groups such as Brake.
- Being involved in Road Safety Week and other local community events.
- Entering as many award schemes as possible.
- Including family members in safety initiatives (see Appendix 1).
- Presenting papers on safety at relevant conferences.
- Doing PR and publicity around its safety performance.
- Developing an on-going 12-month rolling program of fleet safety initiatives.
- Working closely with industry regulators, and inviting them to review comment on aspects of the operation.
- Developing a pledge to drive safely program.
- Having a post event escalation process to manage its reputation and community learning.

Figure 3 - Summary of fleet safety programme countermeasures using an extended Haddon Matrix framework

	Management culture	Journey	Road/site environment	People	Vehicle	Society/community/brand
Pre-crash	Policy and procedures Organisational climate tools Management structure Board level champion OHS or quality-led Safety committee Safety pledge	Travel surveys Purpose Need to travel Modal choice Journey planning and route selection Shifts/working time	Risk assessments Guidelines Site layouts Road improvement	Select Recruit Induct Handbook Assess Train Driving pledge	Selection Maintenance Checking ITS to monitor	Marketing program Community involvement Safety groups Road Safety Week Conference circuit Media and PR Safety awards External benchmarking Regulator briefings and involvement Family/young driver program
At scene	Emergency support to driver	-	Manage scene	Known process to manage scene	Crashworthy ITS to capture data	Escalation process
Post-crash	Report, record, investigate and evaluate Change management	Debrief and review	Investigate and improve	Driver debrief Counselling & support Reassess/train	Investigate ITS data Vehicle inspection & repair	Manage reputation and community learning process

As well as DuPont, described above, many organisations have realised these benefits in recent years, and have successfully used the Haddon Matrix to help focus on improving their road safety – and obtaining the many societal, legal, business and cost benefits that it can bring. Several of these organisations are described below.

3 Successful corporate community road safety programs

The following cases, from British Telecom, Centrica, Nestlé and Wolseley UK, show how community road safety outcomes can be successfully achieved by organisations. These companies are discussed in detail because we have worked closely with them over several years. A range of other cases are also described by the UK road safety charity Brake (see for example www.brake.org.uk or www.roadsafetyweek.org.uk).

3.1 British Telecom

BT has approximately 44,000 cars and light commercial vehicles driven mainly by engineers and managers. A further 50,000 BT staff may be called upon to drive while at work. Since BT's Health and Safety Group identified driving as its biggest and most expensive risk during 2003, BT's quarterly meeting Motor Risk Management Forum (MRMF) has worked on a range of ground-breaking fleet safety initiatives over the last 4 years, including a 14-point fleet safety strategy based on the Haddon Matrix shown in Figure 3. Point 12 says:

'Online driver assessment and training tools freely available to family members of BT people and non Occupational Drivers to promote the community road safety agenda. In-vehicle training heavily discounted for family members, via BT Benefits Plus program.'

BT has invested a great deal of time, financial and intellectual capital in road safety and is highly committed – not only for BT but also for the local communities in which it operates. Due to its scale and commitment, BT has the potential to influence general road safety within the wider communities in which it operates for the benefit of society as a whole, particularly in the following ways.

1. As part of its wider Corporate Social Responsibility (CSR) program, BT works as a Corporate Partner with Road Safety Charity Brake, including hosting a number of high profile projects and events in recent years.
2. By working closely with vehicle manufacturers BT has influenced them to change the safety spec of their vans, which due to BT's scale have then become standard features, meaning the wider van buying public and eventually society get better and safer vehicles. BT, and other fleets, sell their vehicle on typically within three years, so the more safety features they have the safer the overall UK vehicle parc will be in a relatively short space of time.
3. Family members program. Detailed claims analysis identified that a significant minority of BT's claims involved family members driving BT vehicles. This led to new policies and procedures, including family members being offered access to the on-line One More Second training program (Appendix 2) via a licence agreement with Interactive Driving Systems and discounted on-road driver training with the IAM. This initiative was launched to coincide with Road Safety week 2006 and is described in more detail online (see News at www.virtualriskmanager.net). So far over 3,000 family members have logged onto One More Second. Plans are currently in place to promote the program more widely. If each employee was to persuade one of their family members to take part, over 100,000 people in the community could be 'touched' by the initiative.
4. BT's Group Risk Manager has become a sought after speaker on the 'fleet safety circuit' and has undertaken many motivational speeches on the issue in the UK and overseas during the past four years.
5. Engaging with other fleets to work together and benchmark their performance. BT was a founder member of the Fleet Safety Benchmarking Group (www.fleetsafetybenchmarking.net)
6. BT has an ageing population pyramid amongst its workforce, and in recent years has been recruiting a large number of young people into its business as apprentices. General road safety research, and BT's own internal data has shown that young drivers and new starters are statistically more prone to collision involvement than older drivers and existing staff. For this reason the company has focused heavily on young drivers and new starters, through its Apprentice, Induction and Starting Point initiatives.

