Queensland Road Safety Week
22–28 August 2016

We’re speaking up for road safety
Workplace Toolkit

Speak up for road safety

join the drive
Queensland Road Safety Week 22–28 August 2016

Who is the toolkit for?

Community groups, businesses and individuals are all encouraged to take part in Queensland Road Safety Week 22 to 28 August 2016. This is an opportunity for all Queenslanders to be directly involved in making our roads safer.

‘Speaking up for road safety’ is the focus of the week and we’re encouraging the whole community to join the conversation about road safety.

We’re encouraging workplaces and businesses to support the week through hosting a workplace event, participating in activities, and sharing road safety information among employees, their families and the broader community.

You can share a personal story, suggest a road safety tip, talk to your kids, family and friends about staying safe, or make a pledge to drive safely.

Road Safety Week is also about encouraging the community to challenge the status quo. Let’s stop accepting death and serious injury as just ‘part and parcel’ of using our roads.

Speak up. Be heard. Make Queensland’s 2016 Road Safety Week an important event in your community’s calendar.

What’s in the toolkit?

This kit provides your workplace:

- background information on the week and key information you can use to share
- key messages and information that can be used in communication pieces showcasing your support for Queensland Road Safety Week
- workplace event ideas
- road safety quiz questions and answers sheets
- DIY decorative bunting
- links to downloadable resources that can be used in your office, and by your staff, to share Queensland Road Safety Week information
- details on how to list your events on the Queensland Road Safety calendar of events

Share a #SpeakUpSelfie and win

All Queenslanders are encouraged to think about their driving, and look at how they can help to keep everyone safe on our roads. Are you speaking up for family and friends? For your children or your parents? Simply take a selfie, share it with us by using the hashtag #SpeakUpSelfie on Instagram or Twitter, or post to the Join the Drive Facebook page, and you could win a set of personalised licence plates.
Queensland Road Safety Week 22–28 August 2016

How to talk about Road Safety Week – Key messages and information

The Queensland Road Safety Week (RSW) key messages have been developed to underpin all communication during the week.

Key messages, like the foundations of a well-built house, should be the basis for all communication – formal and informal, written and verbal – especially throughout your communication for RSW.

Supporting messages and facts for each key message have also been developed to provide ‘proof’ and ‘explanation’ points that can be used when developing RSW communication.

The following content can be adapted and used as key messages for various audiences throughout the 2016 RSW campaign.

Key messages

1. Have your say on making our roads safer by speaking up for road safety.
2. Show your support by attending or hosting an event, entering the #SpeakUpSelfie competition via social media or sharing road safety information to spread the word.
3. Make Queensland Road Safety Week an important event in your community calendar.

Supporting facts for our key messages

Key message 1: Join the conversation about making our roads safer by speaking up for road safety.

Supporting facts

• Every day, road crashes devastate the lives of Queenslanders and take an enormous toll on families and our communities. We need all everyone to take a stand.
• Queensland Road Safety Week provides an opportunity to raise this critical public health issue and encourage the community to do what they can to keep themselves and others safe on our roads.
• Speaking up for road safety is the focus of Queensland Road Safety Week in August 2016.
• The week will run from 22–28 August 2016 across Queensland.
• We’re asking everyone in the community to get behind this important event by attending or hosting an event, entering the #SpeakUpSelfie competition, sharing a personal road safety story, suggesting a life-saving tip, talking to their kids, family and friends about staying safe on the road, or by making a pledge to drive safely – either online or at their local community event.
• Queensland Road Safety Week supports Join the Drive’s (JTD) commitment to challenge the way we think about road trauma by providing the community with a voice and the tools to make a change.
Queensland Road Safety Week 22–28 August 2016

Key message 2: Show your support by attending or hosting an event, entering the #SpeakUpSelfie competition via social media or sharing road safety information to spread the word.

