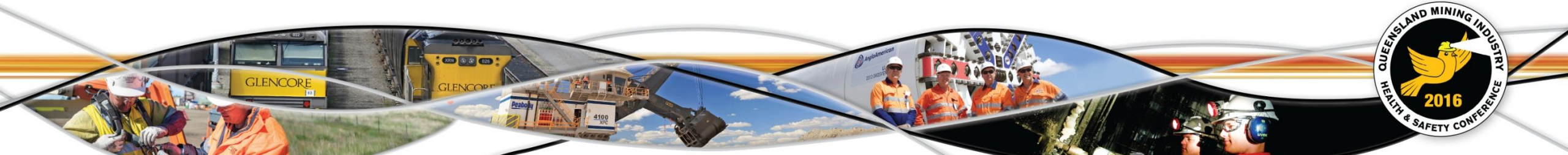


If we understand the failures of the past,
why do we continue to repeat those mistakes
in the present?

Chris Stephens
Heavy Vehicle Safety Specialist

here to share with you the learnings of why the
Truck Rollover Prevention Program is so successful





A Past forgotten is a future repeated
we did not learn from the past

Definition of insanity – doing the same thing over and over, and expecting a different outcome

- Millions of dollars in research –
with the result 'we need to do more research'
- Nothing provided the big change -
remember the seat belt introduction
- No one listened to the drivers
- the driver was always at fault





A Past forgotten is a Future repeated



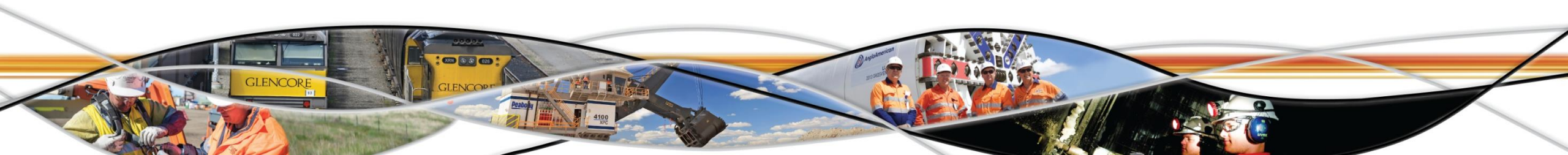
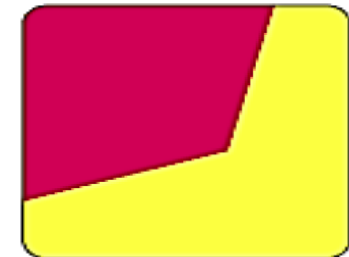




A Past forgotten is a future repeated

What was going wrong ?

- Causes
- Myths
- Enforcement
- Information
- Actions
- Ownership responsibility



