



NRSPP

NATIONAL ROAD SAFETY

PARTNERSHIP
PROGRAM

2023 Road Safety Campaign

Planning and Communications

2020 Campaign - Distraction

Ways to tackle distracted driving



Consider driving a car with AEB (Auto Emergency Braking).



Passengers can help offset tasks that could potentially distract the driver.

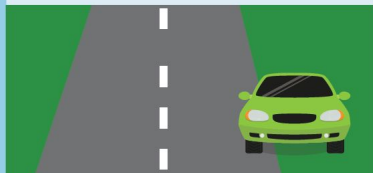


Get your playlists, podcasts or audiobooks ready BEFORE you start driving.



Put your phone on Do Not Disturb mode.

Pull over somewhere safe if you really need to reach for that object.



No distraction is worth the risk.

NRSP
NATIONAL ROAD SAFETY
PARTNERSHIP
PROGRAM

A distracted mind can miss critical dangers on the road.

No distraction is worth the risk.



Distraction comes in many forms...



NRSP
NATIONAL ROAD SAFETY
PARTNERSHIP
PROGRAM

No distraction is worth the risk.

What's on your mind? No distraction



No distraction is worth the risk.

NRSP
NATIONAL ROAD SAFETY
PARTNERSHIP
PROGRAM

Practicing mindfulness can make you more alert and focused.

When mindfulness increases, time spent distracted on the road decreases.



NRSP
NATIONAL ROAD SAFETY
PARTNERSHIP
PROGRAM

What do we get up to behind the wheel?

Mobile phone use
7% of all non-driving tasks

The risk
Your eyes off the road and your hands off the wheel.

What can you do?
- Drive with your phone on 'Do Not Disturb' mode.
- Make all needed phone calls before you start driving.



Reaching for objects
7% of all non-driving tasks

The risk
Your eyes off the road and your hands off the wheel.

What can you do?
Reaching for the object can wait. If you really need to, pull over somewhere safe to do so.



Talking with passengers
25% of all non-driving tasks

The risk
The driver's cognitive focus could drift to the conversation with the passenger (e.g. an argument).

What can you do?
Passengers can help offset tasks that may distract the driver (e.g. changing the radio station).



Short secondary tasks
1% of all non-driving tasks

What does this involve?
Adjusting steering wheel buttons, centre stack controls (e.g. radio, climate controls), seatbelt, mirrors, etc.

The risk
While the short duration of these tasks generally poses little risk, the timing is crucial.



No distraction is worth the risk.

NRSP
NATIONAL ROAD SAFETY
PARTNERSHIP
PROGRAM

Drivers spend **45%** of total driving time potentially distracted. This can **double** your crash risk.

No distraction is worth the risk.



NRSP
NATIONAL ROAD SAFETY
PARTNERSHIP
PROGRAM

2020 Campaign - Aggression



A GOOD MINDSET MEANS A GOOD DRIVE.



DON'T BE BLINDED
don't let emotions cloud your judgement



CHOOSE NOT TO ACT
you don't have to respond to negative emotions.



REMOVE ANY DISTRACTIONS
more focused drivers means less mistakes and mishaps.



THINK POSITIVE
adopt a positive mindset



KEEP YOUR COOL
focus on calm driving and breathing rhythms.

TRAVEL TIME. YOUR TIME. IT'S NOT WORTH IT.

MONASH University ACCIDENT RESEARCH CENTRE NRSP PARTNERSHIP PROGRAM Budget Direct



IN EVERY 'OTHER CAR' IS ANOTHER PERSON.

THINK BEFORE YOU RAGE.
IT'S NOT WORTH IT.

MONASH University ACCIDENT RESEARCH CENTRE NRSP PARTNERSHIP PROGRAM Budget Direct TRAVEL TIME YOUR TIME



ANGER CAN COME FROM MANY PLACES...

...BUT IT DOESN'T BELONG ON THE ROAD.
BE IN THE RIGHT MIND BEFORE YOU DRIVE.

