



UPU road safety guidance



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Scope of the challenge

Overview

Worldwide, road traffic accidents cause approximately 1.3 million preventable deaths and around 50 million injuries each year, making them the leading cause of death for children and young people.

Under present circumstances, road traffic accidents are expected to cause more than 13 million deaths and around 500 million injuries during the current decade, as well as hampering sustainable development, especially in low- and middle-income countries.

Despite painstaking work by the United Nations and road safety bodies, these unacceptable numbers, both in absolute and relative terms, have remained unchanged over the past 20 years.

Recognizing the importance of the problem and the need to act, governments around the world unanimously declared, through UN General Assembly resolution 74/299, a Second Decade of Action for Road Safety 2021–2030, with the explicit goal of reducing road traffic deaths and injuries by at least 50% during that period (see Figure 1).

Figure 1



Postal and business impacts

The most critical impacts of accidents and injuries are to the people involved in the events. The cost is high to the individual, who may suffer personal, financial and psychological effects. Designated operators have a responsibility to take steps to mitigate accident risk.

While employee health and safety are paramount, there are other impacts to consider. Operational disruptions can result from various accident-related factors, such as vehicle downtime, delivery delays and supply chain interruptions. Accidents often lead to damaged vehicles that require repair or replacement, causing operational delays. Additionally, injured drivers or damaged goods can lead to missed delivery schedules, impacting customer satisfaction and contractual obligations. Furthermore, accidents can disrupt the flow of goods, affecting the entire supply chain and leading to potential financial losses.

Financial losses can be substantial, with increased insurance costs, litigation and compensation expenses, as well as the financial burden of repairing or replacing damaged vehicles and goods. Frequent accidents lead to higher insurance premiums and potential loss of coverage, while legal fees and compensation claims from accidents can significantly impact the bottom line. The cost of repairing or replacing damaged vehicles and goods also adds up quickly.

Reputational damage can occur owing to public perception, negative media coverage and customer dissatisfaction. Frequent accidents can tarnish a company's image, leading to a loss of trust among customers and stakeholders. Negative media coverage of accidents can further damage the company's reputation and affect business relationships, while delayed or damaged deliveries can result in unhappy customers, impacting long-term loyalty and business prospects.

Employee morale and safety can be adversely affected by high rates of injuries and fatalities, workplace stress and retention challenges. High rates of injuries and fatalities among drivers and other employees lead to low morale and a sense of insecurity, while the stress of potential accidents can affect overall workplace morale and productivity. High accident rates can also lead to difficulties in retaining skilled drivers and recruiting new talent.

Lastly, regulatory and compliance issues can arise from regulatory scrutiny, compliance costs and operational restrictions. High accident rates attract regulatory scrutiny, leading to potential fines and sanctions. Ensuring compliance with stringent safety regulations can be costly and resource-intensive, and non-compliance with safety standards can result in operational restrictions or shutdowns by authorities.

Mitigating the impacts of road traffic accidents on postal and business operations necessitates a comprehensive approach. This guidance document provides a detailed template of information, tools and solutions designed to assist designated operators in their efforts to reduce accident risk, thereby safeguarding employees, the public, and business interests. A fundamental aspect of this endeavour is fostering a "safety first" culture.

Developing a culture of safety

Steps to a "safety first" culture

Developing a culture of safety is key to effective programme sustainability. It is important to ensure that key stakeholders are encouraged and continually exposed to road safety advances and information, in order to promote the adoption of a safety mindset.

To be fully effective, a culture of road safety awareness needs to become second nature in the workplace. This should not simply be a management directive, but a cooperative effort that extends beyond the office doors to involve all employees, their families and even the wider community in a concerted effort to preserve life and property.

Some ideas that can be helpful may include:

- Creating and incorporating safe driving policies in staff induction kits or handbooks where staff are likely to drive vehicles on behalf of the organization;
- Conducting regular reviews of crash performance;
- Actively managing preventive and periodic maintenance schedules to ensure that vehicles are in proper working order;
- Recognizing good driver performance and celebrating successes publicly when possible;
- Keeping visibility high by displaying promotional material in vehicles, canteens and parking areas, as well as on staff notice boards and in other appropriate areas;
- Providing access to driver training and education where appropriate;
- Ensuring safe driving is a health and safety agenda item at staff communication meetings, forums and other training sessions where appropriate.

A few more specific steps that can enable a “safety first” culture include:

- Providing accurate information on the importance of road safety. Employees should receive training when onboarded and prior to driving for the Post. This training should include good information on the importance of road safety. Share recent local news articles on accidents caused by unsafe habits that led to injury or worse. Share unit safety information with the team. When discussing accidents, focus on the root causes and how these can be avoided through the adoption of good habits.
- Enhancing awareness to increase employee understanding and engagement on road safety matters. Some recommended methods to accomplish this include distributing flyers with payslips, displaying posters in offices where employees congregate, and offering periodic refresher training on road safety. Team input can be elicited to identify hazards on their routes and work together to devise ideas to avoid accidents.
- Consistently reminding and encouraging staff to practise good habits while on the road. If you have quick group meetings each day, include a brief road safety message or reminder. If you do not hold daily meetings, start to do so. Keep meetings short and targeted to key information for that day (weather, events, etc.). Do a walkaround of a couple of vehicles and have the team identify potential safety issues.

Building a “safety first” culture lays the foundation for a robust and sustainable road safety programme. In the next section, we will discuss the critical pillars that stand on this foundation.

Developing a road safety programme focused on five pillars of road safety

In order to drive improvements in road safety and support a “safety first” culture, a few key components need to be initiated. The UPU recommends developing a road safety plan with a focus on five pillars of road safety:

- Pillar 1: Road safety management
- Pillar 2: Safer road users
- Pillar 3: Safer vehicles
- Pillar 4: Post-crash response
- Pillar 5: Building sustainable systems

Establishing and communicating a policy that outlines the responsibilities of leadership and employees is the first critical step for the campaign. A road safety assessment should be conducted to provide an understanding of where the key issues lie, so that effective mitigations can be developed. Methodologies should be developed for effective hiring and driver selection practices to ensure that each Post allows only safe drivers on the road.

An effective campaign will focus on road safety training to be offered to new staff drivers and will consider when refresher training should be offered to existing drivers. Effective fleet management plays a critical role in road safety and communicates to employees that the Post values their safety and the communities they serve.

Conducting an assessment of current conditions

In order to build an effective road safety programme or enhance an existing one, Posts must understand the current state of road safety in their organization.

Assessing the current state of road safety in postal operations is crucial to identify systems that function well and areas that can be improved, as it relates to ensuring the safety of employees, the public and organizational assets. By conducting a thorough evaluation, postal operators can gain valuable insights into their existing road safety practices and how they align with best practices and industry standards. This process helps in understanding the effectiveness of current safety measures, policies and procedures, and provides a foundation for developing a more comprehensive and effective road safety programme.

Key components of an effective road safety programme include road safety management systems, which ensure that safety policies are well defined, communicated and enforced across the organization. Safe vehicles are another critical aspect, as regular maintenance and the adoption of advanced safety technologies can significantly reduce the risk of accidents. Equally important are safe drivers, who should be well trained in

defensive driving techniques and aware of the importance of vehicle maintenance and safe driving practices. Additionally, a strong post-crash response system ensures that any incidents are handled efficiently, minimizing harm and facilitating quick recovery. Lastly, building sustainable systems that promote a culture of continuous improvement in road safety practices is essential for long-term success. By focusing on these components, postal operators can create a safer working environment, reduce operational risks and enhance overall efficiency.

Given the criticality of this component, the UPU has created a road safety programme assessment tool for designated operators. See Annex A for more information.

This guide will now explore the UPU's five pillars of road safety and see how each contributes to an effective road safety programme.

Pillar 1: Road safety management

Creating a robust road safety management system is essential for fostering a culture of safety and ensuring the well-being of all road users. A comprehensive approach to road safety involves developing clear policies and accountability statements, conducting thorough risk assessments and establishing measurable performance indicators. By implementing these components, organizations can systematically address safety issues, promote responsible behaviour and continuously improve their safety practices.

Policy and user accountability

Each organization should develop a road safety policy. If a policy currently exists and was issued more than three years ago, it should be refreshed and recommunicated. A comprehensive road safety policy should encompass several critical components to ensure the protection of employees, the public and organizational assets. It should:

- Include a clear statement of commitment to road safety from senior management;
- Establish accountability at all levels of the organization;
- Acknowledge the importance of human life and the need to protect it;
- Be signed by leadership at the highest level of the organization.

Additionally, the policy should include a vision or objective to be accomplished and the expectation for all employees to participate. The vision may include specific goals and targets that are key to reducing road traffic incidents.

A commitment to employees regarding the organization's duties towards them should be a component of the policy. This may include the offer of new education or training opportunities, or a commitment to conduct risk assessments and vehicle maintenance or to mitigate unsafe conditions, where possible.

Employee responsibilities and expectations should also be outlined in the policy. This may include a statement that requires strict adherence to legal requirements, such as speed limits, seatbelt use and restrictions on mobile phone use while driving. It may also include reporting responsibilities for unsafe conditions, equipment and incidents.

