

BIG

ON SAFETY

IN SIZE



TOOLKIT FOR HEAVY VEHICLE COMPANIES

USE YOUR
A **ROAD**  **SENSE** FOR THE HEAVY VEHICLE INDUSTRY



**SINGAPORE
POLICE FORCE**

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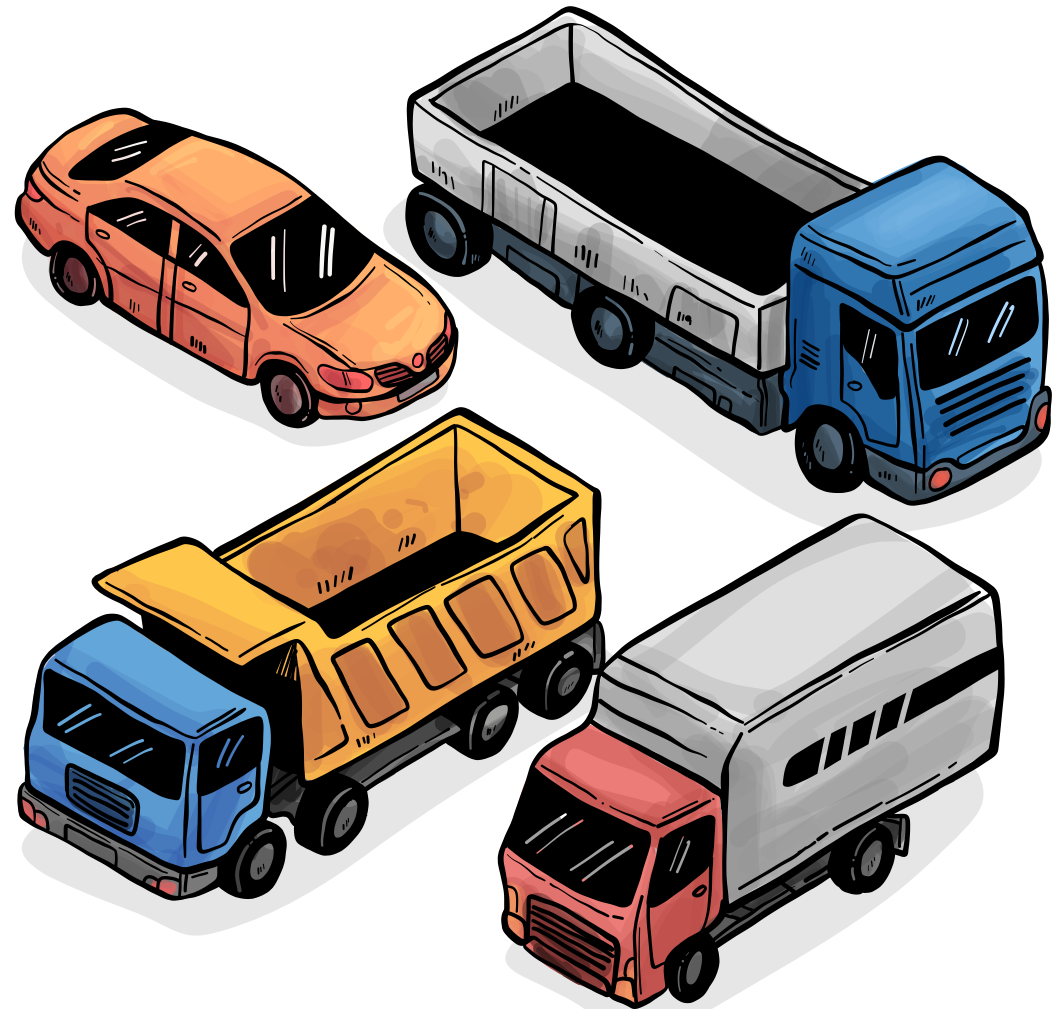


INTRODUCTION

1A. CURRENT SITUATION

Even though there were fewer accidents involving heavy vehicle drivers in 2016 compared to 2015, there was a **20.6% increase in fatal accidents involving heavy vehicles.**

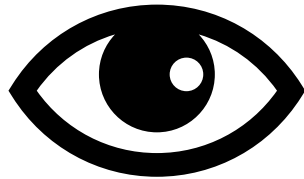
Of a total of 868 injury and fatal accidents involving heavy vehicles in 2016, heavy vehicles were partially responsible for **almost half of them.**



1B. CAUSE OF ACCIDENTS

Based on the 2016 traffic statistics, accidents were due to heavy vehicle drivers:

1
FAILING TO KEEP A PROPER LOOKOUT



2
**FAILING TO GIVE WAY TO TRAFFIC
WITH RIGHT OF WAY**



3
**FAILING TO HAVE PROPER CONTROL
OF THEIR VEHICLE**



At the same time:



Speeding remains the top violation for heavy vehicle drivers.
This is especially a concern due to the size and weight of their vehicles and load.



