

Convention 2002

SAFETY PAYS

Driver Training

*IT'S TIME TO RETHINK
OUR APPROACH*



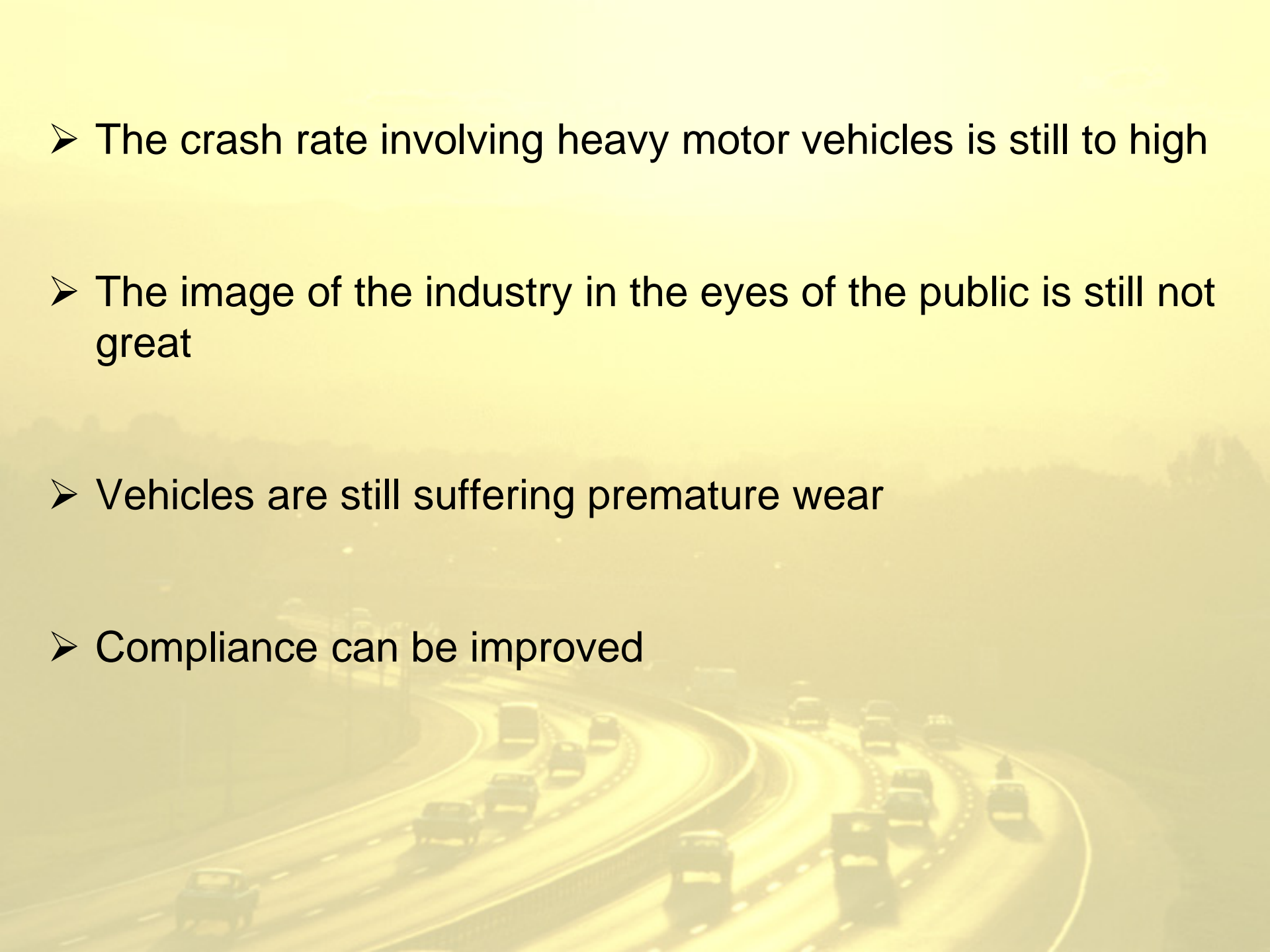
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