Lastly, the policy should include a commitment to recognizing safe behaviours. See Annex B for a sample road safety policy.

Risk assessment

Along with conducting a road safety programme assessment, it is equally important to carry out effective organizational risk assessments. Establishing an effective risk assessment system is helpful in understanding the underlying conditions that promote an environment where accidents can happen.

The identification of organizational risks can be carried out through various methods. Historical data on accidents can be evaluated if it is available. The data can be analyzed to determine common accident root causes, driver demographics (age, etc.), accident locations, the extent of the resulting damage or injury, and more. Historical information is a good predictor of future incidents, if mitigations have not been implemented in the meantime.

If accident data is not available, the Post should begin to collect that information when accidents are reported. Development of an accident report form or accident kit can be useful to both the driver and management. These resources can be simple or comprehensive. In either case, training and instruction should be provided on how to complete the form and use the kit. A sample report form is available in Annex C.

Other ways to assess risk include evaluating fleet management practices, existing employee training programmes, staffing, and management training.

Conducting safe driving programme assessments in an organization is invaluable for enhancing workplace safety and reducing liability. These assessments comprehensively cover various functional areas, including fleet management, road safety management, training and onboarding processes. By identifying risky driving behaviours and habits among employees, these assessments enable the development of targeted interventions and customized training programmes. Proactively addressing potential safety concerns across these functional areas helps organizations to significantly decrease the likelihood of accidents, injuries and fatalities. This approach not only protects the health and well-being of employees but also reduces the costs associated with vehicle repairs, insurance claims and legal fees. Furthermore, a robust safe driving programme fosters a culture of safety within the organization, encouraging all employees to prioritize safe driving practices both on and off the job.

Moreover, safe driving programme assessments enhance the organization's reputation and ensure compliance with regulatory standards. These evaluations demonstrate a commitment to safety across multiple facets, including fleet management and training, which can boost the organization's standing with clients, partners and regulatory bodies. Compliance with local, national and industry-specific driving safety regulations is crucial for avoiding fines and penalties. Additionally, companies that emphasize comprehensive safety practices are more likely to gain the trust and loyalty of their customers, who value corporate responsibility and employee welfare. Overall, these assessments are a strategic investment in the organization's operational efficiency, employee morale and long-term sustainability, reinforcing the importance of a holistic approach to road safety management and employee training.

Once the risk has been determined, the organization is better positioned to set performance indicators that will measure the systems contributing to organizational risk. This document will now review some key performance indicators (KPIs) that may be considered.

Performance indicators

Setting measurable performance indicators is vital for tracking progress and assessing the effectiveness of safety initiatives. These indicators can include metrics such as accident rates, compliance with safety protocols, and the effectiveness of corrective actions. By regularly reviewing performance data, organizations can identify areas for improvement and make informed decisions to enhance their road safety management system. Performance indicators also provide a basis for recognizing and rewarding good practices, further motivating employees to prioritize safety.

Key performance indicators for evaluating organizational road safety

To effectively measure and enhance road safety performance, postal operators should track the following five KPIs where feasible. These indicators provide valuable insights into road safety trends and can guide improvements in the road safety management system.

1 Incident and accident rate

- Description: This KPI tracks the number of road incidents and accidents involving postal vehicles over a specific period, typically measured per million kilometres driven.

- Importance: Monitoring this rate helps to identify patterns and areas with higher risks, allowing the organization to target interventions more effectively. A decreasing trend in this rate is indicative of successful safety measures.
- Actionable insight: Use data analysis to pinpoint common factors in incidents, such as weather conditions, time of day or driver behaviour, and develop targeted safety training and vehicle maintenance programmes.

2 *Driver safety score*

- Description: This score is derived from driver behaviour data, including metrics such as speeding, harsh braking, acceleration (where data is available), and seatbelt usage, often tracked through telematics systems.
- Importance: A comprehensive driver safety score helps to assess individual driver performance and compliance with safety protocols. High scores correlate with safer driving practices.
- Actionable insight: Implement personalized coaching and corrective actions for drivers with low safety scores. Establish a driver review assessment where telematics are not used. Use these scores to recognize and reward safe driving behaviours, promoting a culture of safety.

3 *Vehicle maintenance compliance rate*

- Description: This KPI measures the percentage of vehicles that undergo scheduled maintenance and safety checks on time, in accordance with the organization's maintenance schedule.
- Importance: Regular maintenance is crucial for preventing mechanical failures that can lead to accidents. A high compliance rate ensures that vehicles are in optimal condition.
- Actionable insight: Develop a robust maintenance tracking system and schedule automated reminders. Address any delays or lapses in maintenance promptly to maintain vehicle safety standards.

4 *Training completion and effectiveness*

- Description: This KPI tracks the completion rate of mandatory road safety training programmes for all drivers and evaluates the effectiveness of these training sessions through pre- and post-training assessments.
- Importance: Continuous training is essential for keeping drivers informed about the latest safety practices and regulations. High completion and effectiveness rates are indicators of a well-informed and skilled workforce.
- Actionable insight: Use feedback and assessment results to refine training content and delivery methods. Encourage ongoing education through daily five-minute safety talks, workshops, simulations and refresher courses to maintain high safety standards. Allow drivers to contribute to daily talks to gain insight on current road risks or community events that may impact driving routes.

5 *Compliance with road safety regulations*

- Description: This KPI measures the organization's adherence to relevant road safety regulations and standards, including those related to driver licensing, vehicle standards and load security.
- Importance: Compliance is critical for legal and operational safety. Non-compliance can lead to fines, legal issues and increased risk of accidents. High compliance rates demonstrate the organization's commitment to regulatory standards.
- Actionable insight: Conduct regular audits and reviews to ensure compliance with all applicable regulations. Stay updated with changes in laws and standards, and integrate compliance checks into daily operations to prevent violations.

There are many potential performance indicators that can be tracked beyond those mentioned here. The UPU suggests that by consistently tracking these or similar KPIs, postal operators can gain a clearer understanding of their road safety performance, identify areas for improvement, and implement effective strategies to enhance road safety across their operations.

Pillar 2: Safer road users

Hiring and selection of drivers

Ensuring the safety of drivers is paramount in maintaining the integrity and reliability of postal operations. This section focuses on the critical process of hiring and selecting safe drivers. A well-crafted job description is foundational, providing clarity in expectations and aligning with safety goals. Research by the American Trucking Associations (ATA) underscores that clear job descriptions not only enhance job performance but also reduce turnover rates. Additionally, specifying safety criteria, such as accident-free records and adherence to road safety laws, significantly boosts safety outcomes. Aligning job descriptions with organizational safety policies further cultivates a strong safety culture, reducing workplace accidents.

Thorough background checks and medical assessments are indispensable in the selection process. International guidelines and standards emphasize the importance of these measures to ensure road safety. The European Commission's Directive on Driving Licences mandates comprehensive background checks, screening for any red flags in driving history. Similarly, the World Health Organization (WHO) underscores the significance of scrutinizing driving records to identify potential risks. Adherence to health standards, including vision and hearing tests, as stipulated by the International Labour Organization (ILO), is also crucial. By integrating detailed driving history analysis, drug and alcohol testing, and continuous health monitoring, operators aim to create a secure and reliable driving workforce. These measures, supported by extensive research and global expert guidelines, establish a robust framework for hiring and retaining safe drivers, thereby enhancing the Post's commitment to road safety and operational efficiency.

The following components are listed in no particular order.

1 Detailed job description

- Clarity in expectations: Provide a well-defined job description to help ensure that candidates understand the specific responsibilities and safety standards expected. Research from the Chartered Institute of Personnel and Development (CIPD) indicates that clear job descriptions reduce turnover rates and improve job performance.
- Safety criteria specification: Include specific safety criteria, such as accident-free records and compliance with road safety laws, to filter candidates effectively. According to the European Transport Safety Council (ETSC), well-defined job descriptions can significantly enhance safety outcomes.
- Alignment with organizational goals: Ensure that the job description aligns with the organization's safety policies and objectives, promoting a culture of safety. The Health and Safety Executive (HSE) in the United Kingdom of Great Britain and Northern Ireland emphasizes that alignment with safety goals reduces workplace accidents.

2 Thorough background checks

- Comprehensive screening: Conduct detailed background checks, including criminal history and past employment verification, to identify any red flags. The European Union Agency for Law Enforcement Cooperation (Europol) recommends background checks for commercial drivers.
- Driving record scrutiny: Evaluate candidates' driving records for violations and accidents over the past few years. The International Road Assessment Programme (iRAP) reports that candidates with a history of reckless driving are more likely to be involved in future incidents.
- Third-party verification: Utilize third-party services to verify information and ensure accuracy, enhancing the reliability of the screening process. Research by Safe Work Australia indicates that third-party checks significantly reduce hiring risks.

3 Driving record evaluation

- Detailed analysis of driving history: Review the driving history for patterns such as speeding, driving under the influence (DUI) or at-fault accidents. Studies by the WHO show that a clean driving record is a strong indicator of future safe driving behaviour.