Supporting facts

- Throughout the week, we are encouraging everyone to support Road Safety Week by attending or hosting an event, entering the #SpeakUpSelfie competition via social media or sharing information to commit to drive safely.
- Once you’ve entered the #SpeakUpSelfie competition, you can share your commitment with friends, family, colleagues or your local community via the Join the Drive Facebook, Instagram or Twitter page using the hashtag #SpeakUpSelfie.
- There are many ways to keep yourself and others safe on the roads. You could pledge to:
  - switch your phone to silent or keep it out of sight by placing it in the glovebox
  - buckle up every time you get in the car – no matter how short your journey, always wear your seatbelt
  - on long trips, rest every two hours for at least 15 minutes
  - put the brakes on speeding – regularly check your speed, drive to the conditions, don’t follow too closely
  - if you plan to drink, plan to get home safely – Designate a ‘dry driver’, catch a taxi or public transport, or organise a lift
  - share the roads with others – drive courteously and patiently, look out for and give all other road users the extra space they need, especially trucks, bicycle riders and motorcycle riders
  - have a conversation about road safety with your loved ones, friends or colleagues
  - be a good role model to your kids on the road – it’s where they learn most of their future driving behaviours!

You can enter the competition online or join in at a local Queensland Road Safety Week event. Visit the website for more details.
Queensland Road Safety Week 22–28 August 2016

Key message 3: Make Queensland Road Safety Week an important event in your community calendar.

Supporting facts

- The week will run from 22–28 August 2016 across Queensland.
- Each day has a unique focus to highlight key road safety issues. Events around the state will also focus on these themes:
  - Monday 22 August: Distractions
  - Tuesday 23 August: Speeding
  - Wednesday 24 August: Fatigue, seatbelts and child restraints
  - Thursday 25 August: Share the road
  - Friday 26 August: Drink and drug driving
- Queensland Road Safety Week is a Queensland Government initiative, delivered in partnership by the Queensland Department of Transport and Main Roads and the Queensland Police Service. The RACQ, the Motor Accident Insurance Commission (MAIC), and the Centre for Accident Research and Road Safety – Queensland (CARRS-Q) are proud supporters of the event.

Certificate of Appreciation

Don’t forget to acknowledge those who have helped make your Road Safety Week events and activities happen. Use the Word document templates to create a Certificate of Appreciation as a way of showing your thanks, and consider presenting them at a special Road Safety Week morning tea or get together.
Queensland Road Safety Week 22–28 August 2016

Messages per behaviour

**Speed** — *Put the brakes on speeding*
- Regularly check your speed when you’re driving.
- If weather and/or road conditions are poor, slow down.
- Don’t follow too closely – leave a two second gap.

**Distractions** — *Take action against distractions*
- In the car, switch your phone to silent so you’re not tempted.
- Keep your phone out of sight. Pop it in the glove box.
- Pull over safely and park before using your phone or GPS.

**Seatbelts and child restraints** — *Show some restraint*
- No matter how short your journey, always wear your seatbelt.
- Make sure children are always properly restrained.
- Remember, the driver is responsible for all passengers buckling-up.

**Fatigue** — *Wake up to fatigue*
- After work, hit the couch not the road. Avoid driving when you’re tired.
- 10 hours a day is the maximum you should drive.
- On long trips, rest every two hours for at least 15 minutes.

**Sharing the road with others** — *Drive/ride a safe vehicle, safely*
- Ensure your vehicle is properly maintained and safe to drive or ride.
- Know and follow the road rules.
- Share the road by driving courteously and patiently.
- Look out for and give all other road users the extra space they need – especially trucks, bicycle riders and motorcycle riders.

**Drink Driving** — *Plan not to drink and drive*
- If you plan to drink, plan to get home safely.
- Designate a ‘dry driver’, catch a taxi or public transport, or organise a lift.
- Stay at a mate’s place.
- You can still be over the limit in the morning, so avoid driving.
Queensland Road Safety Week 22–28 August 2016

Ideas for celebrating Queensland Road Safety Week in your workplace

Host a morning tea

Getting together with staff is a great way to share information and encourage your colleagues to speak up, and have a conversation about road safety. Why not host a morning tea on Thursday 25 August and acknowledge the daily theme of ‘share the road’?

Check out the DIY Bunting (in this pdf) that you can use to decorate your workplace, and download the electronic resources to add screensavers, email signatures and posters to your workplace.

