Road traffic injury is the leading cause of death, injury and absence from work in Australia. **Over 30% of vehicles on Australian roads are driven for work-related purposes.** At certain times of the day, two out of three vehicles are making work-related trips. There is also evidence to suggest that more people are injured driving work-related vehicles than non-work related vehicles.

**Aim**

Safe Behaviour in Occupational Driving Program aims to challenge drivers’ key salient beliefs regarding unsafe driving behaviour and enhance their own capabilities as a safe driver.

**Background**

In Australia road traffic injury is the leading cause of work-related death. It is well recognised that driver factors (e.g., attitudes, perceptions, behaviour) play an important role in reducing work-related road traffic injury. Despite this, there has been limited attention given to preventive strategies focused on empowering drivers to challenge their own key salient beliefs associated with unsafe driving practices. This program incorporates the two most powerful workplace incentives - feedback and goal setting – to empower drivers to challenge their own beliefs regarding unsafe driving behaviour and enhance their own capabilities as a safe driver.
MUARC conducts research of the highest standard and provides incisive interpretations of research findings. The Centre does this by identifying emerging injury problems, undertaking research to determine solutions and closely monitoring international safety developments. It works cooperatively with both public and private sector organisations to define the scope of research projects and encourages the adoption of recommended injury prevention measures.

Located in Melbourne, MUARC has more than 90 research staff drawn from a wide range of academic disciplines including psychology, medicine, human factors, ergonomics, engineering, epidemiology, statistics, computing and education. More information about MUARC can be found at MUARC’s website: [www.monash.edu.au/muarc](http://www.monash.edu.au/muarc)

The Program's success
Safe Behaviour in Occupational Driving Program has been found to be successful in improving safe driving practices. The design and delivery of the program has also been recognised for its effectiveness in promoting positive workplace change.

Program Overview
To achieve the aim of this program, there is a need to gain a thorough understanding of the driving conditions, the prevalence of unsafe driving behaviour and workplace factors influencing safe driving practices. Safe Behaviour in Occupational Driving Program addresses these factors in a targeted approach, with two unique components that promote employee involvement.

The first component of this program explores the driving task and the workplace safety environment. This component involves two stages, (i) distribution of a survey, (ii) semi-structured interviews with a selection of drivers. Topics explored include the type of work and work-related driving patterns performances and workplace factors influencing safe driving practices.

The second component uses the results from phase one (and current theories of behavioural management), to develop a group-based development program. The program is uniquely aligned to the organisation and its driving context and focuses on challenging drivers’ perceptions that unsafe driving practices have a negative impact on driving performance and safety outcomes. Group activities are designed to provide drivers with knowledge and strategies to avoid future scenarios that place them at risk of driving unsafely. The group-based development program involves a half day time commitment. An evaluation component is embedded within the program to evaluate its effect on challenging drivers’ key salient beliefs and improving safe driving behaviour.

Organisational Capability
Safe Behaviour in Occupational Driving Program is developed and facilitated by expert staff within the Monash University Accident Research Centre (MUARC). MUARC is Australia’s largest and most respected transport research centre with world leading expertise in occupational transport safety.

Who to contact?
Dr Sharon Newnam
Dr Sharon Newnam is a Senior Research Fellow at MUARC and is recognised as a world leader in the area of work-related transportation safety. She has demonstrated significant impact in advancing knowledge of factors that influence the safety of work-related drivers and developing interventions to reduce the social and financial impact of crashes. Using an evidence-based approach, Dr Newnam’s contributions to the field have been recognised at the industry level with significant improvements in safety outcomes (e.g., reduced crashes, traffic infringement notices, insurance premiums) identified within several partner organisations. Dr Newnam conceptualised and led a large scale Australian Research Council grant designed to develop, implement and evaluate work-related transportation safety interventions in the non-profit sector and is currently leading a NHMRC project that aims to estimate the magnitude and organisational determinants of work-related road traffic injury.

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“Very relevant to our driving practices and workplace environment. High quality presentation”
– Previous Participant

“It challenged us to think about what affects our driving behaviour. Everyone was encouraged to contribute their ideas”
– Previous Participant