- Risk assessment tools: Use advanced risk assessment tools to analyze driving records. According to the National Road Safety Commission in Ghana, these tools can predict driver risk levels with high accuracy.
- Continuous monitoring: Implement a system for ongoing monitoring of driving records to identify any new infractions or risks. The Transport Research Laboratory in the UK recommends continuous monitoring to maintain a safe driver workforce.

4 *Medical and physical fitness assessment*

- Health standards compliance: Ensure that candidates meet health requirements, including vision and hearing tests, as recommended by the ILO. The WHO notes that physical fitness is crucial for safe driving, reducing the risk of medical-related accidents.
- Regular health check-ups: Schedule regular medical check-ups to maintain driver fitness and health. Research by the Australian National Health and Medical Research Council shows that regular health monitoring lowers the risk of sudden medical events while driving.
- Documentation and certification: Verify and keep records of all medical certifications and fitness tests. The European Union directives mandate that medical certificates be updated regularly to ensure ongoing compliance.

5 *Drug and alcohol testing*

- Pre-employment screening: Conduct thorough pre-employment drug and alcohol testing to ensure that candidates are substance-free. According to the Canadian Centre on Substance Use and Addiction, drug testing is essential in identifying potential substance abuse issues before hiring.
- Random testing programmes: When the risk warrants it, implement random drug and alcohol testing programmes to deter substance abuse and maintain safety. Safe Work Australia highlights the importance of managing risks related to drug and alcohol use, particularly in high-risk industries, and reports that some companies implement random testing as a control measure.
- Supportive policies: Develop clear policies on substance use, including consequences for violations, to promote a drug-free workplace. Research by the European Union Drugs Agency indicates that strict policies enhance compliance and safety. Any testing should be part of a comprehensive and integrated approach.

6 *Behavioural interview techniques*

- Situational questions: Use situational and behavioural interview questions to assess candidates' safety attitudes and decision-making skills. The Society for Human Resource Management advocates for behavioural interviewing as it predicts job performance effectively.
- Past incident analysis: Ask about past driving incidents and how candidates handled them to gauge their problem-solving skills under pressure. Research from the National Safety Council (NSC) in the United States of America shows that past behaviour is a strong predictor of future performance.
- Safety culture alignment: Evaluate candidates' alignment with the organization's safety culture and values through targeted questions. The HSE recommends assessing cultural fit to enhance safety commitments.

7 *Skills and competency testing*

- Practical driving assessments: Conduct practical driving tests to evaluate skills in real-world conditions, including defensive driving manoeuvres. The iRAP supports practical testing as a crucial component of driver assessment.
- Knowledge exams: Administer written tests covering road safety laws, regulations and emergency procedures. According to the ETSC, comprehensive knowledge testing is essential for ensuring that drivers are well prepared.
- Simulated scenarios: Use driving simulators to replicate challenging scenarios and assess candidates' reactions. Research from the International Transport Forum (ITF) highlights the effectiveness of simulators in improving driver training outcomes.

8 *Training and certification verification*

- Verification of credentials: Verify all relevant training and certifications, such as the commercial driver's licence (CDL) required in the US, and safety courses. The European Union Agency for Railways (ERA) ensures that all training programmes are legitimate and meet EU standards.
- Continuous education: Encourage and support ongoing education and training to keep drivers updated on the latest safety practices and regulations. The NSC advocates for continuous education to enhance driver knowledge and skills.
- Certification tracking system: Implement a tracking system to monitor the status and renewal dates of all certifications. The HSE training standards emphasize the importance of keeping certification records up to date to maintain compliance and safety standards.

9 *Safety and compliance knowledge*

- Knowledge assessment: Test candidates' knowledge of company safety policies, local regulations and international compliance requirements. The WHO guidelines highlight that well-informed drivers are less likely to violate safety regulations.
- Scenario-based questions: Use scenario-based questions to assess how candidates would handle safety-related situations. Research by the NSC shows that scenario-based training improves decision-making skills and safety outcomes.
- Ongoing education: Provide ongoing training on safety updates and compliance changes to keep drivers informed. The HSE recommends regular safety training sessions to maintain high standards of compliance and safety awareness.

10 *Probationary period and continuous evaluation*

- Structured probation period: Implement a probationary period with specific safety performance metrics to evaluate new hires closely. According to the ILO, a structured probation period helps to identify potential safety issues early.
- Regular performance reviews: Conduct regular performance reviews during the probation period, focusing on safety records, driving behaviour and compliance with company policies. Research by the International Association of Public Transport (UITP) indicates that continuous monitoring during probation significantly enhances safety.
- Feedback and improvement plans: Provide constructive feedback and develop improvement plans for any performance issues identified during the probationary period. The NSC's best practices emphasize the importance of feedback and support in improving driver safety performance.

These components work together to establish a robust framework for hiring and retaining safe drivers in the postal service, thereby enhancing overall road safety and operational efficiency.

Once drivers are on board, the next step is to ensure that they are properly trained.

Employee training on road safety

Ensuring the safety of postal drivers is a fundamental aspect of maintaining an efficient and reliable delivery service. This section focuses on developing a comprehensive safety training programme. A structured curriculum that covers essential topics such as defensive driving, vehicle maintenance and emergency response is vital. The ETSC advocates for a structured approach to training, emphasizing the coverage of all critical safety aspects. Additionally, ensuring that the training programme is regularly updated to reflect the latest safety regulations and best practices is crucial, as highlighted by the International Road Transport Union (IRU). By aligning training content with operational practices, operators enhance the applicability and effectiveness of that content, reinforcing the importance of contextual training to improve retention and performance, as emphasized by the HSE.

Incorporating interactive training methods is another cornerstone of the approach to driver safety. Utilizing driving simulators to replicate real-world scenarios enables drivers to practise hazard responses without risk – a method supported by the iRAP. Hands-on workshops and role-playing scenarios further enhance the training

experience, allowing drivers to apply theoretical knowledge and simulate emergency situations effectively. Research by the CIPD underscores the benefits of experiential learning and role-playing in enhancing problem-solving skills. Additionally, leveraging technology through e-learning modules, video demonstrations and interactive apps fosters a flexible and engaging learning environment. These technologies not only improve content delivery but also enhance driver engagement and knowledge retention, as supported by the ETSC and IRU. Through these comprehensive and innovative training strategies, Posts can aim to build a workforce of well-prepared and safety-conscious drivers.

1 *Comprehensive safety training programme*

- Structured curriculum: Develop a detailed training curriculum covering essential safety topics such as defensive driving, vehicle maintenance and emergency response. The ETSC recommends a structured approach to ensure that all critical safety aspects are covered comprehensively.
- Regular updates: Ensure the training programme is regularly updated to reflect the latest safety regulations and best practices. Research by the IRU indicates that continuous updates enhance the relevance and effectiveness of training.
- Integration with operational practices: Align the training content with the specific operational practices of the postal service to enhance applicability. The HSE emphasizes the importance of contextual training to improve retention and performance.

2 *Use of interactive training methods*

- Simulation training: Where feasible, incorporate driving simulators to replicate real-world scenarios, helping drivers practise responses to various hazards without risk. The iRAP highlights the effectiveness of simulators in improving decision-making skills and reaction times.
- Hands-on workshops: Designated operators can hold hands-on workshops and practical sessions, allowing drivers to apply theoretical knowledge in controlled environments. According to the CIPD, experiential learning significantly enhances skill retention and application. These scenarios can be provided via online training or in room simulators, where available.
- Role-playing scenarios: Use role-playing exercises to simulate emergency situations and decision-making scenarios. Research by the ITF demonstrates that role-playing improves problem-solving skills and prepares drivers for real-life challenges.

3 *Incorporation of technology and multimedia*

- E-learning modules: Develop online training modules that drivers can complete at their own pace, enhancing flexibility and accessibility. The ETSC supports e-learning as an effective method for delivering consistent and engaging content.
- Video demonstrations: Utilize videos and animations to demonstrate complex safety procedures and scenarios, making the training more engaging. Studies by the ITF show that multimedia content improves understanding and retention of safety practices.
- Interactive apps and tools: Implement mobile apps and interactive tools for training, quizzes and feedback, promoting continuous learning. The IRU highlights the benefits of technology in enhancing driver engagement and knowledge retention.

4 *Regular and comprehensive assessment*

- Pre- and post-training assessments: Conduct assessments before and after training to measure knowledge gains and areas needing improvement. Research by the European Agency for Safety and Health at Work (EU-OSHA) indicates that assessments help in identifying learning gaps and reinforcing key concepts.

- Practical driving tests: Include practical driving tests to evaluate drivers' skills in real-world conditions, ensuring that they apply training effectively. The ETSC recommends practical tests as a critical component of driver evaluation.
- Feedback mechanisms: Establish robust feedback mechanisms, allowing trainers and drivers to discuss performance and areas for further development. According to the HSE, continuous feedback is crucial for enhancing driver performance and safety awareness.

