



# DRIVING AWARENESS FOR DRIVING SAFETY



employ  
recruitment



employ  
recruitment

DRIVE TO KEEP SAFE

## CONTENT

This safety awareness guide aims to inform you about a range of factors that can influence driving behaviours with the opportunity to reflect on triggers that may affect your own driving. If you find this guide useful please share with other driving colleagues to help improve road safety for everyone.





## BE AWARE OF ACCIDENT TREND

According to research, 95% of on-road incidents are caused by **human error**, which means that they are potentially avoidable.



UK 2019 ROAD FATALITIES **1,870**



UK 2019 PEOPLE INJURED **157,630**

# SO WHAT CAN AFFECT HUMAN BEHAVIOUR?



## Internal factors

- Body clock
- Lack of sleep
- Hunger and diet
- Boredom
- Medication
- Stress/personal issues
- Need for task completion
- Over-confidence



## External factors

- Traffic jam
- Weather conditions
- Temperature inside cabin
- Visibility
- Other drivers' actions
- Time constraints and pressures
- Rush hour traffic



Both external and internal factors can be out of our control or predictable.

Either way, it is how they are managed that counts in avoiding incidents and increasing safety.

A photograph of a man and a dog sleeping together on a couch. The man is on the left, wearing a white t-shirt, with his eyes closed and a slight smile. The dog is on the right, with its head resting on the man's shoulder. The background is a plain, light-colored wall.

## Let's take a look at ... THE BODY CLOCK

The European Truck accident causation Study (ETAC) states that there are two times in a day that are critical, they are:

02:00  
02:59

15:00  
15:59

**Troughs in your body's Circadian Rhythm (Body Clock) may lead to you feeling that you have reduced energy levels at these times.**

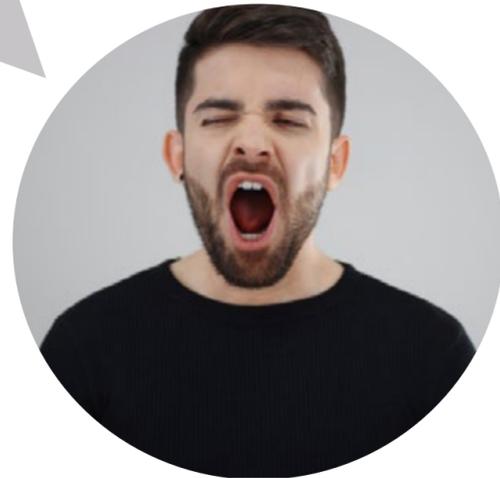
**Being aware arms you with information to manage potential risks, so try to be extra vigilant during these hours to counteract any tiredness during these times.**



## Let's take a closer look at ... SLEEP

It's 02:40 I'm just coming on shift, I knew I shouldn't have stayed up to watch that programme last night.

I am not alert, don't think I have had enough sleep or rest. It's ok, I have done this route hundreds of times.



**BIG MISTAKE**

Be aware that this type of "BEHAVIOUR"  
could cost you your "LIFE".

Remember - according to research, 95% of on-road incidents are caused by **human error**, which means that they are potentially avoidable.

Continually yawning or the inability to keep your eyes open is one of the simplest indicators to signal that you're too tired to drive. Other signs could be constant irritation.

Did you know being awake for 18 hours straight, makes you drive like you have a blood alcohol level of .05.

1 in 5 fatal accidents in the UK is related to driving tired - don't do it.



# Let's take a closer look at ... SLEEP

## ARE YOU RECHARGING YOUR BATTERIES?

**Always ask yourself these questions...**

- Have I had sufficient rest?
- Have I had enough sleep?

Remember it is your responsibility to ensure that you have had sufficient rest and sleep; no-one else can do this for you.

### **Tips on sleeping**

- Avoid spicy meals, caffeine and alcohol before sleeping
- Block out noise
- Block out light
- Avoid screen time
- Keep your room/cabin temperature comfortable
- Make sure you have a comfortable mattress, pillow etc.
- Empty your bladder before you go to bed
- Aim for 7 to 9 hours of sleep per night.

Learning to rest is a valuable habit. Rest helps your entire body, including your brain. It allows the organs and muscles in your body to take a break, and stress levels can drop. After resting, your mood is improved and you feel more alert and motivated, increasing productivity.