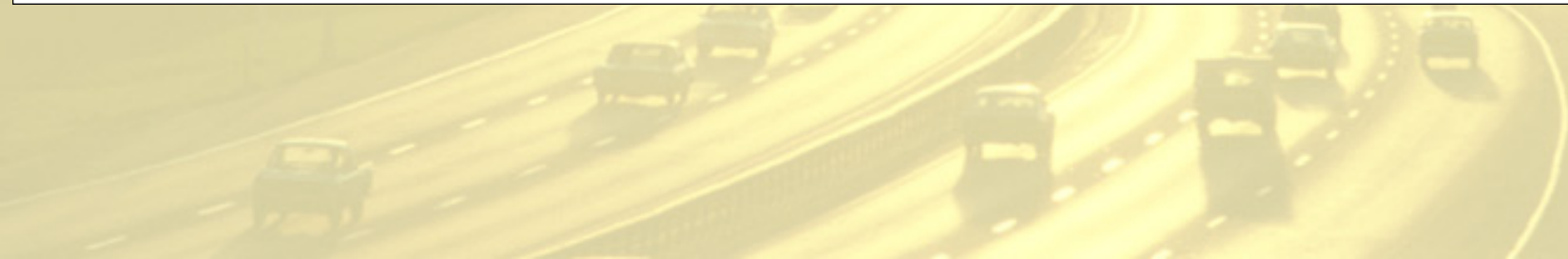
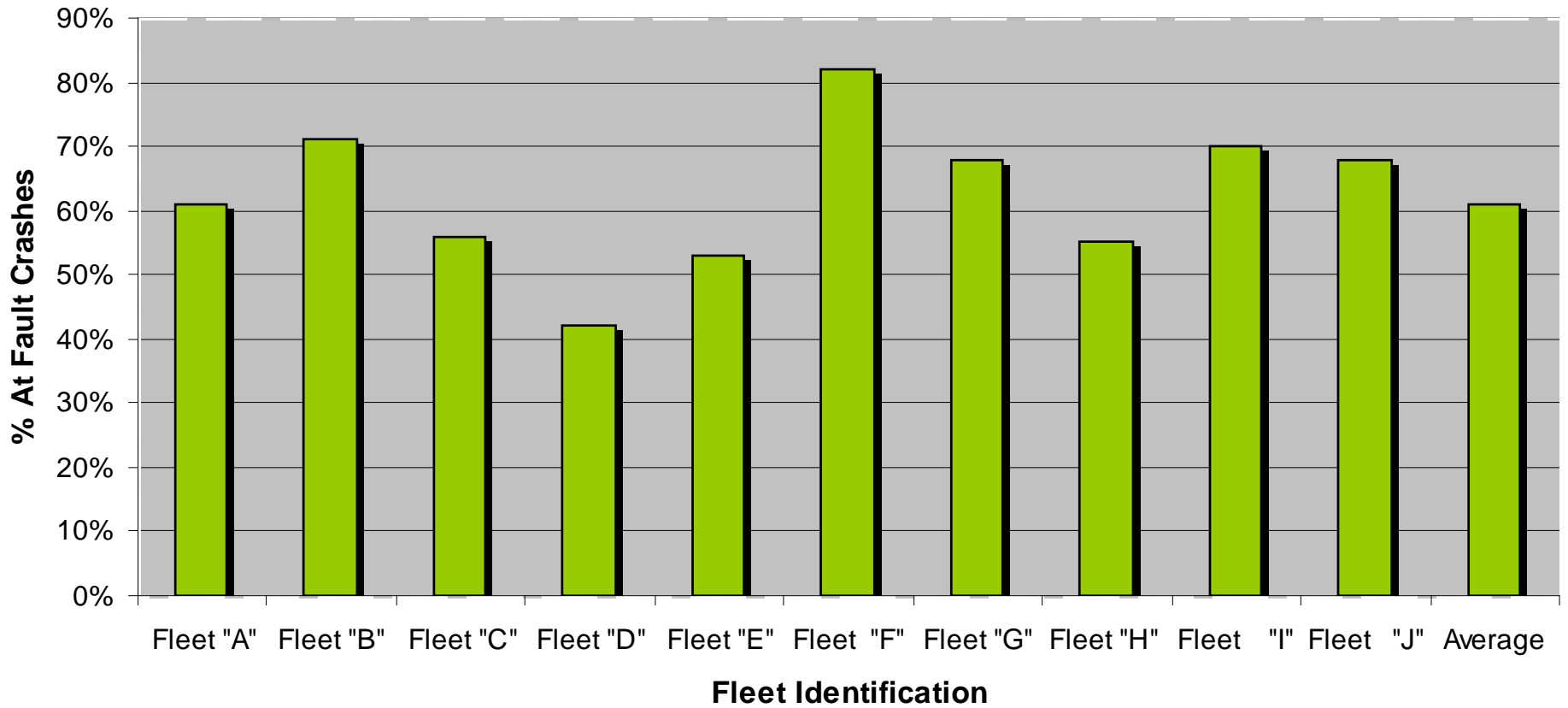


Our current approach to driver training is not working!