5 *Ongoing education and certification*

- Continuing education programmes: Offer ongoing training sessions and workshops to keep drivers updated on the latest safety trends and regulations. The ETSC recommends continuous education to maintain high safety standards and compliance.
- Certification and recertification: Implement a system for certifying drivers upon completion of training, with periodic recertification required. The IRU emphasizes the importance of regular certification to ensure ongoing competence and compliance.
- Specialized training modules: Provide specialized training modules for different driving conditions, such as night driving, adverse weather and urban environments. The HSE highlights the benefits of targeted training to enhance driver readiness for diverse conditions.

6 *Focus on defensive driving techniques*

- Fundamental defensive driving skills: Teach core defensive driving techniques, such as scanning, anticipating hazards and maintaining safe following distances. The ETSC states that defensive driving courses significantly reduce accident rates.
- Advanced driving manoeuvres: Include advanced driving manoeuvres in the training, such as emergency braking, evasive steering and skid control. Research by the iRAP indicates that advanced driving skills training reduces the likelihood of collisions.
- Simulation of hazardous scenarios: Use simulations to expose drivers to potential hazards, allowing them to practise evasive manoeuvres in a safe environment. The IRU supports hazard simulation as an effective method to enhance driver preparedness.

7 *Emphasis on health and wellness*

- Health and fitness training: Integrate health and fitness programmes, emphasizing the importance of physical well-being for safe driving. The WHO highlights that good health and fitness significantly reduce the risk of medical emergencies while driving.
- Stress management techniques: Teach stress management and relaxation techniques to help drivers handle the pressures of long hours and challenging conditions. The EU-OSHA notes that stress management improves focus and reduces accident risks.
- Regular health screenings: Encourage drivers to participate in regular health screenings and medical check-ups. The ILO mandates health checks to ensure that drivers meet physical fitness standards, reducing the risk of health-related incidents.

8 *Use of real-world case studies*

- Analysis of accidents and near misses: Study real-world accidents and near misses to highlight lessons learned and identify preventive measures. The IRU recommends using case studies to demonstrate the consequences of unsafe practices and the importance of adherence to safety protocols.
- Interactive case discussions: Facilitate interactive discussions on case studies, encouraging drivers to analyze situations and propose solutions. The ETSC supports case study discussions as a powerful tool for developing critical thinking and problem-solving skills.
- Guest speakers and expert sessions: Invite accident survivors, safety experts and law enforcement officials to share their experiences and insights in person or via video campaign. The ITF highlights the impact of personal stories and expert advice in enhancing driver awareness and commitment to safety.

9 *Continuous improvement and feedback loop*

- Regular training reviews: Conduct regular reviews of the training programme to incorporate feedback and lessons learned from incidents and near misses. The HSE advises continuous improvement processes to enhance training effectiveness and safety outcomes.
- Driver feedback surveys: Use surveys and feedback forms to gather drivers' opinions on training content, delivery and effectiveness. The ETSC emphasizes that driver feedback is crucial for refining training programmes and addressing practical challenges.
- Performance tracking and analytics: Implement a system for tracking training performance metrics and using analytics to identify trends and areas for improvement. The IRU supports data-driven approaches to evaluate training impact and enhance driver safety performance.

Incorporating some or all of these components will enhance the safety, skills and well-being of postal drivers, thereby ensuring safer and more efficient operations.

Pillar 3: Safer vehicles

Fleet management

In the context of road safety, a well-managed fleet is fundamental for postal operators to ensure the timely, safe and efficient delivery of services. This section of the guidance document explores key aspects of fleet management, emphasizing the importance of maintaining an adequate and well-managed fleet. Effective fleet management involves implementing rigorous regular maintenance schedules, adopting advanced vehicle technologies, and fostering a culture of safety and compliance. Regular vehicle maintenance and inspections, compliance with manufacturer guidelines and the integration of cutting-edge safety technologies are critical elements that not only enhance vehicle performance but also significantly reduce the likelihood of mechanical failures and accidents. By adhering to comprehensive maintenance protocols and leveraging modern technologies, postal operators can ensure that their fleet remains in optimal condition, thereby enhancing road safety and operational reliability.

The adoption of advanced vehicle technologies, where feasible, and robust safety training programmes further strengthens the safety net for postal drivers. Technologies such as anti-lock braking systems (ABS), electronic stability control (ESC) and telematics systems are pivotal in enhancing vehicle safety and operational efficiency. Additionally, continuous driver training on safety practices, advanced vehicle technologies and regular performance reviews play a crucial role in mitigating risks associated with vehicle operation. By integrating these best practices and maintaining stringent safety and compliance standards, postal operators can create a safer driving environment, reduce operational disruptions and improve overall fleet efficiency. Through ongoing commitment to these principles, the aim is to build a fleet that not only meets regulatory requirements but also sets new benchmarks for safety and efficiency in the postal service industry.

Importance of an adequate and well-managed fleet

Fleet management can be a complex system, but the following six key factors contribute to an effective and well-managed fleet.

1 *Regular vehicle maintenance and inspections*

- Scheduled maintenance plans: Establish a routine maintenance schedule for all fleet vehicles to ensure that they are kept in optimal condition. The European Automobile Manufacturers' Association (ACEA) emphasizes that regular maintenance reduces the likelihood of mechanical failures, thereby enhancing road safety.
- Compliance with manufacturer's guidelines: Follow the manufacturer's maintenance guidelines to maintain vehicle warranties and performance standards. The RAC Foundation in the UK highlights that adhering to recommended service intervals extends vehicle life and reliability.
- Comprehensive inspection protocols: Implement thorough inspection protocols covering critical systems such as brakes, tyres, lights and fluid levels. Research by the ETSC shows that regular inspections are crucial for early detection of potential issues, reducing accident risks.

2 *Adoption of advanced vehicle technologies*

- Installation of safety features: Equip vehicles with advanced safety technologies, such as ABS, ESC and blind-spot monitoring. The European New Car Assessment Programme (Euro NCAP) reports that these features significantly reduce the severity and frequency of collisions.
- Integration of fleet management software: Utilize fleet management software to monitor vehicle performance, maintenance schedules and driver behaviour in real time. The IRU underscores that technology integration enhances operational efficiency and safety management.
- Use of telematics systems: Implement telematics systems for tracking vehicle location, speed and driver behaviour. Research by Transport Canada demonstrates that telematics can improve route planning, reduce fuel consumption and enhance safety compliance.

3 *Implementation of a robust fleet policy*

- Clear safety and operational policies: Develop and enforce clear policies regarding vehicle use, safety standards and driver conduct. The HSE in the UK stresses the importance of having well-defined policies to ensure consistency and compliance across the fleet.
- Documentation and compliance procedures: Maintain comprehensive records of all policies, procedures and compliance documentation. The IRU requires detailed documentation to ensure regulatory compliance and to facilitate audits and inspections.
- Regular policy review and updates: Conduct periodic reviews of fleet policies to incorporate changes in regulations, technology and industry best practices. Research by the ILO indicates that regular updates keep policies relevant and effective.

4 *Adoption of fuel management strategies*

- Implementation of fuel monitoring systems: Install fuel monitoring systems to track fuel usage, detect leaks and identify inefficiencies. The International Energy Agency (IEA) suggests that fuel management systems help to reduce fuel costs and minimize environmental impact.
- Promotion of fuel-efficient driving practices: Train drivers in fuel-efficient driving techniques, such as maintaining optimal speeds, reducing idling time and planning efficient routes. The European Environment Agency reports that fuel-efficient driving practices can significantly lower fuel consumption and operating costs.
- Regular review of fuel consumption data: Analyze fuel consumption data regularly to identify trends, optimize routes and implement cost-saving measures. The International Council on Clean Transportation highlights that data-driven fuel management improves overall fleet efficiency.

5 *Emphasis on safety and compliance*

- Adherence to regulatory standards: Ensure that all fleet operations comply with local, regional and international regulations, including safety standards and environmental laws. The ERA and the United Nations Economic Commission for Europe provide guidelines that must be strictly followed to avoid legal penalties and enhance safety.
- Implementation of safety training and drills: Conduct regular safety drills and training sessions for drivers to prepare them for emergency situations, such as accidents, fires and medical emergencies. The IRU emphasizes that proactive safety training enhances driver readiness and reduces accident risks.
- Regular compliance audits and inspections: Schedule routine audits and inspections to ensure ongoing compliance with safety and regulatory requirements. The HSE and the ILO advocate for continuous compliance checks to maintain safety standards and operational integrity.

6 *Development of a preventive maintenance programme*

- Establishment of preventive maintenance schedules: Create and follow preventive maintenance schedules to address wear and tear before this leads to failures. The ACEA supports preventive maintenance as essential for minimizing downtime and extending vehicle life.

- Use of predictive maintenance technologies: Implement predictive maintenance technologies, such as sensors and data analytics, to predict and prevent potential vehicle failures. Research by the ITF shows that predictive maintenance reduces unplanned repairs and improves fleet reliability.
- Training for maintenance personnel: Ensure that maintenance staff are trained in the latest repair techniques and technologies to enhance their skills and efficiency. The IRU highlights that well-trained maintenance personnel are critical for maintaining fleet performance and safety.