Overall, BT has gained many benefits from its fleet safety programs, including the following:

- 30% incident reduction over 4 years and 20% reduction in costs over last 2 years.
- Managers and drivers hit personal targets.
- Raised profile, awareness and brand internally and externally, including major contribution to Corporate Social Responsibility (CSR) program.
- Led to internal and external funding for program (eg Driver of Year prizes funded by insurer Zurich).
- Cost effective targeting of interventions and training, at the 10% of drivers who were most 'at-risk' and 70% of drivers identified as being at 'medium risk'.
- Visibility, integration and Indexing of assessment data with previously 'invisible' training and crash data.
- Reduced fleet's calamity claims premium and improved insurer relationship.
- Reduced employer's Liability (EL) insurance costs.
- Established safety credentials – 50,000 drivers risk assessed and 35,000 trained either online or in-vehicle. 2,000+ managers trained.
- Allowed proactive management of key Government agencies and regulators.
- External recognition in prestigious award programs, including the Brake Fleet Safety Forum, Prince Michael Road Safety and Fleet News awards.

3.2 Centrica (British Gas)

British Gas is a leading energy provider in the UK and internationally, employing 30,000+ people, and operating approximately 15,000 vehicles in the UK. It is therefore very serious about the safety performance of its fleet and its impact on the wider society in which it operates. Its road safety programs are based on the belief that promoting sound driving practices at work also extends to private driving, which should reduce the chances of employees, family members and people in the local community being injured in vehicle collisions. Its overall program covers nine key areas including young drivers, non-business and apprentice drivers and improving safety in the community.

3.2.1 Young drivers

In Centrica's collision data for 2005 young drivers were identified as a high risk group. During 2006, a total of 560 new apprentices were recruited, in 2007 this will total an additional 549. Part of their induction includes a **Young Driver Program** for trainee engineers that drive as part of their daily duties. The one-day young/apprentice/new driver program includes:

- In vehicle assessment.
- Multi-media assessment.
- Class room sessions on road safety, fuel efficiency, vehicle management and other issues.
- Eyesight and licence check.
- Group discussion of the Brake Road Safety Charity 'Too young to die' DVD.

Data for 2006 showed a significant reduction in claims involving the young driver population, especially those aged between 17 to 20 years, as a result of the program, which is now being implemented for all recruit age groups, which total 549 new engineers during 2007. In total during 2006/7, over 1,000 drivers were or will be 'touched' by what has become one of the largest ever initiatives of its type undertaken in the UK.

The program is also important in the context of the wider concerns for young driver road safety in the UK population as a whole because the 1/10 drivers in the UK are under 25 are involved in 1/4 of the road fatalities. The British Gas young driver program was designed with this statistic in mind, and was partly inspired by the young driver theme for the UK National Road Safety Week in 2006. Young apprentices driving a van not long after passing their test in a small vehicle are particularly vulnerable – and have been successfully identified and targeted as such by the British Gas initiative. It also became clear from the data, that British Gas's older drivers (60+) were also at risk, and now that the young driver program is well established, plans are in-hand to target relevant interventions at ageing drivers as well.

3.2.2 Non-business and apprentice driver programs

There are approximately 14,000 office-based British Gas employees in the UK that **Never Drive on Business**. Many of these people do drive in their personal life and commute to work by road. Although not legally required to focus attention on this group, British Gas has not neglected them. During Road Safety Week 2006 British Gas ran events at its 23 main workplaces. Office-based employees were asked to undertake an electronic Highway Code knowledge check and to Pledge to drive safely. The outcomes of the assessment were captured on a secure server and copies of the Interactive Highway Code were given to all employees who failed to achieve the agreed pass rate. Again, this is one of the largest ever corporate community road safety programs undertaken in the UK. Similar initiatives are currently being planned for 2007.

