

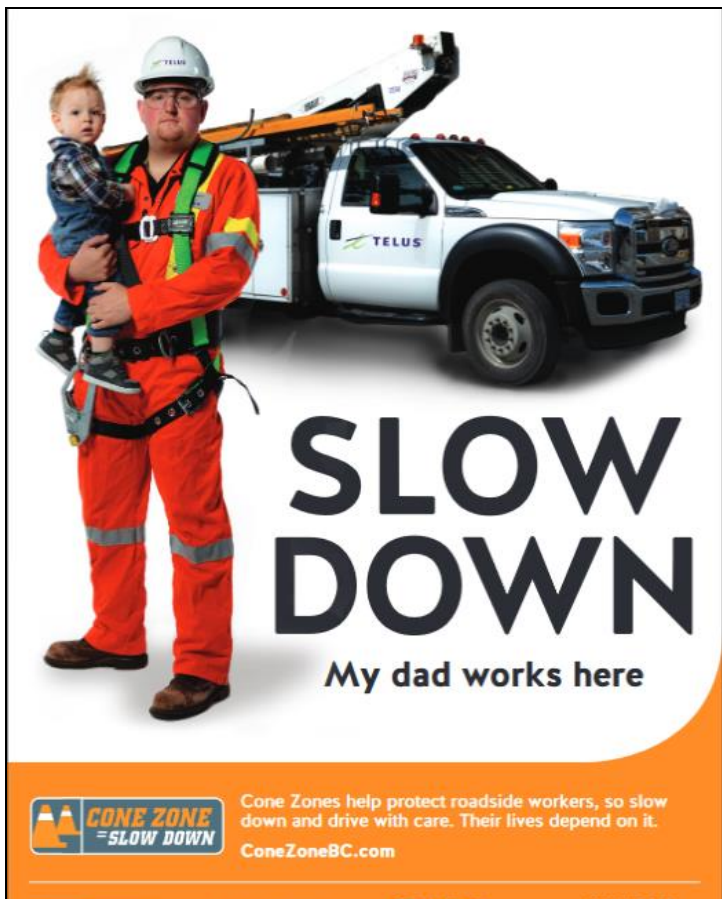
# Webinar outline

- ✓ Road Safety At Work
- ✓ Why focus on road safety
- ✓ How to integrate road safety into corporate culture
- ✓ Benefits of an effective road safety program
- ✓ Where and how to start


# What is Road Safety At Work?



# Campaigns



**SLOW DOWN**  
My dad works here

 **CONE ZONE**  
= SLOW DOWN

Cone Zones help protect roadside workers, so slow down and drive with care. Their lives depend on it.  
[ConeZoneBC.com](http://ConeZoneBC.com)



ARE YOU READY FOR WINTER DRIVING?

 **SHIFT**  
INTO WINTER

#ShiftIntoWinter  
[ShiftIntoWinter.ca](http://ShiftIntoWinter.ca)  
[DriveBC.ca](http://DriveBC.ca)

# Driving for work: employer obligations

Employers' responsibilities to ensure employee safety are the same regardless of vehicle ownership when driving for work.

Work-related driving includes:

- making deliveries or picking up supplies
- travelling between job sites
- driving to meet with clients or patients



# The Numbers

of traumatic workplace deaths  
in BC between 2015 and 2019 were due  
to motor vehicle crashes



# The Numbers

The average **cost** of a motor vehicle **crash claim** was more than **double** the cost of an average WorkSafeBC claim.



# The Numbers

People injured in work-related crashes were off work almost **60 percent longer** than people who suffered other work-related injuries.





# The Numbers

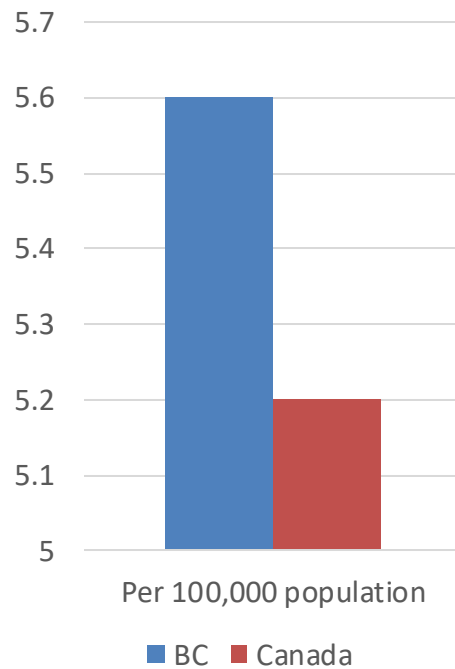
People injured and off work  
from work-related vehicle crashes  
between 2015 and 2019



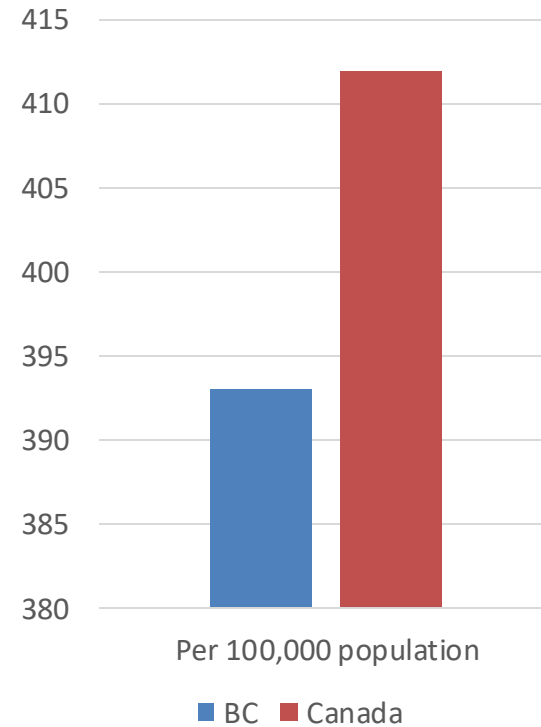


# BC versus Canada

## Fatality Rate



## Injury Rate



ICBC data, 2018

# Impact of crashes



# Crashes are preventable



# Crashes are preventable



# Distraction



# New and young drivers



# Corporate culture



# Road safety culture





# Road safety culture

...influences and guides  
the decisions and actions  
of employees  
when they drive for work.

# Safety culture

... is the ways that safety issues are addressed in a workplace.

It reflects the attitudes, beliefs, perceptions and values that employees share relative to safety.

# Benefits of an effective safety program



# Employee retention



# Engaged employees



# Avoided direct costs

- vehicle damage or equipment repair and replacement
- lost or damaged goods or infrastructure
- higher insurance premiums
- fines imposed on drivers and/or employers
- legal costs; and,
- medical costs related to health services

# Avoided indirect costs

- reduced productivity
- damaged vehicle
- crash reporting & investigation
- training costs
- collision paperwork
- civil suits
- replacement costs
- reduced employee morale
- loss in reputation

# Where and how to start

1. Understand your responsibilities.
2. Establish management commitment.
3. Engage and communicate with employees.
4. Identify driving-related hazards, evaluate risks, and define safety measures.
5. Develop road safety policies and safe work procedures.



# Where and how to start

6. Establish driver selection and review processes.
7. Develop rigorous vehicle selection, inspection, and maintenance processes.
8. Adopt an incident management process.
9. Establish how to develop, monitor, and administer a road safety program.
10. Evaluate the program.

LEAD BY  
EXAMPLE



# Benchmarking tool

Evaluate and benchmark your road safety program.



# Online webinar or course

Learn more about employer obligations.



# Advisory services

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