MONASH University ACCIDENT RESEARCH CENTRE NRSP PARTNERSHIP PROGRAM Budget Direct TRAVEL TIME YOUR TIME



RECOGNISE IT. RETHINK IT. CALM IT.
THE FIRST STEP TO SOLVING ROAD RAGE IS TO BE AWARE OF IT.

MONASH University ACCIDENT RESEARCH CENTRE NRSP PARTNERSHIP PROGRAM Budget Direct TRAVEL TIME YOUR TIME



OTHER ROAD USERS
other drivers may not be malicious
avoid blaming others
be forgiving and patient
resist 'getting even'

BE MINDFUL AND REMEMBER
speeding won't get you there faster
breathe and speak to yourself calmly
focus your attention on safe, calm driving
learn to let go of the stress and struggle

POSITIVE COMMUNICATION
courtesy encourages cooperation on the road
say thank you
gesture an apology if you make a mistake - this diffuses anger

ENJOY THE JOURNEY
it's your time
remember - it's not worth it!

TIPS FOR MANAGING ROAD RAGE
REMEMBER... IT'S NOT WORTH IT.

MONASH University ACCIDENT RESEARCH CENTRE NRSP PARTNERSHIP PROGRAM Budget Direct TRAVEL TIME YOUR TIME



MOST AUSSIE DRIVERS WILL CLOCK UP TO 25,000km DRIVING THIS YEAR.

WILL YOU SPEND THAT TIME IN ANGER?

IT'S NOT WORTH IT.

MONASH University ACCIDENT RESEARCH CENTRE NRSP PARTNERSHIP PROGRAM Budget Direct TRAVEL TIME YOUR TIME



BEFORE YOU GET ANGRY, REMEMBER...

IT'S NOT JUST ANOTHER DRIVER

BUT ANOTHER PERSON

IT'S NOT WORTH IT.

MONASH University ACCIDENT RESEARCH CENTRE NRSP PARTNERSHIP PROGRAM Budget Direct TRAVEL TIME YOUR TIME

2021 Campaign - Driver Sleepiness



Wouldn't pick up the kids with your eyes closed?

What about driving tired?

#DontRiskIt

for more information, visit nrsp.org.au

Logos: Monash University, Accident Research Centre, NRSP



Wouldn't play with your eyes closed?

What about driving tired?

#DontRiskIt

for more information, visit nrsp.org.au

Logos: Monash University, Accident Research Centre, NRSP

Reaping the Rewards: Preventing Sleepiness in the Workplace



For You	For Your Workplace	For Your Community
Better physical and psychological health	Better workplace morale and satisfaction	Less potential for accidents to occur in the community (e.g. road crashes)
Reduced stress on personal life and relationships	Better safety and fewer injuries	Less ripple effects on serious injury, disability, and death in the community
Decreased risk of injury/fatality	Reductions in absenteeism and staff turnover	
	Better performance and productivity	

for more information, visit nrsp.org.au

Tips for a Better Sleep



Sleep Attitudes

- Be mindful of your thoughts towards sleep; direct towards positive associations with sleep.
- If tired due to lack of sleep, be realistic and schedule small tasks that are not demanding.
- Family/partner support.
- Try not to dwell on or blame sleeplessness for daytime impairments.
- Remind yourself: sleepiness could mean a better sleep tonight.
- Set small, realistic goals to prioritise sleep (e.g. no phone use before bedtime).

Can't fall asleep (within 15 minutes)? Go to another room and engage in a quiet, calming activity. This prevents you from associating your bedroom with sleeplessness.

Sleep Hygiene

- Reasonably cool temperatures.
- Dim light environments in the evening.
- Exercise during the day (to reasonable amount).
- Daytime activities with bright light & fresh air.
- Avoid phone use before bedtime.
- Avoid caffeine, nicotine and alcohol (especially in the evening).
- Avoid naps (or limit to 15-20 minutes, before 5pm).


for more information, visit nrsp.org.au

Well-rested vs Tired Drivers Which one are you?



