



**Mental and Physical  
Safety on our Roads**

## **Your MaP to a Healthy Lifestyle: Fuel Your Body**

# **DIGITAL RESOURCES TOOLKIT**





## HOW TO USE THIS TOOLKIT

Digital media is a great channel to generate awareness within your organisation, industry and community about the importance of maintaining good physical and mental health as a worker on the roads. This toolkit and the supporting resources make a great road safety initiative relevant to drivers, schedulers, supervisors and owner operators.

**Over the following few pages, Injury Matters has provided ready-to-go posts and images for social media (including Facebook, Twitter and Instagram), articles, content for newsletters, emails, blog posts and a media release. Click on the images to download and copy and paste the content for your use.**





## WHO WE ARE

Injury Matters aims to prevent and reduce the impact of injury within Western Australia.

We work to positively impact the community, committed to creating safer people and places. We raise awareness of injury prevention and recovery by providing education, advocacy and support for those affected by the impact of injury.

Injury Matters works across a range of current and emerging injury priority areas, including: falls, trauma recovery, community violence, substance-related harm and safety promotion. We influence, empower, and collaborate with people, agencies, communities and governments for positive injury outcomes.





## WHAT IS MAPS ON OUR ROADS?

MaPS on Our Roads is a state-wide project which seeks to improve awareness and knowledge among heavy vehicle operators of the importance of maintaining good physical and mental health as a road safety initiative.

With a vast and remote road network in WA, heavy vehicle operators are often the first to come across the scene of a road crash. Being involved in or witnessing a road traffic incident has the potential for long-term mental health consequences for the driver. With heavy vehicles using an expansive network of roads in WA, coupled with an ageing workforce, addressing the physical safety and mental health among heavy vehicle operators is vital to help achieve a safer road network in Australia.

The MaPS on Our Roads project is delivered by Injury Matters and funded as part of the National Heavy Vehicle Initiative, administered by the National Heavy Vehicle Regulator on behalf of the Commonwealth Government.

### Target Audience

The target audience is heavy vehicle operators in Western Australia, focusing on drivers aged 45 years plus. The secondary target audience is the broader heavy vehicle industry.





## ABOUT YOUR MaP TO A HEALTHY LIFESTYLE: FUEL YOUR BODY

The Your MaP to a Healthy Lifestyle: Fuel Your Body campaign aims to increase awareness of heavy vehicle operators of the effects of nutrition, medication and other drugs on their mental and physical safety while driving.

Both medication and food can impact our alertness, vision and concentration behind the wheel. A range of factors can influence the eating behaviours of heavy vehicle operators, including irregular mealtimes, eating while driving, excessive caffeine intake and limited access to healthy food options.<sup>1,2</sup> Medication side effects can influence cognition, including reducing mental alertness, slowing the central nervous system, blurring vision, causing dizziness, and reducing coordination.<sup>3</sup> This combination can put drivers at risk.

MaPS on Our Roads provides information, tips and resources for both heavy vehicle operators and the industry to enable them to make healthy choices at work.

### Key messages



Nutritious food helps you to stay healthy and alert while driving.



Medications and other drugs can affect your driving.

### Calls to actions



Eat regular meals from a variety of food groups.



Make small healthy changes every day.



Talk to a GP or health professional about your healthy options.



Ask a pharmacist about the side effects of your medication.





## RESOURCES

MaPS on Our Roads resources can be downloaded from our website at [www.injurymatters.org.au/mapsonourroads](http://www.injurymatters.org.au/mapsonourroads).

### Posters



[Good Nutrition for Better Performance](#) - a poster providing information on the ways a healthy, varied diet can improve your driving.



[Know Your Medications to Stay Alert](#) - a poster providing information on the impact medications can have on your driving.

### Toolbox Sessions



[Good Nutrition for Better Performance](#) - a two page flyer providing information on how a healthy, varied diet can improve your driving.



[Know Your Medications to Stay Alert](#) - a two page flyer providing information on the impact medications can have on your driving.

### Audio

These audio files can be downloaded for use by your business to promote driver wellbeing. Try playing them during a team meeting, adding to depot playlists, sharing on social media or integrating them into your driver education opportunities.



[Nutrition](#) - This 30-second audio snippet aims to increase awareness about the impact medications can have on driving.



[Medication](#) - This 30-second audio snippet aims to increase awareness about the impact nutrition can have on driving.



## E-NEWS/ NEWSLETTERS/ EMAILS

**Title:** Nutritious food helps you to stay healthy and alert while driving

**Content:** Life on the road can be tough on drivers' physical health, and focusing on what small changes can benefit their body in the long term is vital to keep this industry healthy and keep them moving.