In addition, during November 2006 a safety road show was held at the British Gas HQ in Stockley Park. At the event Brake material was distributed plus up to 400 copies of the Interactive Highway Code. Employees were encouraged to undertake the driver assessment and over £600 was raised for Brake through the sale of pin badges at all company road safety events.

Finally at the Fleet Manager's local primary school in Carlton, Leeds he agreed with the Headmistress, that British Gas provide all 300 children and teachers with a Brake road safety pin badge. All children were issued with the pin badges at the end of week assembly on Friday 3rd November 2006, they were asked to wear the pin badges all week. The class with the highest number of attendees was rewarded at the end of the week with an extra 10 minutes playtime. He also spoke to the children at the assembly for 10 minutes to raise their awareness of road safety. This was well received as the children appreciated a speaker from outside their own school.

In all, for Road Safety Week 2006, Centrica successfully assessed and improved the road safety knowledge many employees, contributed to the road safety education of over 300 children and their parents and distributed a great deal of road safety information including 400 copies of the Interactive Highway Code, hundreds of pin badges, 250 tyre tread indicators and more than 1,000 road safety posters.

The Fleet Manager said: *'Centrica and British Gas are well known brands, and by leading on road safety we are not only helping improve our business and reputation – but are also playing an active role in the communities in which we operate for the benefit of all.'*

3.2.3 External involvement

British Gas has also introduced a range of external road safety initiatives to help keep drivers safe through raising awareness and driver development. The British Gas Fleet Manager has undertaken free training from the Brake and FedEx Road Safety Academy on delivering awareness-raising presentations on a range of issues affecting people who driver for work. In 2006, he delivered over 26 presentations to in excess of 400 drivers, he also facilitated the training of three colleagues who delivered another 20 presentations to over 200 drivers, a programme that has a hard hitting message which British Gas hope will positively change driving habits. During 2007 they have so far delivered presentations to more than 300 staff.

British Gas has played an important role in a number of industry wide initiatives:

- Early involvement in the Road Haulage Modernisation Fund, and SAFED – safe and fuel efficient driving - for trucks program.
- Regular features in the trade press, and speakers at key industry events in the UK and overseas.
- Pioneering involvement in the SAFED for vans program.
- Being asked to benchmark data and processes by many other high profile fleets.
- Volunteering to take part in industry initiatives such as the Roadsafte/Department for Transport Driving for Better Business project and the FedEx/Brake Road Safety Academy.
- Acknowledgement of programs by Brake, Motor Transport and Institute of Logistics.

British gas has received many benefits from its fleet safety programs, including positive brand building at a time of increasing gas prices, external recognition, and most important of all road safety improvements. Overall, the program led to a substantial **8.3% reduction in incidents year on year 2005-06, a reduction of 434 own damage incidents and a cost saving of £732,000 in repairs.** The Fleet Manager was also promoted for his efforts!

3.3 Nestlé

Nestlé is a global food company, with >250,000 employees and >30,000 vehicles in 50+ countries. One part of the company is Nestlé Waters Direct, which supplies coolers and bottled water to homes and offices in 11 countries around Europe, supported by 3,728 people in production, logistics, sales and service from seven processing plants and 90 distribution centres operating 1,600 vehicles.

Nestlé Waters Direct has implemented a range of fleet safety initiatives across Europe, including:

- Virtual Risk Manager
- Driving Safety Policy
- KISS (Keep it safe and sustainable) communications program, including safety calendar with pictures from competition winners and card campaign.
- Involvement in SAFED.
- Community and family involvement program through road internal safety weeks.
- Implementing an online Road safety game for employees, family members and friends in 9 different languages during 2007 (Figure 4). This has already 'touched' over 500 people.
- New Driver handbook for employees, including section on 'Home Road Safety'.
- Planning to roll out the Road Safety Game to schools in the UK during Road Safety Week 2007, the theme for which is the safety of children on foot and bicycles.

Figure 4 - Nestlé Waters Direct Road Safety Game



On all its KPIs, Nestlé Waters Direct has clearly made a significant difference to safety performance and costs.