Note, you don't have to be sleeping to be resting.





# Let's take a closer look at... HUNGER THIRST DIET

Research has shown that driving whilst hungry or thirsty negatively affects driving performance. Put succinctly by Tengco, a health guru: “Just like how you need to fuel up your car before going on a drive, our body needs our own fill as well. Driving while you're hungry, especially in heavy traffic, can really affect your mood and focus, which can have detrimental effects to your driving.”



## **And it does not end there. Do you know that types of food you eat can make you feel more or less alert whilst driving?**

For example, turkey and bananas are sleep inducing whereas foods containing omega 3 oils make you feel more alert, improve mood and help to relieve stress.

Why not swop a turkey sandwich to a tuna one, nuts instead of crisp and an orange instead of a banana. And remember nothing is more hydrating than water.

### Foods to make you feel more alert:

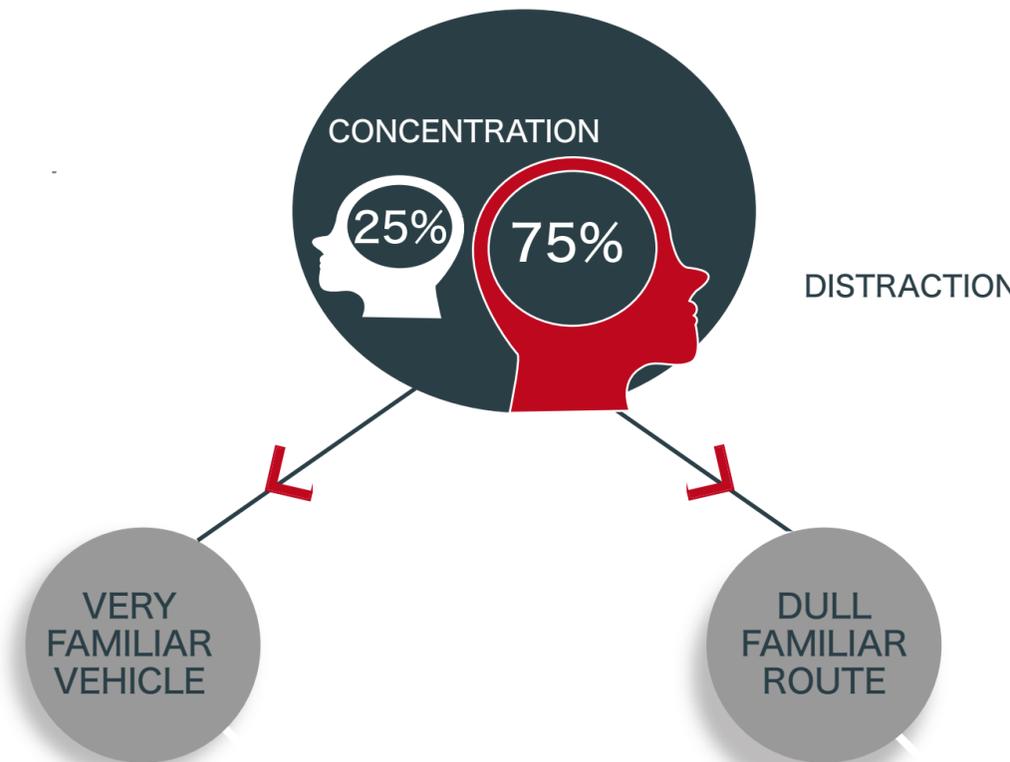
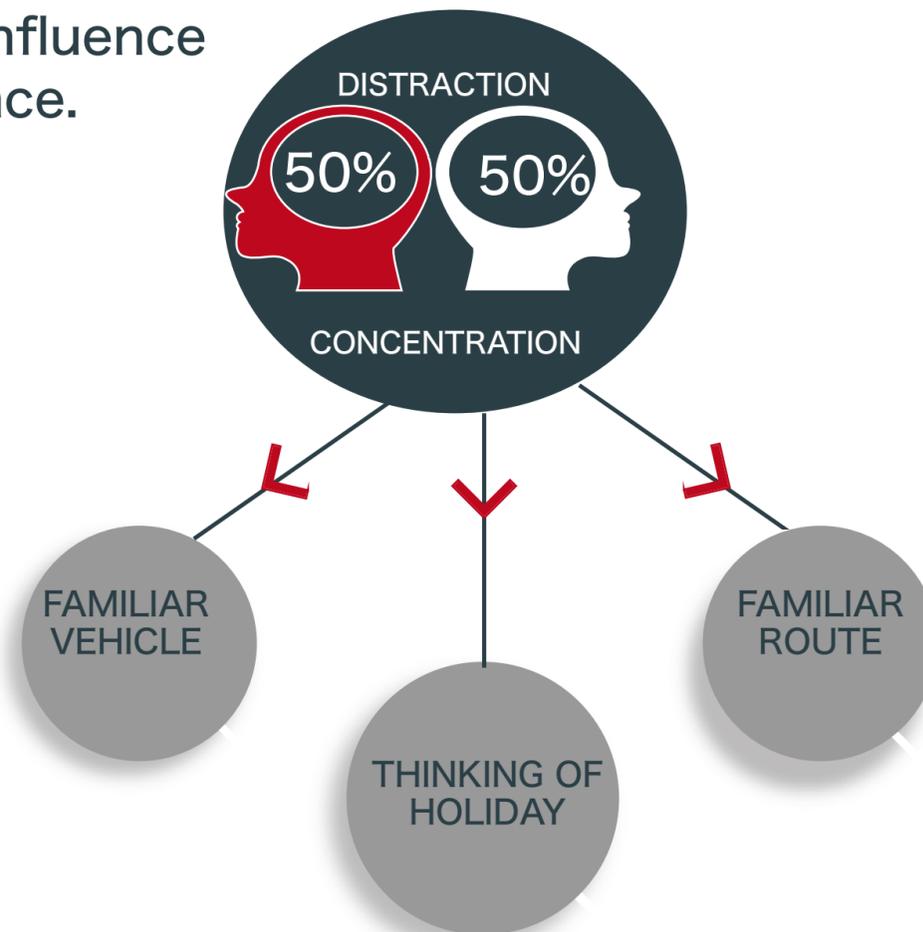
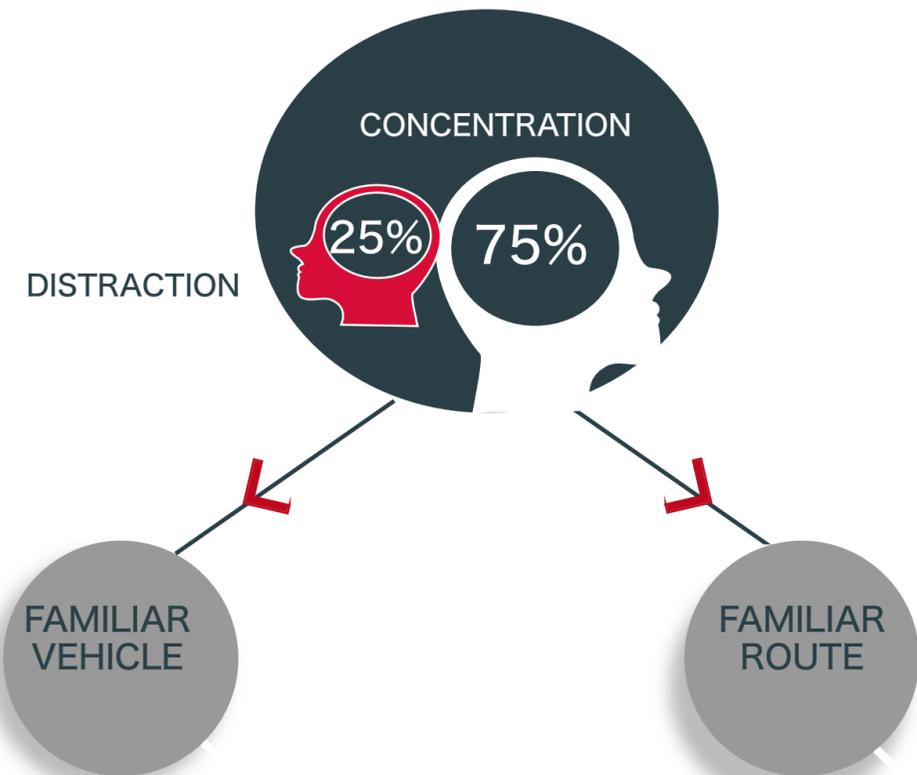
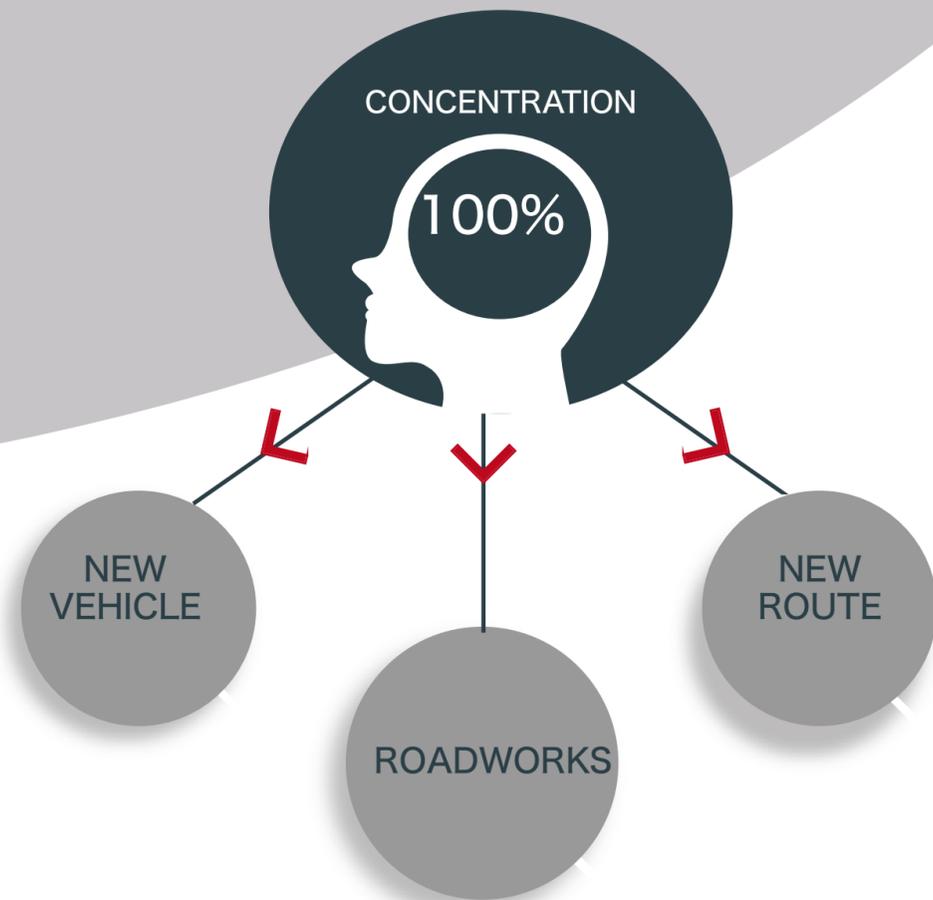
- Salmon
- Tuna
- Herring
- Mackerel,
- Nuts
- Dark Chocolate
- Oranges
- Grapefruits
- Satsumas
- Blueberries,
- Broccoli