Well-rested	Tired
Focused	Reduced alertness
Energised & alert	More prone to distractions & daydreaming
Good coordination & judgment	Reduced coordination & vehicle control
Rational thinking & decision making	More likely to take risks
Good reaction time	Slower reaction time
Good information processing	Difficulty processing new information
Better peripheral processing	Reduced peripheral processing
More emotional awareness & control	Less tolerance for other road users

for more information, visit nrsp.org.au



#DontRiskIt

Know your limits behind the wheel

Sore eyes? Restless? Aching? Daydreaming?

Find out more at nrsp.org.au

Logos: Monash University, Accident Research Centre, NRSP

2022 Campaign- Car Parks

CAR PARKS ARE TOUGH
TECHNOLOGY CAN HELP

Rear Parking Assist:
helps you avoid collisions

Rear Vision Cameras:
help you see behind the vehicle

Rear Automatic Braking:
helps you brake quickly

A partnership between
MONASH University
ACCIDENT ANALYSIS
NSIPP

CAR PARKS ARE OVERWHELMING
HERE ARE A FEW TIPS...

General Tips For Drivers

- Drive slowly
- Allow extra time
- Don't park when distracted
- Be patient to other drivers
- Consider online shopping
- Take care in low-light conditions

Choosing A Parking Space

- Avoid skinny parks
- Don't park in small car spots
- Don't park next to a large vehicle
- Try to park next to a wall or column
- Seek spaces away from the entrance

A partnership between
MONASH University
ACCIDENT ANALYSIS
NSIPP

CAR PARKS ARE COMPLEX
THE 3 MOST COMMON COLLISIONS ARE...

1. Hitting A Parked Car
(or having your parked car hit)
represents more than half (51%)
of reported car park collisions

2. Hitting A Stationary Object
Bollards and Poles (30%) are the objects hit the most.
Followed by security barriers and shutters (19%)
and then pillars & columns

3. Hitting A Moving Object
accounted for over 20% of car park collisions
reported to Vero Insurance in 2021, 64% occurred
while one vehicle was reversing

A partnership between
MONASH University
ACCIDENT ANALYSIS
NSIPP

CAR PARKS ARE TOUGH
TECHNOLOGY CAN HELP

3 out of 4
reversing incidents
could be avoided, if all
vehicles had a rear view
camera, parking sensors
and rear autobrake
systems.

Rear Parking Assist:
helps you avoid collisions

Rear Vision Cameras:
help you see behind the vehicle

Rear Automatic Braking:
helps you brake quickly

VEHICLE TECHNOLOGY SHOULD ALWAYS BE USED AS AN
AID, NOT A SUBSTITUTE, FOR SAFE DRIVING BEHAVIOURS.

A partnership between
MONASH University
ACCIDENT ANALYSIS
NSIPP

CAR PARKS ARE COMPLEX
THE 3 MOST COMMON COLLISIONS ARE...

1 HITTING A PARKED CAR

2 HITTING A STATIONARY OBJECT

3 HITTING A MOVING OBJECT

A partnership between
MONASH University
ACCIDENT ANALYSIS
NSIPP

CAR PARKS ARE DANGEROUS
KEEP YOURSELF AND OTHERS SAFE

A partnership between
MONASH University
ACCIDENT ANALYSIS
NSIPP

Topic

2023 Campaign Topic

Road Workers

2 perspectives:

1. How to respect a road worker as a road user.
2. How to be more safe as a road worker from road users.



MONASH
University

ACCIDENT
RESEARCH
CENTRE

NRSP
NATIONAL ROAD SAFETY
PARTNERSHIP
PROGRAM

What is our research scope?

At this point, we are thinking:

- Conditions of traditional road workers
- Driver behaviour towards road workers
- Road workers behaviour to road users
- Road user's attitudes
- Crashes that involve both road workers and users



MONASH
University

ACCIDENT
RESEARCH
CENTRE



Campaign Aims

- To inspire positive behaviour changes on the road
- Coming together to promote safe road use
- To encourage respect & empathy towards road workers
- To appreciate road workers and their jobs: promote how these people have made our lives easier and roads safer