Other common violations for heavy vehicle drivers include not keeping to the left lanes and not wearing a seatbelt.



THE ROLE OF COMPANIES

2. THE ROLE OF COMPANIES

An independent research showed that 77% of heavy vehicle drivers see company safety policies and guidelines as their trusted information and road safety sources – which show that fleet owners and supervisors have an equally important role to play as TP does in achieving better road habits amongst their drivers.

Only when a collaborative approach between the authorities (TP), companies and drivers is adopted, will our roads be safer for everyone.

As such, even as TP continues its efforts of enforcement, education and engagement, companies need to instil good RoadSense among their drivers, where road safety is not only about traffic rules and regulations, but also about understanding how other social, environmental and technological factors influence their driving behaviour.

We hope that this handbook helps you to encourage your drivers to practise RoadSense every time they are on the roads, in turn leading to better business outcomes for you.





WHAT YOU CAN DO

3A. EDUCATION & REMINDERS

(1) COLLATERAL GIVEAWAYS

Physical reminders, especially when placed on something that is used daily, are very useful in reinforcing the importance of practising safe driving habits among heavy vehicle drivers.

An example of such a daily reminder is the reflective safety vests that drivers are required to use at places such as the port or worksites, to improve their visibility in the presence of other large, moving equipment.

Here's a possible design of a RoadSense safety vest for your drivers. It carries safety messages intended for the driver wearing the vest, as well as for other users around him.



Messages on these safety vest are available in Chinese, Malay & Tamil. Refer to table on the right.

To request a copy of the working files, please contact TP (refer to page 26 for the contact details).

Front

Chinese: 驾车时请注意安全

Malay: Pastikan setiap perjalanan selamat

Tamil: உங்கள் பயணங்கள்
பாதுகாப்பாய் அமையட்டும்

Back

公路安全 人人有责

Mari kita saling perhati-memerhati

ஒருத்தர் ஒருத்தர்
கவனிப்போம்

3A. EDUCATION & REMINDERS

(2) OOH COLLATERAL

Visual cues in the form of posters and banners can also influence our behaviour. To complement the safety vest given to individual drivers, TP has developed a set of safety materials that companies can place in their premises.

In addition to posters and banners, boom gate signs and decals are also available to remind heavy vehicles to take extra care on the roads by not speeding and to check their blind spots.



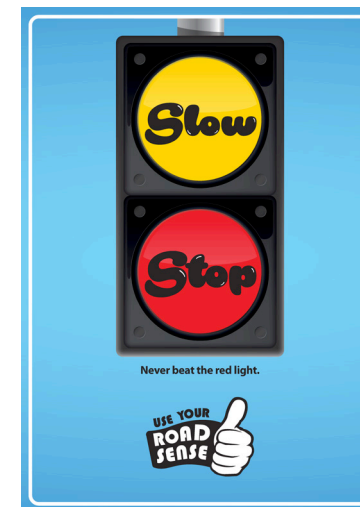
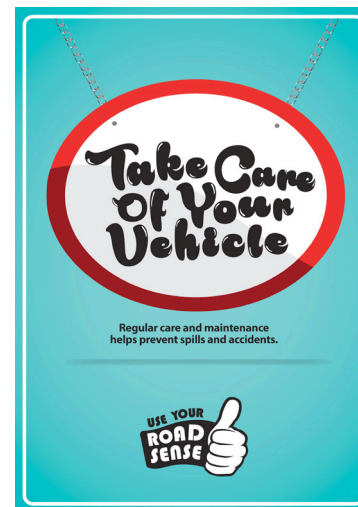
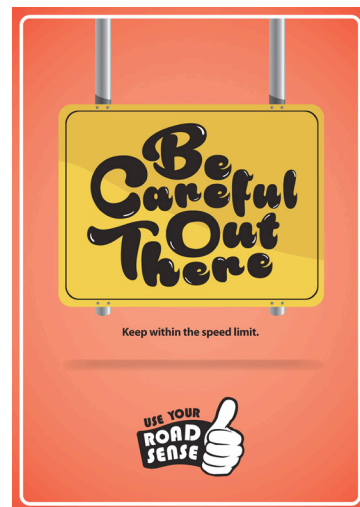
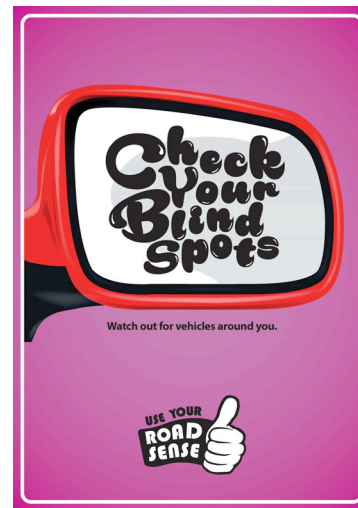
3A. EDUCATION & REMINDERS