# Let's take a look at... OTHER FACTORS - BOREDOM

A less familiar or unfamiliar route and vehicle helps to keep you more focused and alert, improving your driving performance and increasing safety.

Boredom can lead you to disengage from the task at hand. A familiar vehicle and route can influence boredom and therefore driving performance.



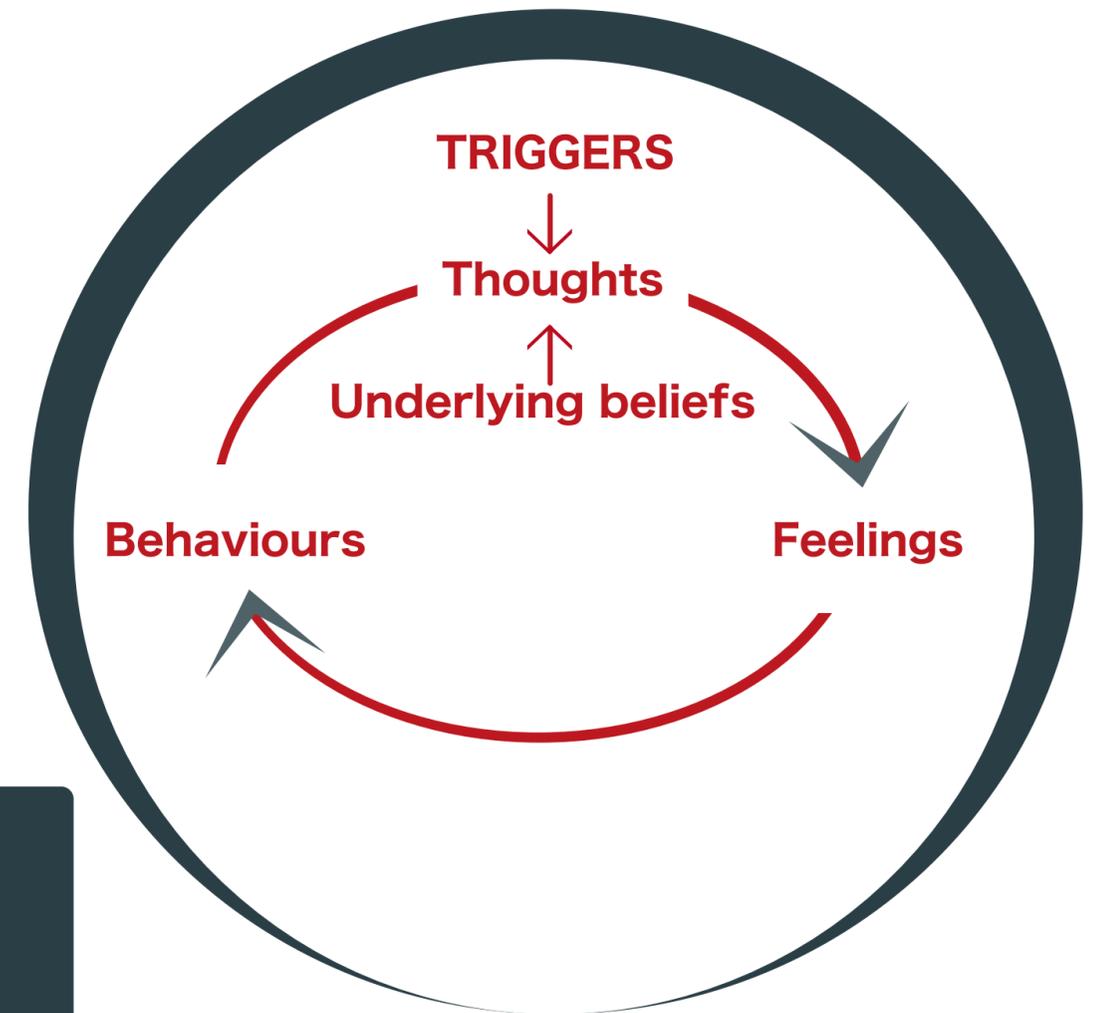


## Let's take a look at... ALL OTHER FACTORS

We can group all the other factors together by understanding them in the tripartite model.

The tripartite model is a means to understand how external and internal factors influence our thoughts that lead to feelings which can feed into our underlying beliefs that then affect our behaviour. It can be used to explain how triggers on the road and internal human factors can influence driving- behaviours and affect safety.