Injury Matters has launched the second truck safety campaign for MaPS on our Roads, the latest program dedicated to improving heavy vehicle operators' physical and mental safety across WA.

The Your MaP to a Healthy Lifestyle: Fuel Your Body campaign aims to increase awareness of heavy vehicle operators of the effects of nutrition, medication and other drugs on their mental and physical safety while driving.

Both medication and food can impact a driver's alertness, vision and concentration behind the wheel. A range of factors can influence the eating behaviours of heavy vehicle operators, including irregular mealtimes, eating while driving, excessive caffeine intake and limited access to healthy food options.

Meanwhile, medication side effects can influence cognition, including reducing mental alertness, slowing the central nervous system, blurring vision, causing dizziness, and reducing coordination. Knowing about these risks and side effects can empower you to better manage each day on the road.

Find out more about the Your MaP to a Healthy Lifestyle: Fuel Your Body campaign, or to download resources, visit [www.injurymatters.org.au/mapsonourroads](http://www.injurymatters.org.au/mapsonourroads).

**The MaPS on Our Roads team is keen to hear from drivers how they maintain and manage a healthy lifestyle while on the road. Get involved in the conversation by calling 1300 004 814, emailing [info@injurymatters.org.au](mailto:info@injurymatters.org.au) and following the [Injury Matter's Facebook!](#)**





## SOCIAL MEDIA POSTS

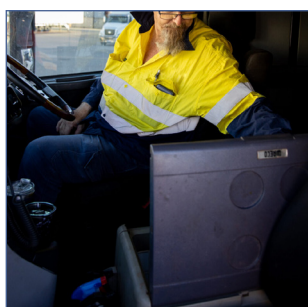
We encourage you to use the ready-to-go posts and images below on your Facebook, Twitter, and Instagram accounts. Remember to tag [@InjuryMatters](#) and like our [Facebook page](#). Download the social media posts by clicking on the images below or share some from our page!



Did you know medications and other drugs can affect your driving? If driving is at the heart of your job, chat to your pharmacist or GP about managing your medications so you can keep on doing the job you love. Find out more at: [www.injurymatters.org.au/mapsonourroads/truck-drivers-medication/](http://www.injurymatters.org.au/mapsonourroads/truck-drivers-medication/) #MaPSonourRoads #MCdrivers #DGdrivers #WATRuckies



Making small changes to your diet every day can improve your health and your level of alertness when driving. Keep nutritious snacks with you in the cab to stay alert behind the wheel. Find suggestions, tips and more at: [www.injurymatters.org.au/mapsonourroads/truck-drivers-nutrition/](http://www.injurymatters.org.au/mapsonourroads/truck-drivers-nutrition/) #MaPSonourRoads #MCdrivers #DGdrivers #WATRuckies



Nutritious food helps you to stay healthy and alert while driving. Eat regular meals from a variety of food groups. Small changes every day can stack up to a better you and keep you safe on the road. Find out more at: [www.injurymatters.org.au/mapsonourroads/truck-drivers-nutrition/](http://www.injurymatters.org.au/mapsonourroads/truck-drivers-nutrition/) #MaPSonourRoads #MCdrivers #DGdrivers #WATRuckies



Driving a truck can be a high pressure, high-stress job. Just like the fuel and oils that keep your truck going, have you thought about the foods and medications that fuel your body? Giving your body a tune-up is just as important when you're on the road. Find out more and get involved at: [www.injurymatters.org.au/mapsonourroads/fuel-your-body-truck-drivers/](http://www.injurymatters.org.au/mapsonourroads/fuel-your-body-truck-drivers/) #MaPSonourRoads #MCdrivers #DGdrivers #WATRuckies



Eating well and managing your medications can help you maintain a healthy lifestyle and improve your alertness - which is vital if you work behind the wheel. Find your MaP to a Healthy Lifestyle and get involved at: [www.injurymatters.org.au/mapsonourroads/fuel-your-body-truck-drivers/](http://www.injurymatters.org.au/mapsonourroads/fuel-your-body-truck-drivers/) #MaPSonourRoads #MCdrivers #DGdrivers #WATRuckies



## BLOGS

Click the links below to access the MaPS on our Roads blogposts. Copy and paste them for your own use on your social media, internal communications and newsletters.

1. [What's the best diet for truck drivers?](#)
2. [Know your medication: our top tips](#)
3. [Did you know taking medications can influence your driving?](#)

## eSIGNATURES

Adding an image to your email signature is a great way to promote **Your MaP to a Healthy Lifestyle: Fuel Your Body**. Click the images below to download the eSignatures.





## MEDIA RELEASE

### Talking Trucks: Fuel Your Body Like You Fuel Your Truck

YOUR COMPANY NAME is supporting Injury Matters' latest program, Mental and Physical Safety (MaPS) on our Roads, which is dedicated to improving the physical and mental safety of Western Australian heavy vehicle operators.