(2) OOH COLLATERAL - POSTERS

Size: A2 (420mm x 594mm)

Material: NA

*To request a copy of the working files, please contact TP
(refer to page 26 for contact details)*



3A. EDUCATION & REMINDERS

(2) OOH COLLATERAL - BANNER

Size: 3m (L) x 1.2m (H)

Material: PVC canvas with eyelets,
secured with nylon cords

*To request a copy of the working files, please contact TP
(refer to page 26 for contact details)*



Banner in-situ

3A. EDUCATION & REMINDERS

(2) OOH COLLATERAL - DECAL

Size: A5 (148mm x 210mm) OR
A6 (105mm x 148mm)

Material: Static cling

*To request a copy of the working files, please contact TP
(refer to page 26 for contact details)*



Decal placed on a heavy vehicle

3A. EDUCATION & REMINDERS

(2) OOH COLLATERAL - BOOM GATE

Size: 3000mm (W) x 545mm (H)

Material: 5mm PP Corrugated hollow sheets with two vertical joints

To request a copy of the working files, please contact TP (refer to page 26 for contact details)



Boom gate in-situ

3A. EDUCATION & REMINDERS

(2) OOH COLLATERAL - STICKERS

Size: A5 (148mm 210mm)

Material: Removable vinyl stickers

*To request a copy of the working files, please contact TP
(refer to page 26 for contact details)*



Sticker to be placed on tables in canteen

3A. EDUCATION & REMINDERS

(3) TRAINING & TALKS WITH TP

Driver development in the form of training is an investment that will equip them with good knowledge of best practices and safety standards. When drivers are safe, it will reduce the number of accidents involving heavy vehicles, in turn ensuring greater uptime and productivity for the company.

Companies can consider sending their drivers for external training programmes, such as the defensive driving courses or refresher courses conducted by the driving schools.

TP also conducts regular road safety talks and exhibitions, on topics such as accidents involving the heavy vehicle industry, updates to the traffic accident statistics and penalties of traffic violations. To arrange for a session with a TP representative for your drivers, please contact TP (refer to page 26 for the contact details).



TP Engagement at Keppel Corporation

3B. TECHNOLOGY ADOPTION

In 2030, smart vehicle technology would be so advanced that heavy vehicles will communicate with everything in the Internet of Things, even being able to stop in time when it knows when a collision might happen.

Before that takes place, companies should tap on technology as a tool to maximise intelligence to minimise accidents.

You will find some tips on how companies can adopt technology without having to invest heavily in it on the next two pages.



3B. TECHNOLOGY ADOPTION

1. Make it an easy drive for your drivers with an automatic gearbox

Alleviate the stress from your drivers by helping them take one thing off their to-do list daily – invest in vehicles with an automatic transmission, so that they can focus on checking their blind spots instead of having to struggle with gear shifts.

2. Encourage hands-free use with Bluetooth devices

If drivers need to use their phones while driving, the only way that is safe to do so is by using a hands-free Bluetooth device. If possible, provide them with a Bluetooth pairing earpiece to encourage them to keep their hands off the phone and on the wheel when they're on the roads.



3B. TECHNOLOGY ADOPTION

3. Help them plan their routes with a telematics software

Instead of requiring drivers to figure out on their own the best route to take them to their destinations, a telematics software can help plan the best routes for them. This can help take the stress and responsibility off drivers, and allow them to focus on getting to their destination safely. Telematics also allow companies to track and record their driving habits, for companies to organise or address issues accordingly.