- The crash rate involving heavy motor vehicles is still too high
- The image of the industry in the eyes of the public is still not great
- Vehicles are still suffering premature wear
- Compliance can be improved



Comparison at Fault Crashes in New Zealand Vehicle Fleets





The court was told Mr McIntosh (*the driver*) had felt tired. He was still getting a feel for the truck when the accident occurred.

He had only driven a "B train" or full truck and trailer once before, when he did the Christchurch-Picton return run the night before.

WHY?

- We tend to treat a training programme as the magic bullet that will solve all our problems
- We fail to identify what we want out of the training before the programme starts i.e. Our training is not “targeted”
- We are too accepting of pre-set training programme content that may not be the best for us individually
- We generally do not monitor the ongoing effectiveness of a training programme
- We don't look for continual and ongoing improvements
- To many of our training programmes are driven by generic, rather than specific outcomes, i.e. “one size fits all”

And what's more,

We really don't know that what is claimed as a success is a direct result of training received or simply a result of the "Hawthorne Effect"



Hawthorne Effect

Management theory that suggests people will respond positively when they are singled out and made to feel important

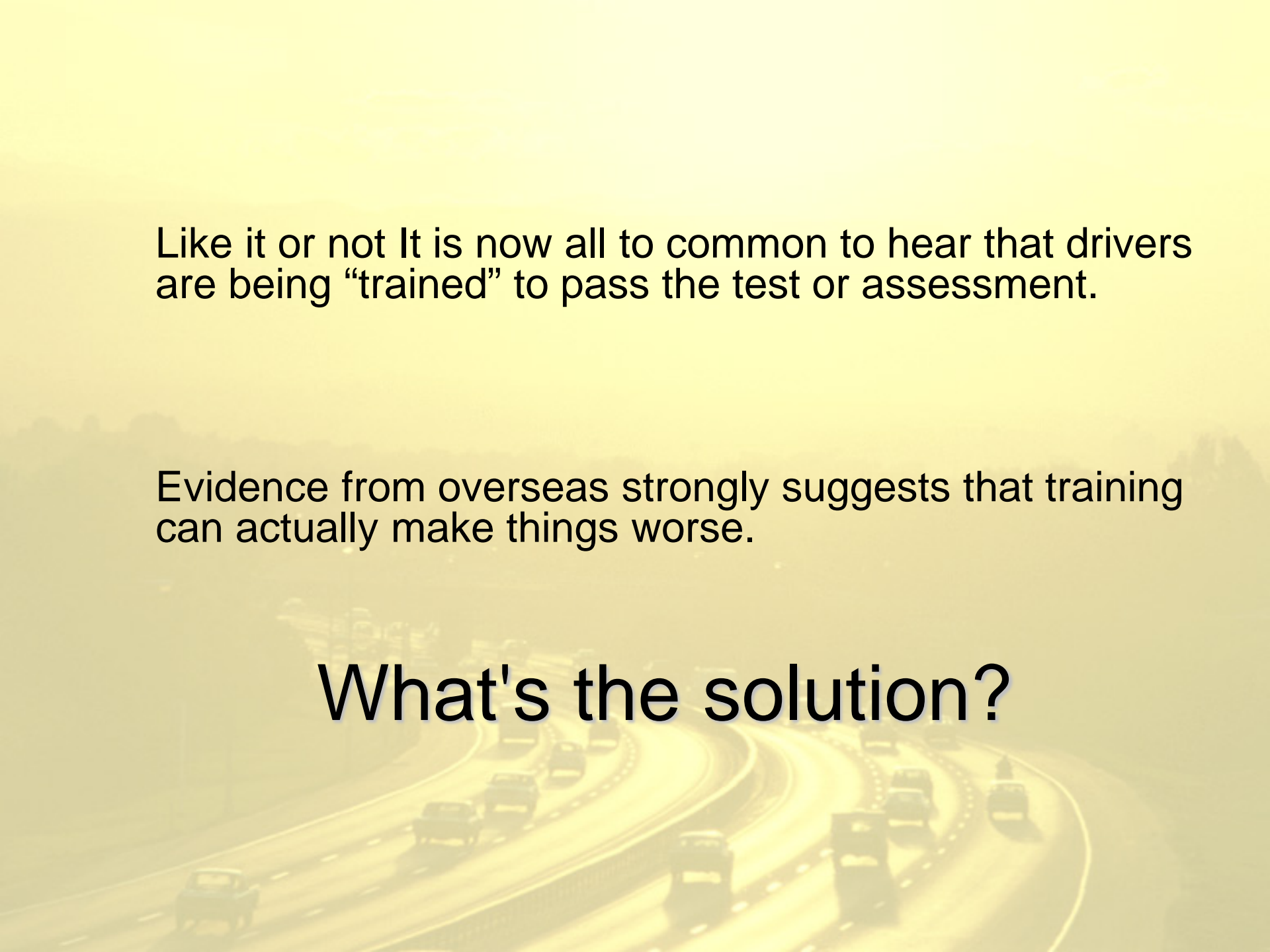


Remember!

We train monkeys to perform repetitive tasks and, provided we reward them it works very well

We can't expect to achieve the same results when we train drivers because:

1. Driving is not repetitive as no two trips involving driving are ever exactly the same.
1. We generally don't reward.



Like it or not It is now all to common to hear that drivers are being “trained” to pass the test or assessment.

Evidence from overseas strongly suggests that training can actually make things worse.

What's the solution?



***DRIVER
EDUCATION!***

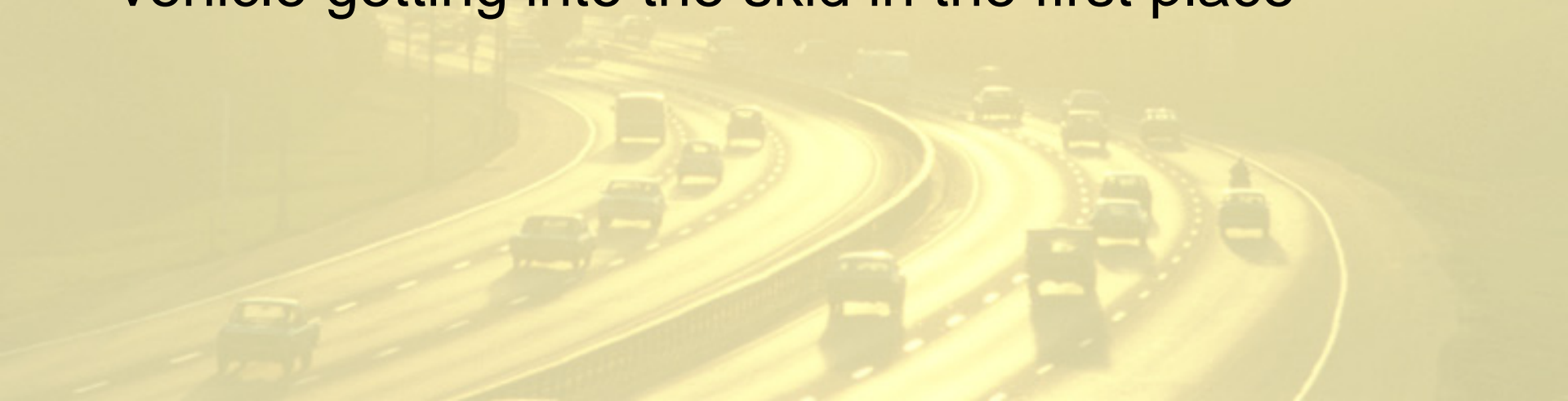
Driver Education

*An Lifelong Educational Process that teaches, and continues to reinforce, safe driving behaviour by improving driver knowledge and most importantly their **ATTITUDE.***

(It may include driver training)