Use the factsheets to start a discussion about road safety, and encourage colleagues to make a pledge to drive safely. Don’t forget to encourage them to share a #SpeakUpSelfie of themselves via the Join the Drive Facebook and Twitter pages or upload to Instagram.

Cooking competition

Use the morning tea as an opportunity to encourage some baking in the office! Using the letters ‘QRSW’ and the colours yellow and blue as inspiration, encourage staff to prepare the best sweet and savoury spread. Ask a selection of colleagues to secretly score each dish and find a winner.

Run an office-based road safety quiz

Are you up to date with the latest road rules? Could you explain the minimum length of rope needed if towing? Why not run a road safety quiz in your workplace to see how much you and your colleagues know?

Check out the questions and answer sheet, and test your colleagues over coffee and cake!

Run a workshop to promote safe driving to employees or company drivers

Consider running a workplace information session on safe driving, perhaps over a lunch break or a morning tea. Share relevant information on fatigue, safe speeds, impaired driving and vehicle safety as colleagues acknowledge the Week. Check out the wide range of resources available from the National Road Safety Partnership Program to get you thinking about what information you could cover.
Queensland Road Safety Week 22–28 August 2016

Share Queensland Road Safety Week messages throughout your networks

- Promote Queensland Road Safety Week to your partners, suppliers, customers and business contacts through e-bulletins or messages on documents and your email signature.
- Include information and road safety advice in your staff newsletter, magazine and intranet.
- Promote road safety and Queensland Road Safety Week on your organisation’s website, and Facebook and Twitter pages, with a link back to www.jointhedrive.qld.gov.au.
- Put up a road safety display in your workplace. Check out the Join the Drive Resource Library for materials to download or order.

Draft Social Media Posts

Facebook
Are you speaking up for road safety this August? We are proud to be supporting Queensland Road Safety Week and are encouraging others to show their support too. Join in now by attending or hosting an event and share your road safety support by entering the #SpeakUpSelfie competition. Road safety is everyone’s responsibility and by working together, we can make our roads safer for everyone.

Visit www.jointhedrive.qld.gov.au/road-safety-week for event information, competition details and to find out how you can get involved and follow the conversation on social media using the hashtag #SpeakUpSelfie.

Twitter

Road Safety Week Resources

Use the range of resources to show your support for Queensland Road Safety Week and **speak up for road safety**. Encourage colleagues, family and friends to do the same.

- Workplace toolkit
- Fatal Five flyer
- Digital factsheets
  - Drink driving
  - Speeding
  - Distractions
  - Seatbelts and restraints
  - Fatigue
- Email signature
- Screensaver
- A3 promotional poster
- Decorative bunting (in this pdf)
- Road safety quiz (in this pdf)

Additional materials are also available in your local region including:

- Balloons
- Magnetic photo frames
- Keyring torches

To request these items, please contact your local Department of Transport and Main Roads Regional Road Safety Manager. Please note, stocks are limited and as such quantities may be restricted.

**South-east Queensland**

Phone: 1300 360 135 – press ‘2’ for road safety, then select one of the following areas:

Press 1 for Ipswich
Press 2 for Brisbane – south
Press 3 for Brisbane – north
Press 4 for Gold Coast
Press 5 for Sunshine Coast

**Southern Queensland**

Wide Bay: (07) 4153 7833
Toowoomba: (07) 4617 7412
Warwick/South West: (07) 4661 6706 or (07) 4661 6707

**Central Queensland**

Gladstone: (07) 4973 5108
Rockhampton: (07) 4931 1651

**Northern Queensland**

Cairns: (07) 4045 8516
Townsville: (07) 4758 7505
Register your Road Safety Week event

Register your own Road Safety Week event and share the way you are making a difference in your local community. Be it your workplace, school, household, street or town, let us know what you are planning to do to celebrate Road Safety Week.

Click here to register your event and add it to our state wide activities calendar.

Let us know what you are doing this Road Safety Week by sharing your celebrations on social media using #SpeakUpSelfie. Encourage your guests to make a #SpeakUpSelfie statement via Facebook, Instagram or Twitter using the #SpeakUpSelfie hashtag.