The Your MaP to a Healthy Lifestyle: Fuel Your Body campaign aims to increase awareness of heavy vehicle operators of the effects of nutrition, medication and other drugs on their mental and physical safety while driving.

YOUR COMPANY REPRESENTATIVE said, "Im utem ipis eatem exerumquis dest exeatint maxim adis veles aut exerias nonsequod maxim doloria di volupic iisitibus. Os aliquunt quiae modi dolec-tisimi, sam nos exerum et."

Both medication and food can impact a driver's alertness, vision and concentration behind the wheel. A range of factors can influence the eating behaviours of heavy vehicle operators, including irregular mealtimes, eating while driving, excessive caffeine intake and limited access to healthy food options.

Meanwhile, medication side effects can influence cognition, including reducing mental alertness, slowing the central nervous system, blurring vision, causing dizziness, and reducing coordination. Knowing about these risks and side effects can empower you to better manage each day on the road.

MaPS on our Roads provides information, tips, and resources for both heavy vehicle operators and the companies that employ them to enable them to make healthy choices at work.

Injury Matters General Manager - Recovery Support, Christine Smith said, "Healthy drivers are safer drivers. Life on the road can be tough on the physical health of drivers, and focusing on what small changes can benefit their body in the long term is vital to keep this industry healthy and to keep them moving."

"Medications include prescriptions and over-the-counter medications or supplements, including herbal products. It's important to talk to your pharmacist or GP about potential side effects of your medications and how they may disrupt your ability to keep safe on the road," she said.

Program resources and information is available at [www.injurymatters.org.au/mapsonourroads](http://www.injurymatters.org.au/mapsonourroads)  
The MaPS on our Roads project is funded as part of the Heavy Vehicle Safety Initiative, administered by the National Heavy Vehicle Regulator on behalf of the Commonwealth Government.

Injury Matters is committed to collaborating and listening to those within the heavy vehicle industry. If you or someone you know is working or has worked in the industry, contact 1300 004 814 or email [info@injurymatters.org.au](mailto:info@injurymatters.org.au)

**-Ends-**



## MaPS ON OUR ROADS WORKSHOPS

Injury Matters has a range of workshops and presentations designed to improve and support the mental and physical safety of heavy vehicle operators in the workplace.

Our training has been informed and developed by:

- Evidence and research
- Input from heavy vehicle operators
- Input from freight, transport and logistics industry
- Injury prevention and recovery specialist staff

### Workshops include:

- Your MaP to a Healthy Lifestyle: Fuel Your Body
  - Manage Your Medications (15 minutes)
  - Nutrition (15 minutes)
- Your MaP to Recovery: After a Road Crash (30 minute lunch and learn, or 2 hour workshop)
- Your MaP to Recovery: Supporting Staff After a Road Crash (30 minute lunch and learn, or 4 hour workshop).

Workshops can be tailored to meet your workplace needs. Contact Injury Matters now to book your workshop, or find out more at [www.injurymatters.org.au/mapsonourroads](http://www.injurymatters.org.au/mapsonourroads), call us on 1300 004 814 (free call), or email [info@injurymatters.org.au](mailto:info@injurymatters.org.au)





# CONNECT WITH US

Please contact us if you have any questions about the MaPS on Our Roads project or how you can get involved in the Your MaP to a Healthy Lifestyle: Fuel Your Body Campaign.

The MaPS on Our Roads team at Injury Matters is committed to collaborating and listening to those within the heavy vehicle industry. If you or someone you know is working or has worked in the industry, we want to hear from you! Remember to [subscribe to our Injury Matters e-news](#) to stay up to date with the MaPS on Our Roads campaign, and we encourage you to engage with us on our social media platforms.

## Get in touch at:



[injurymatters.org.au/mapsonourroads](http://injurymatters.org.au/mapsonourroads)



1300 004 814 (free call)



[info@injurymatters.org.au](mailto:info@injurymatters.org.au)



[@InjuryMatters](https://www.facebook.com/InjuryMatters)



[@InjuryMatters](https://twitter.com/InjuryMatters)

## References

1. Hill, M., Sendall, M. & McCosker, L. Truckies and health promotion: A 'hard-to-reach' group without a 'proper' workplace. *Australian & New Zealand Journal of Health, Safety and Environment* **31**, (2015).
2. Sendall, M. et al. Workplace interventions to improve truck drivers' health knowledge, behaviours and self-reported outcomes. *Road & Transport Research* **25**, 31–43 (2016).
3. Lord, S. R. Falls in older people: *Risk factors and strategies for prevention*. (Cambridge University Press, 2007).