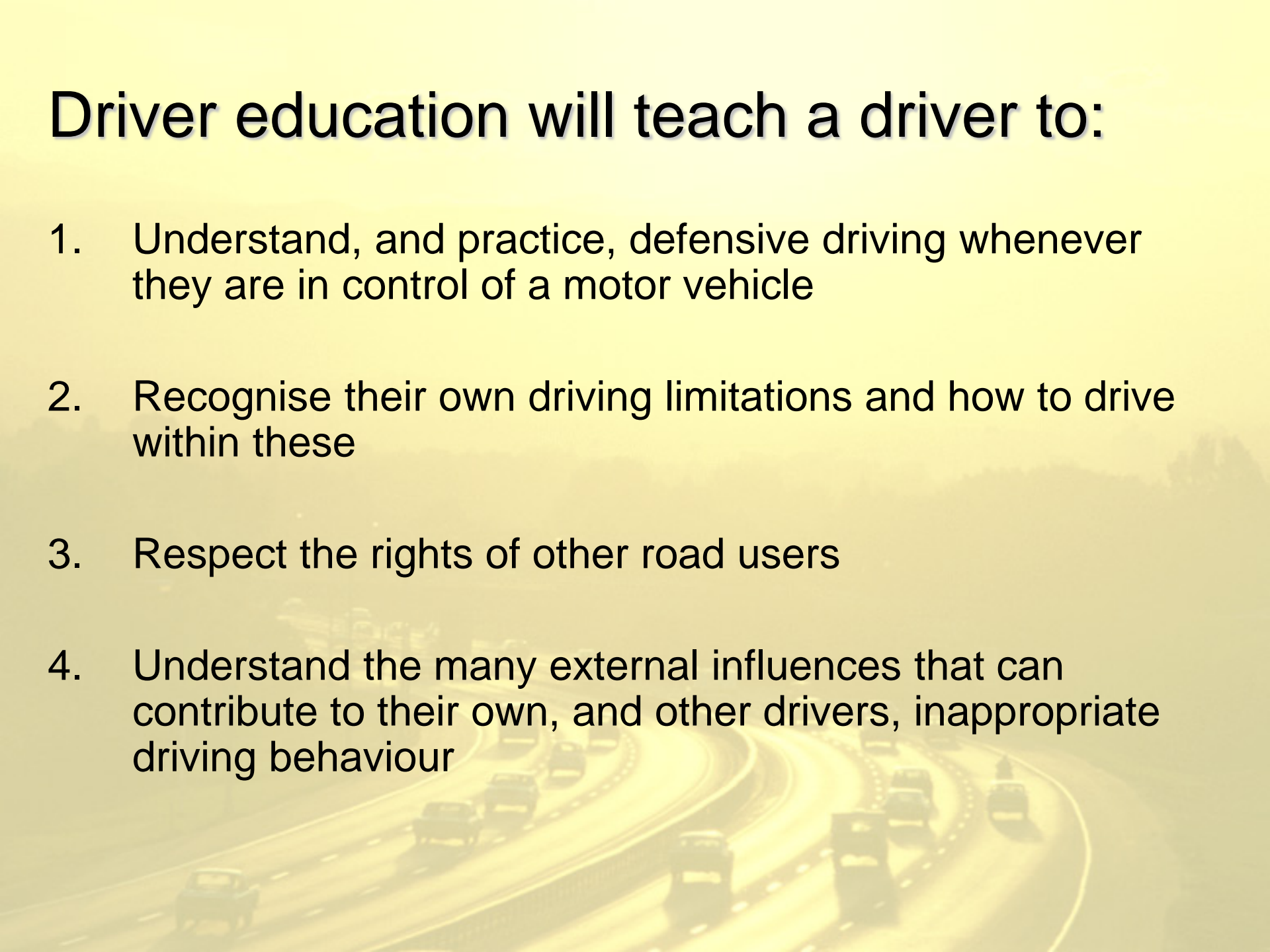
Example: Skid Control

- A training programme will train drivers how to regain control of a vehicle once it gets into a skid
- An education programme will educate drivers on the skills and knowledge necessary to prevent a vehicle getting into the skid in the first place



Driver education will teach a driver to:

1. Understand, and practice, defensive driving whenever they are in control of a motor vehicle
2. Recognise their own driving limitations and how to drive within these
3. Respect the rights of other road users
4. Understand the many external influences that can contribute to their own, and other drivers, inappropriate driving behaviour