All of these items contribute to a well-managed fleet that enhances safety, efficiency and compliance for postal operators. Next, this guide will examine the components that make up a robust preventive maintenance and accident repair system.

Components of an effective preventive maintenance, accident repair and control system

Creating a robust road safety management system involves not only immediate responses to accidents but also proactive measures to prevent them. A key aspect of this proactive approach is the development of effective preventive maintenance, accident repair and control systems. This section outlines the essential components of such systems, designed to ensure vehicle reliability, enhance safety and optimize operational efficiency.

1 Comprehensive preventive maintenance schedule

- Routine maintenance intervals: Establish and adhere to a strict schedule for regular maintenance tasks such as oil changes, tyre rotations and brake inspections. The ACEA emphasizes that regular maintenance helps to prevent breakdowns and extends vehicle lifespan.
- Compliance with manufacturer's guidelines: Follow the manufacturer's recommended maintenance guidelines to ensure that vehicle warranties remain valid and to maintain optimal performance. Research by the International Organization of Motor Vehicle Manufacturers (OICA) indicates that adherence to these guidelines is crucial for vehicle reliability and safety.
- Use of maintenance tracking systems: Implement a digital maintenance tracking system to monitor schedules, record service history and provide alerts for upcoming maintenance tasks. The IRU highlights that automated tracking systems enhance efficiency and reduce the risk of missed maintenance.

2 Detailed inspection protocols

- Pre- and post-trip inspections: Require drivers to perform detailed pre- and post-trip inspections to identify and address any issues before they become major problems.
- Thorough vehicle checks: Develop a checklist covering essential components such as brakes, tyres, lights and fluid levels to ensure that no aspect is overlooked. The ETSC notes that thorough inspections are essential for early detection of potential hazards.
- Integration with fleet management software: Use fleet management software to document inspection results, track repairs and schedule follow-up maintenance. Research supports the use of software tools to streamline inspection processes and improve compliance.

3 Training for maintenance personnel

- Ongoing training programmes: Provide regular training for maintenance staff on the latest repair techniques, safety standards and emerging technologies. The IRU highlights that continuous education ensures that technicians are well prepared to handle modern vehicle systems.
- Certification and accreditation: Encourage or require certifications from recognized bodies such as the ACEA or manufacturer-specific training programmes to enhance the skills and credibility of maintenance personnel. The ACEA underscores that certified technicians are more effective at diagnosing and repairing issues.
- Knowledge of diagnostic tools: Ensure maintenance staff are proficient in using diagnostic tools and software to quickly identify and resolve mechanical issues. Research by the ITF demonstrates that diagnostic tools significantly enhance repair accuracy and efficiency.

4 *Establishment of a quality control system*

- Inspection and quality checks: Implement a quality control system that includes thorough inspections and quality checks after every maintenance task or repair. The National Institute for Automotive Service Excellence (ASE), covering the US and Canada, stresses that quality control ensures that all repairs meet safety and performance standards.
- Use of quality parts and materials: Specify the use of high-quality original equipment manufacturer (OEM) or certified aftermarket parts and materials for all repairs and maintenance tasks. The National Automotive Service Task Force (NASTF), covering the US and Canada, underscores the importance of using quality parts to maintain vehicle safety and performance.
- Training and certification for technicians: Ensure that maintenance personnel are trained and certified in the latest repair techniques and industry standards. The Automotive Service Association supports continuous training to maintain high standards of workmanship and repair quality.

5 *Adoption of technology for diagnostics and repairs*

- Implementation of diagnostic tools: Where feasible, invest in advanced diagnostic tools and software that can quickly and accurately identify vehicle issues. The ITF highlights that modern diagnostic tools improve the speed and accuracy of vehicle diagnostics.
- Integration of telematics data: Use telematics data to monitor vehicle performance in real time, identifying potential issues before they lead to failures. Transport Canada supports telematics as a valuable tool for predictive maintenance and safety monitoring.
- Training on new technologies: Ensure that maintenance staff are trained on the latest automotive technologies, including hybrid and electric vehicle systems. The IEA emphasizes that training on new technologies is essential for maintaining a modern and efficient fleet.

6 *Robust accident repair process*

- Establishment of repair protocols: Develop standardized accident repair protocols, including assessment procedures, documentation requirements and repair guidelines. The ACEA recommends clear protocols to ensure that repairs meet safety and quality standards.
- Partnerships with reputable repair shops: Establish partnerships with certified repair shops that meet industry standards and have a proven track record. The Fédération Internationale de l'Automobile (FIA) advocates for collaboration with reputable shops to ensure high-quality repairs and maintain vehicle integrity.

7 *Establishment of a feedback and continuous improvement system*

- Regular review of maintenance records: Conduct periodic reviews of maintenance records to identify trends, recurring issues and opportunities for improvement. The ETSC advocates for continuous review to enhance maintenance practices and prevent future problems.
- Implementation of feedback loops: Create feedback loops where drivers and maintenance staff can report issues and suggest improvements based on their experiences. Research by the IRU shows that feedback loops enhance communication and drive continuous improvement.
- Benchmarking against industry standards: Benchmark maintenance and repair practices against industry standards and best practices to identify areas for enhancement. The Automotive Maintenance and Repair Association (AMRA) recommends benchmarking to ensure that practices are up to date and effective.

8 *Strong fleet management and communication strategy*

- Centralized fleet management system: Utilize a centralized system to manage fleet operations, maintenance schedules and repair history. The Fleet Management Association (FMA) emphasizes the benefits of centralized management for improving efficiency and oversight.
- Use of performance metrics: Implement performance metrics to evaluate the effectiveness of maintenance and repair activities, such as vehicle downtime, repair costs and compliance with maintenance schedules. The IRU supports the use of performance metrics to enhance fleet management and operational efficiency.

9 *Implementation of a digital maintenance management system*

- Automation of maintenance scheduling: Where feasible, use a digital system to automate maintenance schedules, reminders and task tracking, reducing the risk of missed maintenance. The FMA highlights that automation improves compliance and operational efficiency.
- Integration with telematics data: Integrate the maintenance management system with telematics data to monitor vehicle performance and predict maintenance needs based on real-time data. The US Federal Motor Carrier Safety Administration (FMCSA) supports the use of telematics for proactive maintenance and reducing unplanned downtime.
- Centralized record keeping: Maintain a centralized digital database accessible to authorized personnel for all maintenance records, including service history, inspections and repairs. Research by the US National Highway Traffic Safety Administration (NHTSA) shows that centralized records enhance accountability and streamline compliance audits.

10 *Adherence to manufacturer maintenance schedules*

- Following the manufacturer's maintenance schedule: Implement and strictly follow the manufacturer's recommended maintenance schedule to ensure optimal vehicle performance and warranty compliance. The ASE recommends adhering to OEM guidelines to avoid premature wear and mechanical failures.
- Documentation of maintenance records: Keep detailed records of all maintenance activities performed according to the manufacturer's schedule, including dates, services performed and technician notes. The AMRA emphasizes that thorough documentation is critical for tracking vehicle health and warranty claims.
- Training on manufacturer protocols: Ensure that maintenance staff are trained on manufacturer protocols and the latest service procedures for all vehicle models in the fleet. The NASTF supports ongoing training to keep technicians updated on manufacturer specifications and repair techniques.

Investing time and resources in the creation of comprehensive and effective preventive maintenance, accident repair and control systems for postal operators will support an effective road safety programme.

Alongside an effective preventive maintenance and accident repair programme, it is equally important to have an effective post-crash response system.

The next section will cover the essential steps and protocols to be followed immediately after an accident, ensuring the safety of drivers, passengers and other road users. It will also outline the procedures for reporting incidents, conducting thorough investigations and implementing corrective actions to prevent future occurrences. By establishing a robust post-crash response strategy, postal operators can minimize downtime, manage liabilities and continuously improve their overall safety performance.

Pillar 4: Post-crash response

Effective post-crash response is crucial for ensuring road safety and minimizing the impact of accidents involving postal operators. This section delves into the core aspects of accident diagnosis and investigation, providing a structured approach to understanding and analyzing road incidents. Establishing a comprehensive accident investigation protocol is the foundation of this process, encompassing standardized procedures, rigorous documentation and specialized investigator training. By adhering to these protocols, postal operators can ensure consistency and thoroughness, facilitating accurate diagnoses and contributing to the prevention of future incidents.

The integration of forensic accident analysis tools, such as crash reconstruction software and vehicle data recorders, enhances the ability to analyze and understand the dynamics of road accidents. Conducting thorough post-accident vehicle inspections, including mechanical assessments and forensic damage analysis, further aids in pinpointing the causes of crashes. Effective integration of driver and witness testimonies, coordination with law enforcement and emergency services, and comprehensive post-investigation analysis and reporting collectively support a robust framework for diagnosing and addressing road accidents. This holistic approach not only improves the accuracy of investigations but also contributes to the development of targeted safety recommendations, ultimately fostering a safer operational environment for postal operators.

Diagnosis and investigation of road accidents

The following systems can be implemented by the postal operator to facilitate the accident investigation and diagnosis process.