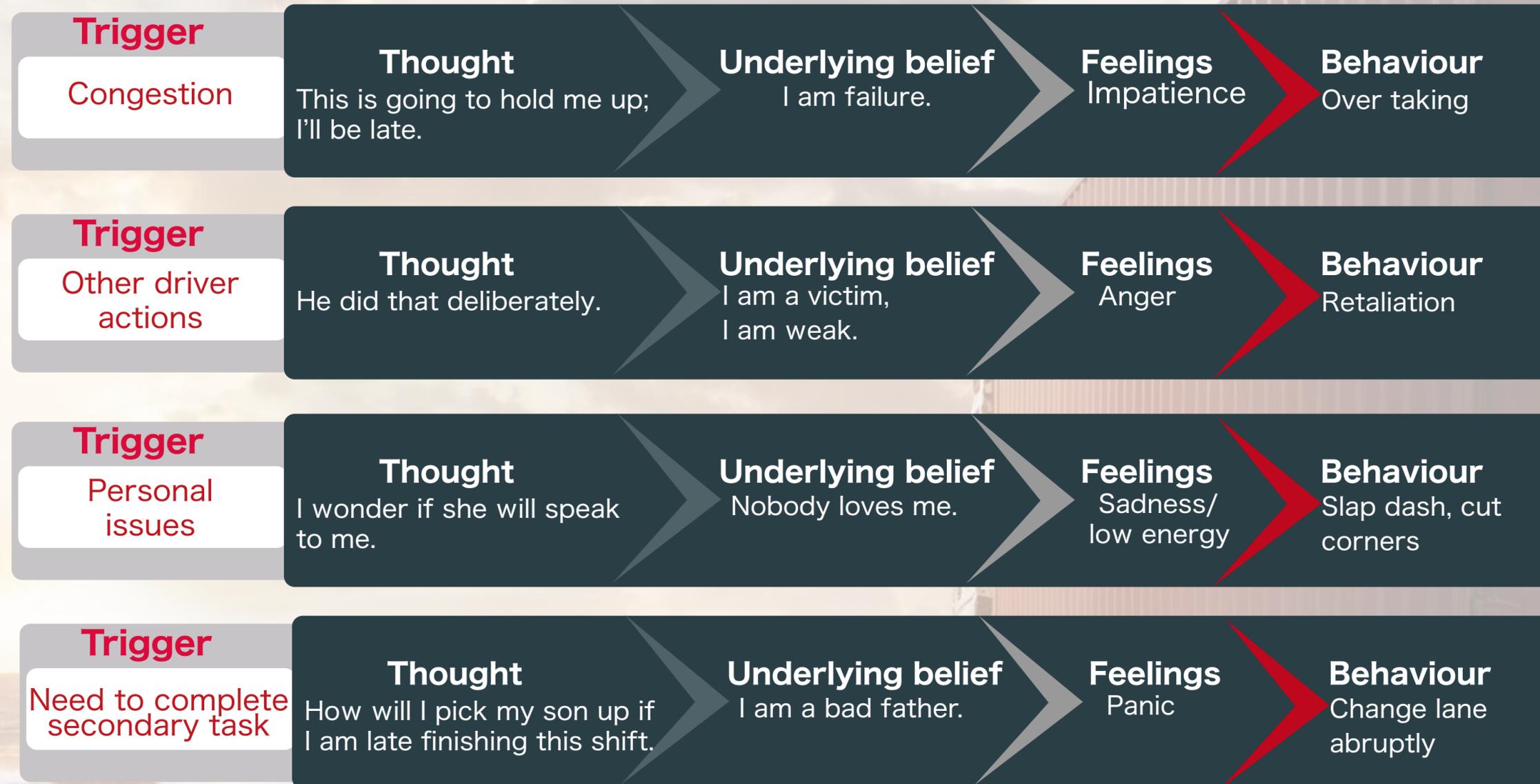
Being under stimulated e.g. delays due to unexpected traffic with time pressures to complete a journey can both have a negative effect.





# Let's take a closer look at... TRIGGERS

See if you recognise or identify with any of the following triggers and consider what may be some of your own.





## Let's take a closer look and summarise

Some things are out of our control and are more difficult for us to adjust to e.g. a traffic jam or bad weather, whereas other factors can be predictable e.g. rush hour and hunger times which can be mitigated through advanced planning. Good planning in advance to counteract negative triggers along with driver coaching that increases awareness and coping strategies, effectively manages potential hazards and increases safety.

### Causal factors influencing driver behaviours

- Rush hour traffic
- Congestion
- Other drivers' actions
- Personal issues
- Un-balanced diet
- Own capability concerns
- Need to complete task
- Being overtaken

### Driver behaviour traits

- Frustration
- Anger
- Impatience
- Losing temper
- Anxiety

### Outputs

- Over reaction
- Reduced reaction
- Speeding
- Lane deviation
- Tail gaiting
- Poor judgement
- Overtaking



## KEEP UP-TO-DATE

Keep up-to-date with the latest tips on driving awareness by joining us on facebook .



## KEEP CONNECTED

Telephone: 01335 346 800

Email: [operations@eruk.co.uk](mailto:operations@eruk.co.uk)