For more information on Queensland Road Safety Week

Email:  JoinTheDrive@tmr.qld.gov.au
Facebook:  www.facebook.com/JoinTheDrive
Twitter:  www.twitter.com/JoinTheDrive
Queensland Road Safety Week 22–28 August 2016

Decorative bunting

Instructions

Step 1: Print out the bunting artwork as many times as required. Each page is approximately 1 metre of bunting.

Step 2: Cut out each flag.

Step 3: Tape the blank side of the flags to a length of string along the dotted line. Alternate yellow and blue flags. Leave about 10cm between each flag.

Step 4: Fold over the back flap along the dotted line and tape down again.

Step 5: Hang the bunting to show your support for Queensland Road Safety Week, 22–28 August 2016.
Queensland Road Safety Week 22–28 August 2016

Road Safety Quiz Question Sheet

Use the following questions to run your own workplace road safety quiz. Ask your colleagues to complete the answer sheet, and see who knows their BAC from their MPD (just so you know, that’s Blood Alcohol Concentration and Minimum Passing Distance!).

SPEEDING

Question: What is the stopping distance of a vehicle at 60km/h on dry roads?
Options: A 60 metres  B 45 metres  C 20 metres
Answer: 45 metres – As your speed increases, so does your reaction distance and your braking distance. The faster you drive or ride, the longer it takes to stop. A wet road can increase this distance even further.

Question: What is the default speed in built up areas in Queensland unless otherwise signed?
Options: A 50km/hr  B 30km/hr  C 60km/hr
Answer: 50km/h – The speed limit for built up areas is always 50km/h unless otherwise signed.

Question: On a 10km journey how much time would you save travelling at 65km/h rather than 60km/h?
Options: A 10mins  B 5mins  C Less than 1min
Answer: Less than 1 minute – One of the biggest myths around speeding is that you’ll save time on your trip. While driving over the speed limit exponentially increases your chances of a crash, it will only save you a small amount of time, if any at all. Is it really worth the risk?

DRIVING TIRED

Question: On a long drive how often should you stop to rest?
Options: A At least every two hours  B When you feel tired  C Every 300kms
Answer: At least every two hours – Resting regularly on a long drive is one of the most important ways to manage fatigue. Remember, fatigue isn’t just an issue on long drives. It can also be an issue for short trips if you are driving already tired or have a sleep debt.

Question: At 100km/h how far will you travel during a 4 second microsleep?
Options: A 50 metres  B 74 metres  C 111 metres
Answer: 111m – When you have a microsleep you lose control of your vehicle completely. The chance of a crash during a microsleep is extremely high.
Queensland Road Safety Week 22–28 August 2016

DRINK DRIVING

**Question:** What's the BAC limit when you hold an open licence?

**Options:**
- A 0.00 BAC
- B 0.02 BAC
- C 0.05 BAC

**Answer:** 0.05 BAC – Normally on an open licence you will have a 0.05 BAC limit. However, depending on what kind of vehicle you are in charge of, the legal BAC may be zero. For example truck drivers and bus drivers need to have a BAC of zero.

**Question:** How many standard drinks will put you over the BAC limit?

**Options:**
- A Two
- B It varies from person to person
- C Four

**Answer:** It varies from person to person – It is difficult to judge blood/breath alcohol concentration (BAC) because there are a number of factors that can influence a person's BAC. So rather than trying to keep track of what you are drinking, it is safest for you not to drink any alcohol if you plan to drive.

**Question:** What can help reduce your BAC?

**Options:**
- A Time
- B Having a cold shower
- C Vomiting

**Answer:** Only time – The only thing that can reduce your BAC is time. There is no shortcut to reducing your BAC.

DRIVER DISTRACTION

**Question:** Using your phone when driving increases the risk of a crash by how much?

**Options:**
- A Two times
- B Four times
- C Three times

**Answer:** Four times – A person using a hand-held or hands-free mobile phone while driving is four times more likely to have a serious crash resulting in injury.

