

The Art of Building Engaging Heavy Vehicle Tool Box Talks (10 word limit)

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Abstract

(150 word limit)

Tool Box Talks (TBT) are a critical information tool in the transport industry, particularly in improving safety performance. TBT are typically kept to a small and manageable timeframe of 15-20 minutes and are designed to convey important information and actively promote further discussion. A major issue though is many are developed internally resulting in them not being evidence based or engaging for the workers causing a ‘tick and flick’ approach. The NRSPP identified this issue and opted to develop 24 light vehicle focused topics. A leader in the heavy vehicle sector requested similar batches be developed for them. Recognising significant differences exist between the heavy and light sectors, the NRSPP took an industry collaboration and design approach to developing 22 topics for this sector. In particular, to resonate with truck drivers the TBT must be drivers talking with drivers, this paper explores the development process, industry buy-in and outputs.

Background

To provide a safe work environment, safety needs to be front of mind. One of the best methods to achieve it is through regular and engaging safety conversations with workers, such that talking about and being safe is standard practice. In many sectors it is good practice to include Work Health Safety on the agenda of every meeting with workers and then to have deeper discussions centred on topics relevant to their day-to-day work. These deeper facilitated conversations are what are known as Tool Box Talks (TBT) and provide an opportunity to workers and managers to explore key risks, understand them, why they matter and how to mitigate them.

A major issue is that many organisations have developed their own TBT, not all of which are evidence-based and some may be sending the wrong safety message or not occurring at all. Many do not engage or facilitate drivers, or draw on adult learning approaches to transferring knowledge. Recognising this the National Road Safety Partnership Program (NRSPP) established its own series of TBT and recently commenced a Heavy Vehicle Safety Initiative funded project to develop 22 Heavy Vehicle Tool Box Talks (HVTBT).

Method

The development of the HVTBT involved four stages including:

1. Establishment of an industry working group and skills-based project team which:
 - a. Established a Terms of Reference
 - b. Agreed on the collaborative development process
 - c. Selected 22 topics and industry working nominate to assist their development
2. Content development which consisted of:
 - a. Topics aligned into developmental thematic batches
 - b. Draft fact sheet led by NRSPP’s Monash University Accident Research researcher
 - c. Peer review of fact sheet
 - d. Finalisation of fact sheet and package
 - e. Graphic design by NRSPP’s Swinburne University Strategic Communications Interns
 - f. Drivers interviewed for video featuring truck driver insights

- 49 g. Finalisation by working group
50 3. Promotion and release
51 a. HVTBT branding and marketing strategy developed by Swinburne University
52 Design Bureau
53 b. HVTBT released monthly
54 4. Evaluation.

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56 **Results**

57 The development of the HVTBT was separated into six thematic batches which includes:

- 58 1. Driver impairment - distraction, fatigue, complacency and fatigue/distraction
59 2. Operational – Pre-start checks, loading and fitness-for-duty
60 3. Mental and physical wellbeing – RUOK, mental health, diet and fitness
61 4. External factors – road conditions, third parties and environment
62 5. Driver support – anger, journey management and empowerment
63 6. Operational – maintenance, tyres, roller over and entry/exit

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65 As part of the HVTBT packages the video is particularly powerful and features truck driver insights
66 in relation to each topic interlinked with evidence-based statistics and research. Drivers
67 enthusiastically embraced the opportunity as did their employers. What became clear was

- 68 • there is no stereotypical type of truck driver
69 • they all love and are passionate about their job
70 • they want to get home safe
71 • all of them are eager to learn, listen, share and be respected.

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73 The development of marketing content is under development and will include a brand, promotional
74 videos and 30s promotional marketing video for each TBT.

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76 Further results and conclusion will be provided as part of the oral presentation