For more information on telematics software, feel free to contact the following companies:

1 ST Electronics

Website: <http://www.stengg.com/en/products-solutions/ce-trac-fleet-management-systems>
Telephone: 6481-8888
Email: mktg.infocomm@stee.stengg.com / info_infocomm@stee.stengg.com

2 V3 Feel Management System

Website: <http://www.v3smarttech.com/solutions/fleet-management-system-fms/>
Telephone: 6488-4176
Email: sales@v3smarttech.com

3 I-Tracking

Website: <http://www.i-tracking.com.sg/>
Telephone: 6566-5253
Email: i-tracking@i-tracking.com.sg

3C. CHANGING COMPANY CULTURE

The culture of a company is now more important than ever, as culture helps employees identify with the values of the organisation they work with and it helps with the retention of good talent. For heavy vehicle companies, a strong company culture also gives drivers a sense of belonging and loyalty to the company.

Here's how you can change your company culture for the better:



Photo Credits: Volvo Trucks Singapore

1. Encourage and organise learning sessions

Set up a learning session with safety supervisors and drivers at least once every three months, using examples of accidents as discussion pointers for the session. Accidents are a good discussion topic as drivers can relate to those situations, and might even have been in a similar situation before.

Encourage participation from your drivers by asking them to suggest responses and opinions, especially on what could have been done to prevent the accident, to help them internalise the issues for themselves. Even just 15 to 30 minutes a month would be helpful to get drivers to think of safer ways of road use.

At SAMWOH, these regular sessions are held on the weekend with close to 100 drivers. The weekend is a good time to hold it, as drivers have a lighter workload and are able to spend some time in the head office.

3C. CHANGING COMPANY CULTURE

2. Be close to the people who do the job

Employees feel a strong sense of belonging to the company when leaders and bosses recognise them for who they are. One easy way of doing this is to get to know your drivers by name. Doing so shows that bosses respect employees, in turn raising their self-esteem and responsibility to the job.

3. Celebrate small wins

Safety rewards do not have to come in the form of monetary incentives. Even a word of praise for a driver who had a safe work day is a good practice to recognise the good road habits of drivers.



Photo Credits: Samwoh Corporation Pte Ltd



ROADSENSE = GOOD BUSINESS SENSE

4A. ROADSENSE ROAD SAFETY TIPS

Here are more road safety tips to remind your drivers to practise good RoadSense to be safe on the roads.

Rest well and take a break if you feel tired.

Observe traffic and look out for other road users, especially elderly, motorcyclists and children.

Avoid tailgating and keep a safe distance from the vehicle in front of you.

Do not road hog. Always keep to the left lane.

Stay alert and drive with care. Always check your blind spots.

Ensure proper maintenance of the vehicle to prevent accidents.

Never drink and drive, or use handheld devices while driving.

Speeding kills. Always drive below the road speed limit or vehicle speed limit, whichever is lower.

Enter school or silver zones at a lower speed to be safe.



4B. PROTECTING NATIONAL SECURITY

Around the world, there have been incidences where big vehicles have been used to cause damage and destruction in terror attacks. In Singapore, the heavy vehicle community also has a part to play in preventing similar situations from happening. Here are some tips for both drivers and companies to take note of:

What companies can do:

- Companies should ensure that adequate security is in place to prevent vehicles from being hijacked or stolen. These include in-vehicle alarm systems and strong perimeter fencing in the premises.
- If you have a telematics software, monitor the locations of your vehicles closely. Should there be any suspicious activity, investigate that immediately and notify the Police if it proves to be suspicious.
- Keep your staff records updated to ensure that staff information are comprehensive and accurate. Also ensure that duty rosters and vehicle logbooks are constantly up-to-date.
- Circulate safety information from SGSecure's website (www.spf.gov.sg/sgsecure) to remind and keep drivers updated on the latest announcements on national security.

What drivers can do:

- Never leave your keys in the vehicle unattended under any circumstances.
- Always stay vigilant and keep a look out for one another to stay safe.





GET IN TOUCH

5. GET IN TOUCH

For more information about RoadSense, contact the Traffic Police's Road Safety Branch.

Email: spf_tp_rs_enquiry@spf.gov.sg