1 Establishment of a comprehensive accident investigation protocol

- Standardized procedures: Develop and implement standardized protocols for accident investigation, including step-by-step procedures for scene assessment, evidence collection and documentation. According to the ETSC, standardized protocols ensure consistency and thoroughness in investigations, which is crucial for accurate diagnosis and prevention of future incidents.
- Documentation requirements: Ensure that the protocol includes detailed documentation requirements, such as photographs, witness statements and damage assessments. Euro NCAP highlights that comprehensive documentation helps to reconstruct accident scenarios accurately and supports effective analysis.
- Investigation training: Provide specialized training for organization investigators on the latest accident investigation techniques and technologies. Research by the IRU indicates that continuous training for investigators enhances their ability to analyze complex accident scenes and identify contributing factors.

2 Utilization of forensic accident analysis tools

- Crash reconstruction software: Where feasible, operators can employ advanced crash reconstruction software to analyze accident data and simulate collision scenarios. The ITF supports the use of such software for accurate reconstruction, which aids in understanding the dynamics of the crash and identifying root causes.
- Vehicle black boxes and data recorders: Where such equipment is implemented by the operator, examine data from vehicle black boxes and event data recorders (EDRs) to assess vehicle performance and driver actions leading up to the accident. Research by Transport Canada shows that EDR data is invaluable for pinpointing specific issues and understanding the sequence of events.
- Scene mapping technologies: Where feasible, use technologies such as GPS and laser scanning to create precise maps of the accident scene. The ETSC notes that accurate scene mapping supports better analysis and helps in reconstructing the crash with high fidelity.

3 Conducting thorough post-accident vehicle inspections

- Mechanical assessments: Perform detailed inspections of the vehicle's mechanical systems, including brakes, tyres and steering components, to identify potential failures or malfunctions. The NSC emphasizes that mechanical assessments are critical for determining whether vehicle defects contributed to the accident.
- Forensic analysis of damage: Analyze vehicle damage patterns to understand the forces involved in the collision and the impact on vehicle safety systems. Research by the Insurance Institute for Highway Safety (IIHS) indicates that forensic damage analysis provides insights into vehicle performance during the accident.
- Collection of vehicle maintenance records: Review the vehicle's maintenance history to ensure that all repairs and servicing were conducted as required. The Automobile Association (AA) highlights that maintaining accurate records helps to assess whether mechanical failures could have been a factor in the crash.

4 Integration of driver and witness testimonies

- Driver interviews: Conduct thorough interviews with drivers involved in the accident to gather their perspectives and account for their actions leading up to the incident. The IRU recommends detailed driver interviews to capture relevant information that may not be evident from physical evidence alone.

- Witness statements: Collect and analyze statements from witnesses to obtain additional viewpoints on the accident. Research by the ETSC shows that witness testimonies can provide crucial context and corroborate physical evidence.
- Driver behaviour analysis: Evaluate driver behaviour, including adherence to safety protocols and possible distractions, as part of the investigation. The EU-OSHA underscores the importance of analyzing driver behaviour to understand contributing human factors in accidents.

5 *Coordination with law enforcement and emergency services*

- Law enforcement collaboration: Work closely with local law enforcement agencies to ensure that their findings and reports are integrated into the investigation. The ETSC notes that collaboration with law enforcement enhances the completeness of the investigation and ensures that legal requirements are met.
- Emergency medical reports: Include emergency medical reports in the investigation to assess injuries and their relation to the accident dynamics. Research by the European Society for Emergency Medicine highlights that medical reports provide insight into the severity of the crash and potential impact on vehicle occupants.
- Cross-agency information sharing: Facilitate information sharing between various agencies involved in the investigation, including traffic enforcement, accident investigation units and safety departments. The ITF advocates for cross-agency collaboration to improve the comprehensiveness and accuracy of accident investigations.

6 *Post-investigation analysis and reporting*

- Comprehensive report generation: Prepare detailed reports summarizing the findings, including causes, contributing factors and recommendations for preventing future accidents. The IRU emphasizes that thorough reporting is essential for implementing corrective actions and improving safety practices.
- Identification of systemic issues: Analyze investigation results to identify any systemic issues or patterns that may indicate broader safety concerns. Research by the ETSC suggests that identifying systemic issues helps to address root causes and enhances overall safety management.
- Implementation of safety recommendations: Use investigation findings to develop and implement safety recommendations and corrective actions. The NSC supports the use of investigation results to drive continuous improvement and prevent recurrence of similar incidents.

These system components support the creation of a robust programme for diagnosing and investigating road accidents. By employing comprehensive investigation protocols, utilizing advanced technologies and fostering collaboration among various stakeholders, postal operators can enhance their ability to understand and mitigate the causes of road accidents, ultimately improving road safety and operational efficiency.

Pillar 5: Building sustainable systems

Creating a sustainable road safety programme is essential for ensuring long-term improvements in road safety and operational efficiency. A sustainable approach integrates ongoing education, continuous improvement and adaptive technologies, fostering a culture of safety that permeates all levels of an organization.

By recognizing good practices, monitoring accidents and conducting root cause analysis, as well as committing to a regular programme assessment schedule, a postal operator builds a system that fosters safety for years to come.

This holistic strategy not only enhances the safety and well-being of employees and the public, but also builds resilience against evolving challenges, ensuring that safety measures remain effective and relevant over time. Such a programme ultimately leads to more reliable and efficient operations, contributing to the organization's overall success and reputation.

Recognition of good practices

Recognizing good behaviour and practices in road safety is a powerful tool for fostering a culture of excellence and continuous improvement within an organization. Establishing a structured and transparent recognition programme not only motivates employees but also sets clear benchmarks for safety and operational efficiency. By developing specific criteria based on industry best practices and involving key stakeholders in the process, organizations can ensure that the recognition is meaningful and aligned with real-world effectiveness. Implementing a structured framework with diverse award mechanisms caters to different levels of achievement, promoting broad participation and ongoing engagement.

The virtue of recognizing good practices lies in the ability to highlight successful strategies, encourage knowledge sharing and inspire others to adopt similar approaches. Promoting recognized practices through internal and external channels increases their visibility, creating role models and providing practical examples for others to follow. Public recognition at industry events and through media outlets enhances the prestige of the awards, further motivating employees and teams to strive for excellence. Integrating the recognition programme into the organizational culture, supported by leadership and aligned with company values, ensures its sustainability and reinforces its importance.

The UPU encourages designated operators to explore and consider the recommendations below to develop or enhance current recognition programme initiatives.

1 Establishment of clear criteria for recognition

- Defining standards: Develop specific criteria as to what constitutes “good practice” in road safety, including safety metrics, operational efficiency and compliance with regulations. According to the NSC, clear standards help to ensure that recognition is based on objective and measurable achievements, fostering transparency and fairness in the evaluation process.
- Incorporation of industry best practices: Align the criteria with industry best practices and benchmarks to ensure that recognized practices meet or exceed current safety and operational standards. The ATA emphasizes that aligning with best practices enhances the credibility and relevance of the recognition programme.
- Stakeholder involvement: Engage key stakeholders, including drivers, fleet managers and safety experts, in defining the criteria to ensure that they reflect diverse perspectives and real-world effectiveness. Research by the FMA indicates that involving stakeholders in the criteria development process promotes buy-in and relevance.

2 Development of a structured recognition programme

- Programme framework: Create a structured framework for the recognition programme that includes categories, evaluation processes and award types. The US National Institute for Occupational Safety and Health (NIOSH) supports a structured approach, as this provides clarity and consistency in recognizing achievements.
- Award mechanisms: Design various award mechanisms, such as certificates, plaques or monetary incentives, to cater to different levels of achievement and encourage broader participation. Research by the NSC suggests that diverse award mechanisms can motivate a wider range of employees and teams.
- Regular review and updates: Periodically review and update the programme framework to incorporate feedback, address emerging trends and refine criteria based on evolving industry standards. The Transportation Research Board (TRB) highlights that regular updates keep the programme relevant and effective.

3 Implementation of a transparent evaluation process

- Evaluation committee: Form an evaluation committee comprising experienced professionals and experts to review nominations and assess adherence to the established criteria. The FMCSA recommends using an impartial committee to ensure objectivity and credibility in the evaluation process.

- Clear evaluation guidelines: Develop clear guidelines and procedures for evaluating submissions to ensure consistency and fairness in the assessment process. Research by the NHTSA shows that well-defined guidelines improve the reliability of evaluations and the overall integrity of the recognition programme.
- Feedback mechanism: Provide feedback to participants, whether they win or not, to foster continuous improvement and encourage future participation. The NSC advocates for feedback as it helps participants to understand their strengths and areas for development.

4 *Promotion and communication of recognized practices*

- Visibility and awareness: Promote recognized practices through internal communications, company newsletters and industry events to highlight achievements and inspire others. The FMA emphasizes that effective promotion increases the visibility of successful practices and encourages wider adoption.
- Case studies and success stories: Share detailed case studies and success stories of recognized practices to provide concrete examples and practical insights for others to follow.
- Public recognition: Utilize external platforms, such as industry conferences and media outlets, to publicly recognize and celebrate achievements. Research indicates that public recognition enhances the prestige of the awards and encourages broader engagement.