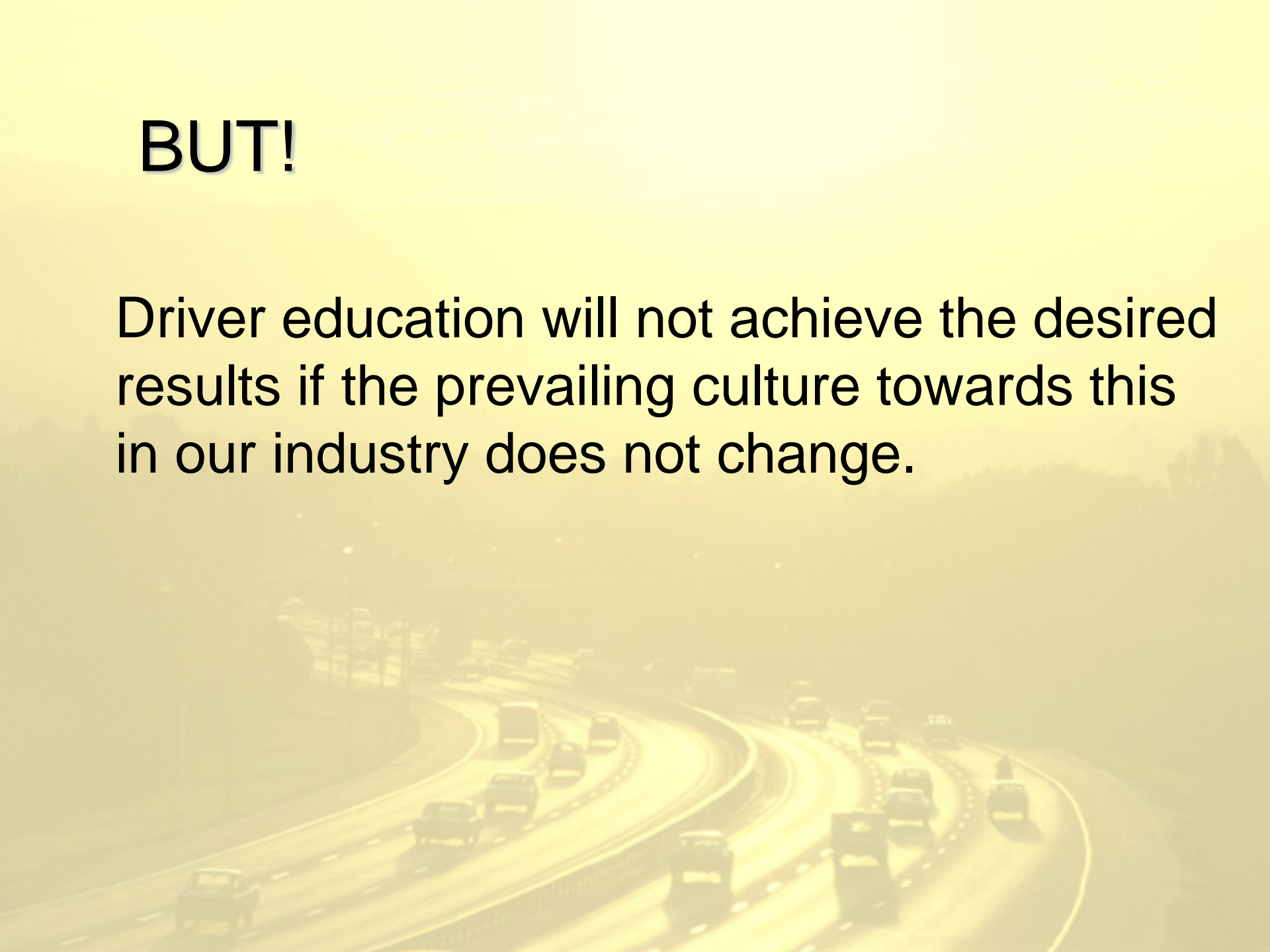
5. Provide an understanding of the vehicles they drive and the laws that apply to their use
6. Understand why related laws are necessary
7. Understand their responsibilities as drivers to themselves, their family, other road users and New Zealand
8. Understand the consequences for themselves, their family, other road users and New Zealand of inappropriate driving behaviour

In a nutshell:

