

ADVICE FOR FLEET MANAGERS: DRIVER BEHAVIOUR



GLOBAL FLEET
CHAMPIONS

Dangerous driving behaviour is one of the biggest causes of road crashes. Driving is the most dangerous thing that many people do at work.

99% of people consider themselves safe drivers¹

35% of crashes may involve drink-driving²

x4 Drivers who talk on phones are four times more likely to be in a crash resulting in injuries³

All organisations with employees who drive for work should adopt a road safety culture backed up by policies, procedures and effective driver training and education to manage the risks associated with driver behaviour and keep their drivers, vehicles and other road users as safe as possible.

DANGEROUS DRIVING BEHAVIOURS



Speeding



Driving while distracted (e.g. using a mobile phone)



Risky overtaking



Driving when tired or stressed



Driving under the influence of alcohol and/or drugs



Not wearing seat belts

WHAT ARE THE CAUSES?



Organisational culture



Stress and fatigue



Lack of leadership



Underlying medical problems



Poor driver training



Time pressure (e.g. schedules that put performance before safety)

WHAT ARE THE CONSEQUENCES?



Increased risk of road crashes⁴



Higher insurance premiums



Increased risk of death and serious injury⁵



Reputational damage



Vehicle repair costs



Hidden and unevaluated costs (loss of labour, disrupted schedules)

HOW TO MANAGE DANGEROUS DRIVER BEHAVIOURS



POLICIES AND PROCEDURES

- Driver and manager responsibilities
- Safe driving practices
- Driver wellbeing initiatives
- Journey routing and scheduling
- Zero-tolerance approach to drink- or drug-driving
- Fatigue management strategy
- Vehicle safety procedures
- Fleet safety as a standing agenda item



DRIVER TRAINING

- Skills
- Attitude
- Knowledge
- Understanding
- Defensive driving techniques
- Tailored



RESOURCES

- Driver handbook
- Telematics
- Online learning
- Workshops
- Gamification
- Webinars
- Toolbox talks
- Health and safety meetings

For more resources to help you manage work-related driver behaviour, go to globalfleetchampions.org

This factsheet is one of a series produced by Global Fleet Champions



GLOBAL FLEET
CHAMPIONS

to help anyone who employs people who drive for work to manage occupational road risk, regardless of budget, fleet size or vehicle type. Global Fleet Champions is a not-for-profit global campaign to prevent crashes and reduce pollution caused by vehicles used for work purposes. Global Fleet Champions is a partnership initiative administered by Brake, the road safety charity. globalfleetchampions.org

References

1. Brake and Direct Line (2019), Direct Line and Brake reports on safe driving; Speed
2. International Transport Forum (2017), Alcohol-related road casualties in official crash statistics
3. McEvoy, P. et al (2005), Role of mobile phones in motor vehicle crashes resulting in hospital attendance: a case-crossover study, University of Western Australia
4. World Health Organization (WHO) (2018), Global status report on road safety 2018
5. Department for Transport (2019), Reported Road Casualties Great Britain: Annual Report 2018, table RAS0000

sponsored by
e-driving[®]