5 *Integration of recognition into the organizational culture*

- Cultural embedding: Integrate the recognition programme into the organizational culture by aligning it with the Post's values and goals. The NIOSH suggests that embedding recognition into the culture reinforces its importance and encourages ongoing commitment.
- Employee engagement: Involve employees in the programme by encouraging them to nominate peers and share success stories. Research by the FMA shows that engaging employees in the recognition process enhances their investment in the programme and fosters a positive work environment.
- Leadership support: Secure support from senior leadership to emphasize the importance of the recognition programme and to ensure that it receives the necessary resources and attention. The NSC highlights that leadership support is crucial for the programme's success and sustainability.

6 *Measurement and evaluation of programme effectiveness*

- Performance metrics: Establish metrics to evaluate the effectiveness of the recognition programme, including participation rates, impact on safety performance and employee satisfaction. The ATA supports the use of performance metrics to assess the programme's impact and identify areas for improvement.
- Programme reviews: Conduct regular reviews of the recognition programme to assess its success, gather feedback and make necessary adjustments. Research by the TRB indicates that regular reviews help to ensure that the programme remains effective and aligned with organizational goals.
- Impact analysis: Analyze the impact of recognized practices on overall safety performance and operational efficiency to determine the programme's contribution to improving road safety. The FMCSA recommends impact analysis as it provides insights into the programme's effectiveness and value.

By recognizing good practices, designated operators are ultimately enhancing safety, efficiency and engagement across their operations.

Monitoring of road accidents and root cause analysis

Recognizing and rewarding good behaviour and practices is essential for fostering a culture of excellence in road safety. However, it is equally important to meticulously examine road accidents and conduct thorough root cause analysis to understand and address the underlying issues that lead to such incidents. A sustainable and effective road safety programme hinges on the ability to identify patterns, analyze data and implement corrective actions. Monitoring road accidents through comprehensive reporting systems and leveraging advanced data analytics tools enables organizations to capture accurate and timely information. Conducting root cause analysis with structured methodologies ensures that the real factors contributing to accidents are uncovered, allowing for targeted interventions.

1 *Establishment of comprehensive accident reporting systems*

- Centralized reporting platform: Where possible, develop a centralized platform for accident reporting that captures data from all relevant sources, including drivers, fleet managers and external agencies. A centralized system improves data accuracy and accessibility, facilitating more effective monitoring and analysis.
- Standardized reporting forms: Implement standardized reporting forms to ensure consistency in data collection across different types of accident and incident. Research by the IIHS highlights that standardized forms reduce variability and enhance the reliability of accident data.
- Real-time data entry: Enable real-time data entry into the reporting system to capture immediate and accurate details of accidents, where appropriate data capture systems are used.

2 *Utilization of advanced data analytics and monitoring tools*

- Data analytics software: Employ advanced data analytics software to process and analyze accident data, identifying patterns, trends and correlations. The TRB supports the use of analytics tools to uncover actionable insights and inform decision making.
- Predictive analytics: Implement predictive analytics to forecast potential accident risks based on historical data and emerging patterns. Research suggests that predictive analytics can proactively address potential issues before they lead to accidents.
- Dashboard visualization: Use dashboard visualization tools to present accident data in an accessible and understandable format for stakeholders. The use of a visual dashboard improves data comprehension and facilitates quicker identification of key issues.

3 *Implementation of root cause analysis methodologies*

- Structured analysis frameworks: Apply structured frameworks such as the “five whys” or fishbone diagram (Ishikawa) to systematically investigate the root causes of accidents. The US National Transportation Safety Board advocates for structured frameworks as they provide a systematic approach to uncovering underlying issues.
- Multi-disciplinary approach: Involve a multi-disciplinary team, including safety experts, engineers and behavioural scientists, in the root cause analysis process. Research by the ATA suggests that diverse perspectives enhance the depth and accuracy of root cause investigations.
- Documentation and review: Document the findings from root cause analyses and review them regularly to identify recurring issues and patterns. The FMCSA supports thorough documentation as it helps to track progress and informs continuous improvement efforts.

4 *Development of actionable safety improvement plans*

- Corrective action plans: Develop and implement corrective action plans based on the findings of root cause analyses to address identified issues. The IIHS emphasizes that actionable plans are essential for addressing safety concerns and preventing future accidents.
- Follow-up mechanisms: Establish follow-up mechanisms to monitor the effectiveness of corrective actions and ensure that implemented changes lead to tangible improvements. Research by the NHTSA indicates that follow-up activities are crucial for verifying the success of safety interventions.
- Continuous improvement: Foster a culture of continuous improvement by regularly updating safety protocols and procedures based on lessons learned from accident analyses. Ongoing refinement of safety practices enhances overall road safety performance.

5 *Integration with regulatory and compliance requirements*

- Regulatory alignment: Ensure that the monitoring and root cause analysis processes align with relevant regulatory and compliance requirements.
- Compliance audits: Conduct regular audits to verify compliance with safety regulations and identify areas for improvement. Compliance audits help maintain high safety standards and ensure adherence to best practices.
- Reporting to authorities: Establish procedures for reporting significant findings and safety improvements to relevant regulatory authorities and industry bodies. Transparent reporting contributes to industry-wide safety advances and knowledge sharing.

By incorporating these key components into a well-developed programme for monitoring road accidents and conducting root cause analysis, postal operators can enhance their ability to identify and address safety issues effectively. This proactive approach not only improves road safety but also supports a culture of continuous improvement within the organization.

Reassessment cycle

Establishing a continuous cycle of road safety programme reassessments is crucial for maintaining and enhancing road safety standards within postal operations. This ongoing process ensures that safety measures remain relevant, effective and aligned with emerging risks and best practices. The value of this cycle can be understood through three key components: continuous improvement, adaptability to change and enhanced accountability.

Continuous improvement

Reassessing the road safety programme on a regular basis fosters a culture of continuous improvement. This iterative process allows organizations to identify and address any shortcomings or outdated practices, ensuring that safety measures evolve alongside changes in technology, regulations and operational demands. By regularly reviewing performance data, incident reports and employee feedback, postal operators can implement targeted enhancements to training programmes, vehicle maintenance schedules and safety protocols. This commitment to ongoing enhancement helps to reduce accident rates, improve driver behaviour and boost overall safety performance, ultimately leading to a safer work environment and fewer incidents on the road.

Adaptability to change

The road safety landscape is dynamic, with new challenges and opportunities emerging frequently. A cycle of reassessments enables postal operators to remain agile and responsive to these changes. Whether changes stem from adopting new technologies such as advanced driver-assistance systems, complying with updated regulations or addressing evolving traffic patterns and weather conditions, regular programme evaluations ensure that safety strategies are current and effective. This adaptability not only helps in mitigating risks associated with unforeseen events but also positions the organization to leverage innovative solutions that enhance safety and operational efficiency. By staying ahead of potential threats and opportunities, postal operators can maintain a resilient and proactive safety culture.

Enhanced accountability

Implementing a cycle of reassessments strengthens accountability across all levels of the organization. It establishes clear benchmarks and performance metrics, making it easier to track progress, measure the effectiveness of safety initiatives, and hold individuals and teams accountable for their roles in maintaining road safety. Regular reviews and audits provide transparency and facilitate constructive feedback, encouraging a sense of ownership and responsibility among employees. This culture of accountability not only motivates staff to adhere to safety standards but also ensures that management remains committed to providing the necessary resources, support and leadership to uphold high safety standards. Ultimately, this accountability drives sustained improvements in safety practices, reducing the likelihood of accidents and enhancing the organization's overall safety record.

By embedding these three components into the cycle of road safety programme reassessments, postal operators can cultivate a robust and dynamic safety culture that continuously drives better outcomes, protects employees and enhances service reliability.

Conclusion

The significant challenges posed by road traffic accidents, which account for millions of deaths and injuries every year, underscore the importance of the implementation of effective road safety measures.

The UPU road safety guidance document provides a comprehensive framework aimed at supporting designated operators on their journey to enhancing road safety for postal employees and communities worldwide.

Annexes

UPU road safety assessment tool

Following its adoption of the UPU Global Plan for Road Safety in November 2023, the UPU developed the road safety guidance document to assist designated operators in establishing or enhancing their road safety programmes. This initiative is aimed at promoting a culture of road safety and encouraging the development of effective systems by focusing on five key pillars: road safety management, safer road users, safer vehicles, post-crash response and building sustainable systems.

The road safety management pillar emphasizes understanding the current status of road safety within an organization. By conducting a self-assessment to establish a baseline, designated operators can identify their organization's strengths and the areas for improvement. This information enables operators to allocate resources effectively and create a tailored roadmap for road safety enhancements.

Furthermore, the UPU can analyze data from regional and global perspectives to determine how best to support road safety initiatives for member countries, ensuring the greatest possible impact.