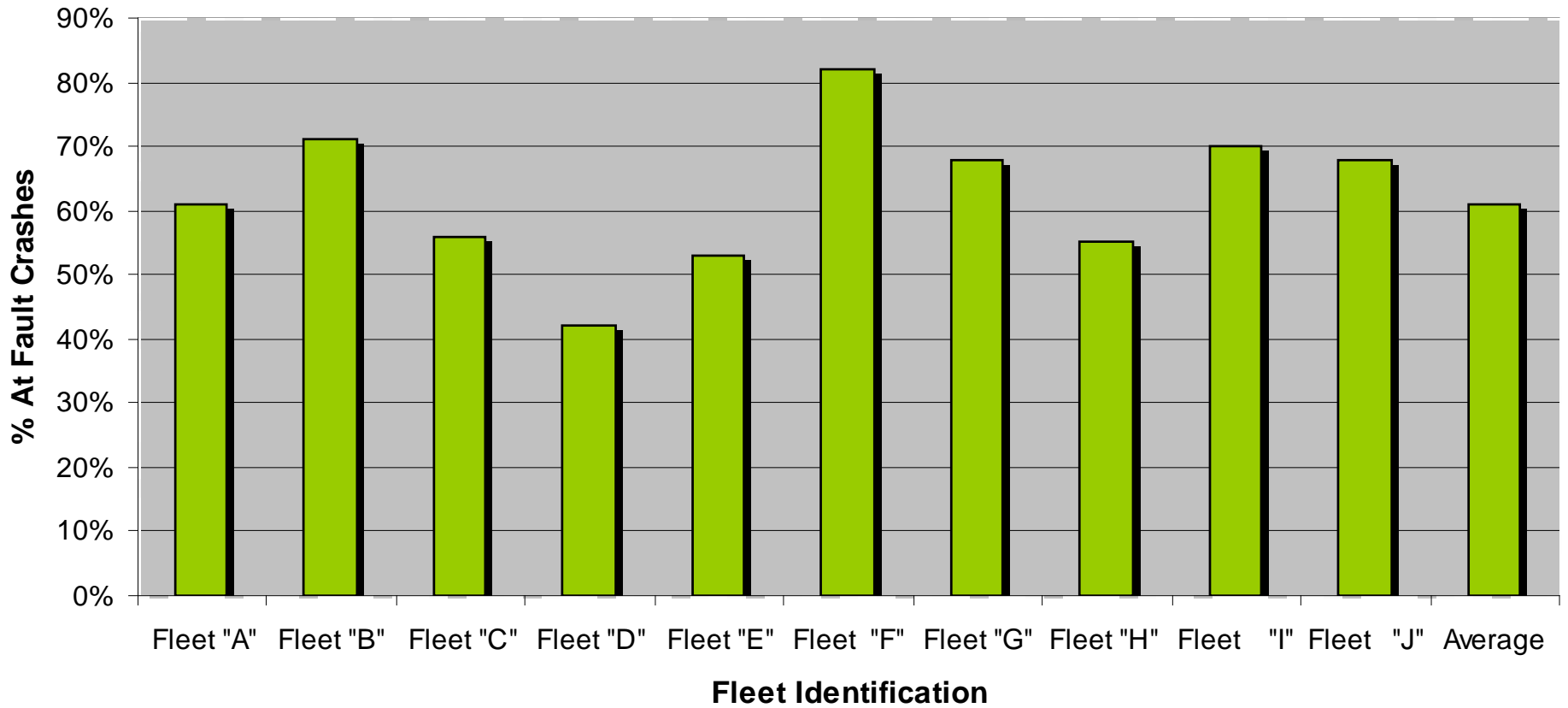
TO BE AN ALL ROUND BETTER AND SAFER DRIVER!

BUT!

Driver education will not achieve the desired results if the prevailing culture towards this in our industry does not change.



Comparison at Fault Crashes in New Zealand Vehicle Fleets



Changing the culture

Changing the culture of our industry from what we have, and all to readily accept now, will not be easy.

Many myths and sacred cows will have to be destroyed in the process

But change we must!