Figure 6 – Overall KPI data across all 11 Nestlé Waters Direct markets

KPI	Improvement
Collisions	-13%
At fault collisions	-23%
At fault rate	-12%
KMS per collision	+35%
Collisions per million miles	-26%
Collision rate per vehicle	-13%

The company has also received external recognition from the Prince Michael Road Safety Awards and Brake.

3.4 Wolseley UK

Wolseley UK is part of Wolseley PLC, one of the world’s largest building and plumbing suppliers to both trade and private customers. It operates more than 1800 retail outlets across the UK and Ireland. To support this massive outlet network, Wolseley UK operates a fleet of around 2500 commercial vehicles and a similar number of company cars.

Wolseley UK’s Fleet Safety Steering Group (FSSG), established two years ago, meets quarterly, and comprises internal managers from health and safety, transport, operations and fleet. It also has many influential external participants including its risk management led insurer, Zurich; insurance broker, Willis; fleet leasing company, GE Capital; accident management company, Fleet Management Group (FMG); and, risk management advisor, Interactive Driving Systems. Over the past two years the FSSG has made a great deal of progress. Many initiatives have been, or are in the process of being, implemented. One of these is a focus on community road safety, which is a passion of the company’s Health and Safety Manager, and seen as an opportunity to develop the company’s brand in the communities in which it operates.

As an example, during 2006, Wolseley UK successfully backed National Road Safety Week, run by the road safety charity Brake, as part of its comprehensive drive and investment in fleet safety.

Events and initiatives arranged for the week by Wolseley UK were aimed at urging all employees and their families to travel safely.

The company's extensive health and safety programme features a regular monthly communication designed to promote a safe working environment across all Wolseley UK locations. The November Essential Safety theme topic teamed up with the National Road Safety campaign.

The Essential Safety pack consisted of a Wolseley UK poster campaign for fleet management, briefing notes and a simple checklist – plus thousands of posters from Brake focusing on various risks associated with road safety.

Employees were required to sign and acknowledge that they have read and understood the key messages relating to fleet safety highlighted in the theme and the posters.

The main theme of Brake's Road Safety Week was young driver safety, as this group of people are involved in 25% of all fatal collisions on UK roads.

As the main focus of the week was on young drivers, Wolseley UK successfully invited all its graduates to participate in an online driver RoadRISK assessment, currently being rolled out to all drivers within the company. The bespoke assessment, developed with insurers Zurich and risk management partners Interactive Driving Systems, is designed to enable the identification of potentially 'at risk' drivers, so that preventive measures can be taken. The system helps improve the accident and collision performance of all the company's drivers.

On top of this, the company showed the Brake Road Safety DVD 'Busy Enough to Kill' to all graduates based at its UK head offices. This hard-hitting DVD is full of case studies on events which have caused families to lose loved ones due to unsafe driving practices. All graduates who attended were also given a copy of the Wolseley UK Company Car and Safe Driving Handbook, packed with tips and guidance to keep them safe while on the road.

To demonstrate Wolseley UK's commitment to road safety for our employees and local communities, the company sponsored two giant Road Safety Week banners, which were placed in prominent locations in the two head office towns of Leamington Spa and Ripon.

In addition, a number of provisional driving licence-holder students from Champion School Sixth Form in Leamington Spa were put through their road safety paces when attended a practical and theory based workshop hosted by Wolseley UK's national fleet training company.

Similar plans are in place for Road Safety Week 2007, and the company's Head of Health, Safety and Environment & Supply Chain HR, has challenged all the internal and external members of the company's Fleet Safety Steering Group to pledge to undertake at least one positive road safety action during the week.

The initiatives Wolseley UK has put in place over the last few years have shown many benefits.

1. Independent fleet safety audit results show improvements in all areas and against industry standards.
2. Collision data and insurance loss ratios have improved substantially.
3. Uninsured loss recoveries alone have funded the program, and insurance premiums have reduced.
4. Important external recognition has been received from Brake, the Prince Michael Road Safety Awards and the Royal Society for the Prevention of Accidents.

4 Conclusions

Based on the discussion and case studies in this paper, there is some clear evidence that focusing on community road safety, as one element of a wider focus on effective fleet management can provide many benefits to organisations overall and to individual managers.

The examples of DuPont, British Telecom, Nestlé and Wolseley UK, have all shown that there is an opportunity to engage corporate organisations in road safety initiatives for the benefit of society and the wider communities in which they operate.