**Question:** How far will you travel if you take your eyes off the road for two seconds at 100km/h?

**Options:**
- A 60 metres
- B 45 metres
- C 55 metres

**Answer:** 55 metres – Using your phone is the same as driving blind. Taking your eyes and mind off the road means you aren’t aware when a dangerous situation arises and you are unable to react.

**Question:** What is the penalty for repeat mobile phone offences?

**Options:**
- A $250 fine and 2 demerit points
- B $365 fine and 6 demerit points
- C $299 fine and 4 demerit points

**Answer:** $365 fine and 6 demerit points – Taking your eyes off the road for just one second can have devastating consequences. Double demerit points will apply for second or subsequent mobile phone offences committed within 1 year of an earlier offence.
**BICYCLE RIDERS**

**Question:** When the speed limit is 60km/h and under, motorists passing a bicycle rider must keep how much distance between their vehicle and the bicycle?

**Options:**
- A 1.5 metres
- B 1 metre
- C 2 metres

**Answer:** 1 metre – Many bicycle rider fatalities on the road are caused by being hit from behind by a vehicle travelling in the same direction. Bicycle riders have less protection than motorists and are more likely to be injured if a crash happens, so need adequate space when interacting with motor vehicles.

**Question:** When the speed limit is over 60km/h, motorists passing a bicycle rider must keep how much distance between their vehicle and the bicycle?

**Options:**
- A 1.5 metres
- B 1 metre
- C 2 metres

**Answer:** 1.5 metres

**Question:** Is the motorist allowed to cross double lines in order to pass a bicycle rider safely?

**Options:**
- A Yes, only if it is safe to do so
- B No

**Answer:** Yes, but only if it is safe to do so.
Queensland Road Safety Week 22–28 August 2016

Road Safety Quiz Answer Sheet
Please circle the correct answer.

Individual or team name:____________________________________________________

SPEEDING

**Question:** What is the stopping distance of a vehicle at 60km/h on dry roads?
**Options:**  
A 60 metres  
B 45 metres  
C 20 metres

**Question:** What is the default speed in built up areas in Queensland unless otherwise signed?
**Options:**  
A 50km/hr  
B 30km/hr  
C 60km/hr

**Question:** On a 10km journey how much time would you save travelling at 65km/h rather than 60km/h?
**Options:**  
A 10mins  
B 5mins  
C Less than 1min

DRIVING TIRED

**Question:** On a long drive how often should you stop to rest?
**Options:**  
A At least every two hours  
B When you feel tired  
C Every 300kms

**Question:** At 100km/h how far will you travel during a 4 second microsleep?
**Options:**  
A 50 metres  
B 74 metres  
C 111 metres

DRINK DRIVING

**Question:** What’s the BAC limit when you hold an open licence?
**Options:**  
A 0.00 BAC  
B 0.02 BAC  
C 0.05 BAC

**Question:** How many standard drinks will put you over the BAC limit?
**Options:**  
A Two  
B It varies from person to person  
C Four

**Question:** What can help reduce your BAC?
**Options:**  
A Time  
B Having a cold shower  
C Vomiting
Queensland Road Safety Week 22–28 August 2016

DRIVER DISTRACTION

Question: Using your phone when driving increases the risk of a crash by how much?
Options: A Two times  B Four times  C Three times

Question: How far will you travel if you take your eyes off the road for two seconds at 100km/h?
Options: A 60 metres  B 45 metres  C 55 metres

Question: What is the penalty for repeat mobile phone offences?
Options: A $250 fine and 2 demerit points
         B $365 fine and 6 demerit points
         C $299 fine and 4 demerit points

BICYCLE RIDERS

Question: When the speed limit is 60km/h and under, motorists passing a bicycle rider must keep how much distance between their vehicle and the bicycle?
Options: A 1.5 metres  B 1 metre  C 2 metres

Question: When the speed limit is over 60km/h, motorists passing a bicycle rider must keep how much distance between their vehicle and the bicycle?
Options: A 1.5 metres  B 1 metre  C 2 metres

Question: Is the motorist allowed to cross double lines in order to pass a bicycle rider safely?
Options: A Yes, only if it is safe to do so  B No