Myth 1

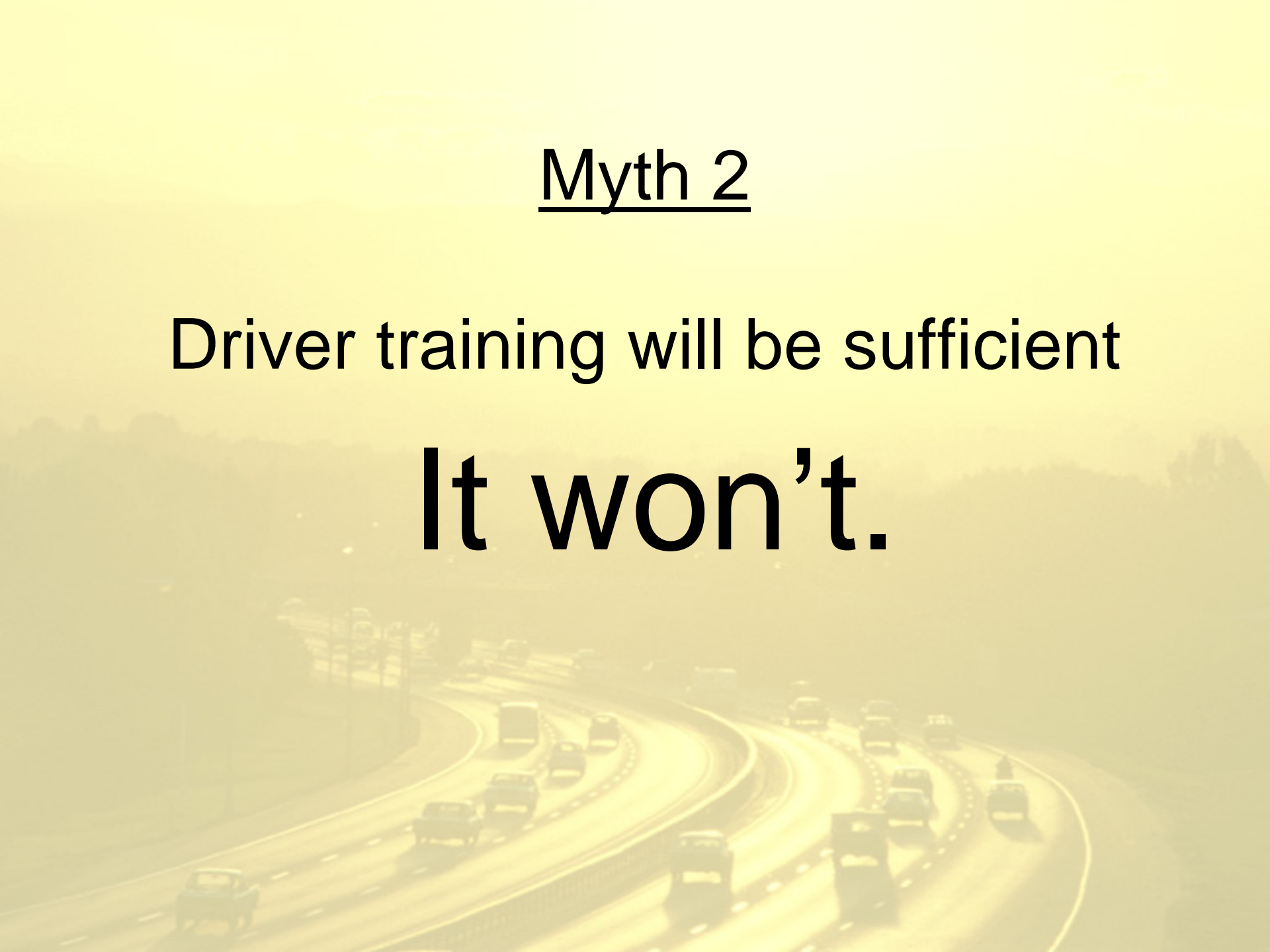
Creating a crash free culture will
cost

It won't. It pays

Myth 2

Driver training will be sufficient

It won't.



Myth 3

Any process to change what we do now doesn't have to involve top level management

It does or it won't work

Crash Free Culture

“A total commitment to safety where the skills and actions of people ensure that crashes do not happen”





ZURICH

INTERACTIVE
DRIVING SYSTEMS

steering your business safely

creating a crash-free culture




University of
HUDDERSFIELD

stage 1: culture

Zurich Commercial - your future in mind

Summary

- Our current style of driver training is not working
- We must adopt an ongoing educational process
- Creating an industry crash free culture must be the goal of everybody involved in the our industry
- Creating an environment for this will pay for us all