In all the cases described, individual managers in the organisations identified the benefits that such a focus on the community could bring both to them as individuals and to the organisation as a whole. The road safety awards obtained by these organisations (Figure 6) provide a clear indication of the opportunities for recognition.

It does appear that the workplace is an opportunity to target young drivers and other family members – who are a captive audience because employers affect them economically and have a degree of control over them.

Figure 6 – Road safety awards for community initiatives

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Appendix 1 – Family and friends road safety communication

Recent UK Department for Transport advertising on TV suggests that many road collisions happen close to home, often within the communities in which we live and work. This means that safety in the workplace can also have a major impact on employees, their family and community while at home. This is particularly true if family members are allowed to drive company vehicles.

It is therefore important that employees and their families take care at all times while using the road - for a number of reasons.

1. For Society, using the road is the most dangerous activity most people undertake – and is the most likely way that people are likely to die between the ages of four and 44. Under 25s are particularly at risk, making up 10% of drivers, but being involved in 25% of fatal collisions.
2. Legally we all have a duty of care to follow the rules of the road, and ensure that we drive carefully, our vehicles are roadworthy, licensed, certified and insured.
3. For the business, it is important that you and your family remain fit and healthy – and avoid being involved in accidents. If you are off work due to your own or a family member's injury it has a major impact on our performance.
4. From a financial point of view, road accidents are very expensive. It has been estimated that the cost of at-work road collisions are shared, 40% by the employee, 30% by the employer and 30% by the community. In accidents at home, or involving family members, the costs are met totally by the employees and the community.

For these reasons an increasing number of proactive employers are asking their people to take road safety home with them, and to engage family members (including brothers, children, sisters, friends, husbands, nannies, partners, sons, daughters, spouses and wives) in driving safely at all times.

Here are some important questions for organisations to think about in relation to employee's family and friends – particularly if they are driving company vehicles:

- Do they have a valid driving licence?
- Have they read the Highway Code recently?
- Do they drive carefully at all times?
- Is the vehicle they drive road worthy and legal (insurance, tax, certificates, etc)?
- What can employees do to make sure family and community members are safer on the road?
- What things have employees learnt at work that can also be useful for safe driving in their day to day home life?
- Have they undertaken any driver assessment or training since passing their test?
- Are valuable employees put at risk while travelling with family members?
- How will the driving of family members affect the company or employee's insurance premiums and vehicle resale values?
- How good is their use of mirrors, brakes, signals, steering, clutch, gears, speed, safety space, vehicle positioning and road junctions?
- How safe are their parking, manoeuvring, following and hazard perception techniques?

Appendix 2 - BT launches world's biggest ever friends and family safe driving program

As part of its Starting Point safe driving program, BT is now launching the multi-award winning online driver training module One More Second for family members and friends as well as employees.



It can be accessed via the web at www.virtualriskmanager.net/bt

Participants should follow the BT Family and Friends link and enter using the password 'btfamily'.

The training is being made available, free of charge, to BT family members and friends for a number of reasons.

- It's a very positive addition to the BT Benefits package, aimed to help family and friends develop their life skills and be safer on the road – which is the most likely place where people between the ages of 4-44 in the UK lose their life prematurely.
- Several family members, including brothers, children, sisters, friends, husbands, nannies, partners, sons, daughters, spouses and wives drive BT vehicles, and from time to time show up in the BT collision data.
- Such a program helps to take road safety into the home, which can also help to influence the safe driving of BT employees by engaging family and friends.
- It provides an opportunity for BT to touch over 250,000 people - and have a major impact on community road safety, as well as productivity.
- The training fits well with BT's Corporate Social Responsibility and community-based objectives.

The launch has been specifically timed to tie in with three external initiatives.

1. The European Agency for Safety and Health's 2006 campaign to protect young workers - workers aged 18-24 have 50% higher risk of an accident at work than other workers. They are particularly at risk at the start of new jobs (<http://osha.eu.int/youngpeople>).
2. The TUC's young worker health and safety guide (www.tuc.org.uk/extras/Apprenticeships.pdf).
3. The Brake Road Safety Week 2006 theme of young drivers (www.brake.org.uk). Under 25s make up approximately 10% of drivers, but are involved in 25% of UK's fatal collisions.

More details are available from BT's Group Safety Advisor.