MONASH
University

ACCIDENT
RESEARCH
CENTRE

NRSP
NATIONAL ROAD SAFETY
PARTNERSHIP
PROGRAM

Target Audience

People

- 18-40 year olds
- Drivers
- Road workers
- All genders
- All ethnicities
- Located in the suburbs/cities

Industries

- Road Safety
- Professional driving
- Road transport
- Road construction

Campaign Materials

Posters **x8**

Fact Sheets **x4**

Facilitator Guide **x1**

Videos **x3**

Social Media Posts **x4**

Surveys **x2**

Email Banners **x1-2**

Attendance forms **x1**

Development Approach

Research - Monash University Summer Research Interns

Mona Nohara - Masters of Data Science at Monash

Abbass Kak - Undergraduate Engineer at Mornington Peninsula Shire

Language

Brett Rutledge - Linguistics and Strategy at SENSEMAP

Ioni Lewis - Professor at CARRS-Q

Design

Manal Rizwan and Grace Harries

Shivani Tyagi - Swinburne Design Bureau

Industry peer review

Barbara Minuzzo - Coordinator at International Safety Media Award



MONASH
University

ACCIDENT
RESEARCH
CENTRE

NRSP
NATIONAL ROAD SAFETY
PARTNERSHIP
PROGRAM

Industry Partners



Mainroads Australia



Roads Australia



Transurban



TRAFFIC MANAGEMENT
ASSOCIATION OF AUSTRALIA

Traffic Management Association Australia (TMAA)



Queensland Government
Department of Transport and Main Roads

Transport and Main Roads (TMR)

Stakeholders



**Australasian Fleet
Management Association**



Insurance Australia Group



Innovation Group



Vero

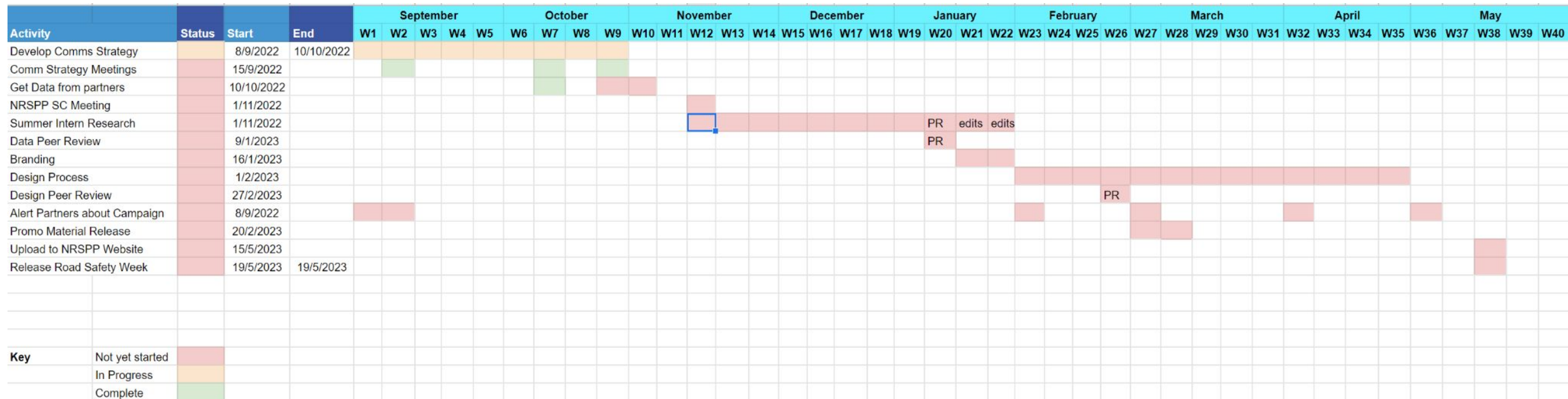


Zurich

Campaign Stages



Gantt Chart



[Link](#)

Keeping You Informed

Will keep you updated on the campaign process with a monthly check-up on:

The 2nd Thursday of every month.

We welcome any feedback or suggestions.



MONASH
University

ACCIDENT
RESEARCH
CENTRE

NRSP
NATIONAL ROAD SAFETY
PARTNERSHIP
PROGRAM

Thank you and comments