The road safety expert team (RSET) developed the assessment tool by drawing from a variety of exemplary road safety programmes worldwide, including the United Nations programme. The assessment tool is an Excel spreadsheet containing six tabs:

- 1 Summary/score tab: This tab provides an overview of the road safety programme by presenting the score assigned to each pillar based on the responses to the assessment questions.
- 2 Pillar-specific tabs: Each of the remaining five tabs corresponds to one of the five road safety pillars outlined in this road safety guidance document. These tabs include categories for self-rating and specific questions related to the respective pillar.

The RSET recommends that the UPU distribute the road safety assessment tool to all designated operators so that they can evaluate their current road safety programmes by answering the questions under each of the five pillars. Upon completion of the self-assessment, designated operators can use the results to develop a road safety improvement plan or campaign. Operators that share their completed assessments with the UPU will qualify for participation in a future recognition programme.

The UPU will aggregate the data from these assessments to gain insights into how to best to allocate resources for future road safety initiatives at local, regional and global levels. This assessment can facilitate continuous improvement and programme sustainability efforts.

Sample policy

Sample road safety policy

(Key components are provided in bold but the text need not appear in the final policy.)

Policy title: Road safety policy for [postal operator name]

Effective date: [Insert date]

Policy statement: [Postal operator name] is fully committed to ensuring the safety and well-being of its employees and organizational assets, and the public. (Cite statistics and key impacts of accidents on staff and the organization.) Road safety is a critical priority for us, and we pledge to implement robust measures to minimize the risk of road traffic incidents involving our operations.

Commitment from senior management: The senior management at [postal operator name] endorses this policy and is committed to providing the necessary resources and support to ensure its effective implementation. Accountability for road safety will be established at all levels of the organization.

Review and updates: This policy will be reviewed annually or as required to ensure its continued relevance and effectiveness.

Sample road safety policy

Objectives and targets: Our primary objectives include reducing the number of road traffic incidents involving our fleet by [specific percentage] within [time frame], maintaining a zero-tolerance policy for major safety violations such as speeding and distracted driving, and ensuring 100% compliance with vehicle maintenance schedules. These goals are essential for enhancing the safety of our operations and protecting our employees and the public.

Procedures for risk assessment, incident reporting and analysis: We will conduct regular risk assessments to identify potential road safety hazards and implement a standardized procedure for reporting and documenting all road traffic incidents. By analyzing incident reports to identify trends and root causes, we will develop and implement corrective actions to prevent recurrence. This proactive approach is vital for mitigating risks and enhancing overall safety.

Our commitment to you – training and education programmes: We will give drivers access to defensive driving training, including regular refresher courses. We will provide education for drivers on the importance of and steps to conduct effective pre-trip inspections. Additionally, we will develop and distribute educational materials on safe driving practices to all employees to ensure a well-informed workforce.

Legal compliance – employee responsibilities: Strict adherence to all relevant traffic laws, including speed limits, seatbelt use and prohibitions on mobile phone use while driving, is mandatory. We will regularly review and update company policies to reflect changes in legal requirements, ensuring that our operations remain compliant and safe.

Monitoring and evaluation: We will ensure continuous monitoring of road safety performance through regular audits and reviews, and we will communicate this information to you. We will establish a system for tracking key performance indicators related to road safety and promote a culture of continuous improvement by regularly updating policies and practices based on performance data.

Fostering a safety-first culture: We prioritize safety above operational efficiency in all decision-making processes. All employees are encouraged to take personal responsibility for road safety and report any safety concerns without fear of reprisal. We will recognize and reward employees who demonstrate exceptional commitment to road safety, reinforcing the importance of a safety-first culture throughout the organization.

Approval: [Signature of senior executive], [name], [title], [date]

Contact information: For questions or further information regarding this policy, please contact [designated safety officer/department] at [contact information].

By adhering to this road safety policy, [postal operator name] aims to create a safer working environment for its employees, preserve its organizational assets and protect the public. Together, we can achieve our goal of zero road traffic incidents and foster a culture of safety that benefits everyone.

Sample accident report form

Road traffic accident reporting form

Note. – This form is designed to collect comprehensive information following a road traffic accident. Accurate and detailed reporting helps in effective investigation and analysis.

Section 1: Basic information

- 1 Date of accident: _____
- 2 Time of accident: _____
- 3 Location of accident:
 - Street address: _____
 - City: _____
 - State/province: _____
 - Country: _____
- 4 Weather conditions:
 - Sunny
 - Rainy
 - Snowy
 - Foggy
 - Other: _____

Section 2: Vehicle information

- 1 Vehicle 1 details:
 - Vehicle make and model: _____
 - Licence plate number: _____
 - Driver's name: _____
 - Driver's contact information: _____
 - Insurance information: _____
 - Damage description: _____
- 2 Vehicle 2 details (if applicable):
 - Vehicle make and model: _____
 - Licence plate number: _____
 - Driver's name: _____
 - Driver's contact information: _____
 - Insurance information: _____
 - Damage description: _____

Section 3: Driver and passenger information

1 Driver 1 details:

- Name: _____
- Age: _____
- Gender: _____
- Licence number: _____
- Injuries (if any): _____

2 Driver 2 details (if applicable):

- Name: _____
- Age: _____
- Gender: _____
- Licence number: _____
- Injuries (if any): _____

3 Passenger details (if any):

- Name: _____
- Age: _____
- Gender: _____
- Injuries (if any): _____

Section 4: Accident description

1 Narrative description of the accident:

2 Accident diagram: Draw a diagram of the accident scene, indicating the position of vehicles, direction of travel and any relevant road signs or signals.

Section 5: Witness information

1 Witness 1 details:

- Name: _____
- Contact information: _____
- Statement:

2 Witness 2 details (if applicable):

– Name: _____

– Contact information: _____

– Statement:

Section 6: Police and emergency response

1 Police report:

– Officer's name: _____

– Badge number: _____

– Police report number: _____

2 Emergency medical services:

– Response time: _____

– Injuries treated: _____

– Hospital/clinic: _____

Section 7: Additional information

1 Photographs: Attach photographs of the accident scene, vehicle damage and any injuries.

2 Road conditions: Describe road conditions (e.g. potholes, debris, wet surface):

Section 8: Reporter information

1 Name: _____

2 Role (driver, witness, police, etc.): _____

3 Contact information: _____

4 Signature: _____

5 Date: _____

Sources:

- 1 European Transport Safety Council – Emphasizes the importance of detailed documentation and standardized reporting
- 2 International Transport Forum – Supports the use of comprehensive data collection and accident analysis
- 3 US National Highway Traffic Safety Administration – Highlights the value of real-time data entry and thorough incident reporting

- 4 Insurance Institute for Highway Safety – Recommends detailed documentation to reconstruct accident scenarios accurately
- 5 International Road Transport Union – Advocates for the use of digital systems for tracking and reporting accidents

This form aims to capture all the necessary details to facilitate effective investigation and analysis of road accidents, contributing to improved road safety measures and prevention strategies.

Five whys



Source: *Powernoodle*

The “five whys” method in accident investigation analysis

The “five whys” method is a simple yet effective tool used in accident investigation analysis to identify the root cause of a problem. It involves asking “why” five times or more, until the fundamental cause of an issue is revealed. This iterative interrogative technique helps investigators to go beyond superficial explanations and uncover underlying factors that contribute to accidents. Here is how it works:

- 1 Describe the problem: Clearly define the accident or issue at hand. This involves detailing the incident, the context in which it occurred and the immediate consequences.
- 2 Ask why the problem occurred: The first “why” should address the most obvious cause of the accident. For example, the answer to “Why did the vehicle skid off the road?” might be “Because the road was slippery”.
- 3 Ask why again: The second “why” digs deeper into the initial response. For example, the response to “Why was the road slippery?” might be “Because it was raining heavily”.
- 4 Continue asking why: Continue this process, focusing each time on the response from the previous question. “Why did heavy rain cause the vehicle to skid?” might lead to “Because the vehicle’s tyres were worn out and could not grip the road properly”.
- 5 Identify the root cause: The process is repeated until a root cause is identified that, if corrected, would prevent the recurrence of the problem. In our example, asking “Why were the vehicle’s tyres worn out?” might result in “Because the vehicle maintenance schedule was not followed”.

The strength of the “five whys” technique lies in its simplicity and focus. It requires no complex tools or software, making it accessible for various organizations, including those in the transport sector. By systematically breaking down the problem, the “five whys” method helps to ensure that corrective actions address the true root causes rather than just symptoms, thereby improving overall safety and operational efficiency.

According to the International Safety Council, the “five whys” technique is widely used in industrial accident investigations owing to its effectiveness in identifying systemic issues that contribute to incidents. Additionally, the European Transport Safety Council emphasizes the importance of root cause analysis in preventing future accidents, highlighting that methods such as the “five whys” can significantly enhance safety management practices.

By incorporating the “five whys” method into accident investigation processes, organizations can develop a deeper understanding of the factors leading to accidents, implement more effective preventive measures and foster a culture of continuous improvement in safety practices.

Sources:

- 1 International Safety Council (2020). Effective Root Cause Analysis Techniques. Retrieved from internationalsafetycouncil.org.in.
- 2 European Transport Safety Council (2019). Best Practices in Accident Investigation. Retrieved from etsc.eu.

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