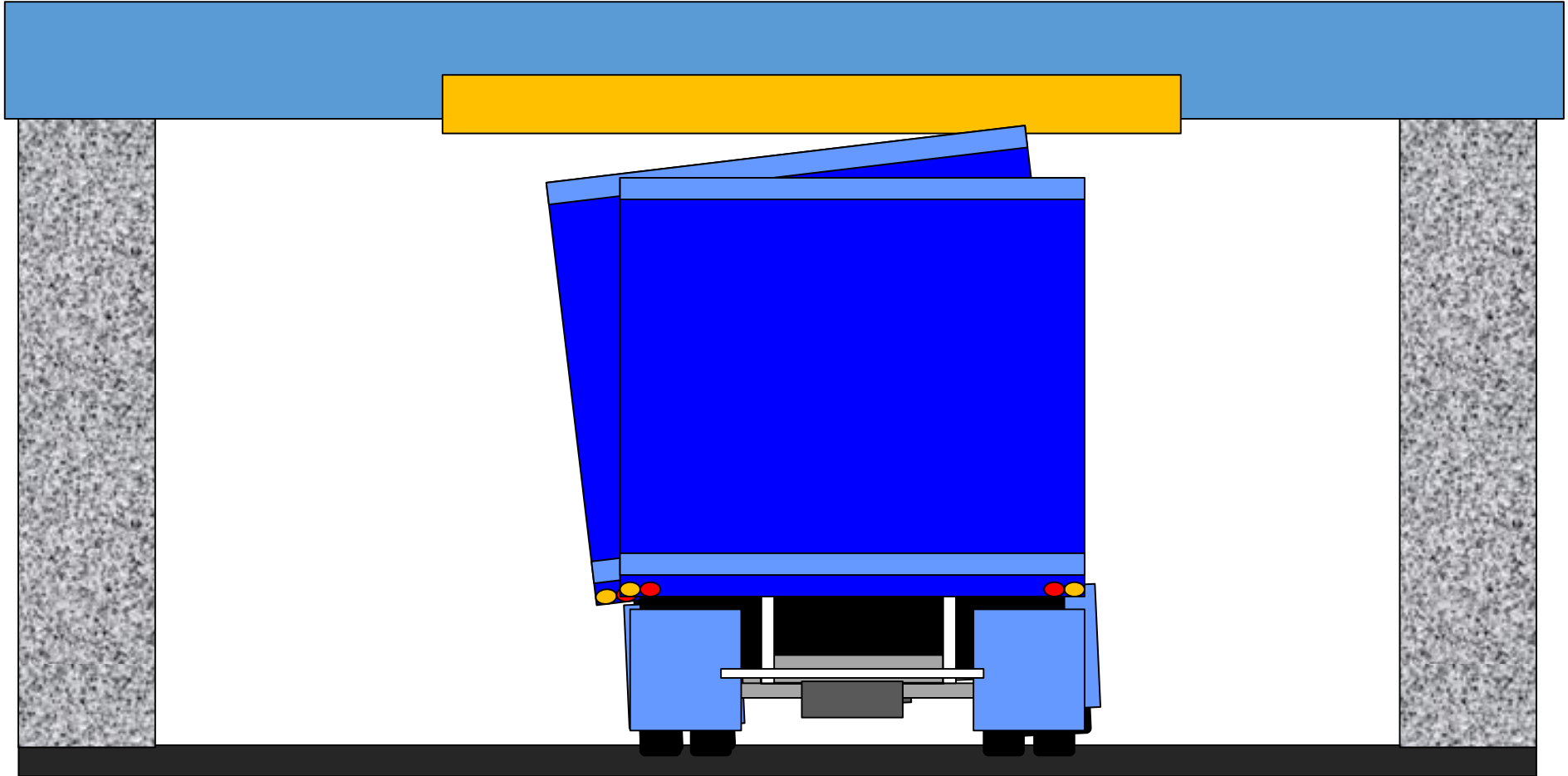


A Past forgotten is a Future repeated





A Past forgotten is a future repeated







A Past forgotten is a Future repeated

What are the geometry factors that influence a heavy vehicle propensity to rollover

- Camber
- Superelevation
- Longitudinal Slope (grade)
- Radius
- Change in radius
- Lane width and number of lanes
- Time and distance to change
- Size of change
- Consistency



Combinations of these are not exclusive, they are compounding, multiplying the errors – squared!





A Past forgotten is a future repeated





A Past forgotten is a Future repeated

- **Historically drivers were**
 - Paid by freight volume - not per hour/weight
 - macho in attitude, big chrome exhausts, lots of noise, get rid of that girly Volvo
 - get from A to B in less time with more weight was a good driver
- **Competitive by reducing safety**
 - Can do the job for \$5 less than Fred if we don't service the brakes this week
- **Myths propagated by bravado**
 - Truck always rolled first
 - Don't wear your seatbelt so you can jump clear
- **Drivers regarded as low educated**
 - Teachers said 'if you don't do this you will end up being a truck driver'
- **Drivers did not speak up about risks**
 - Scared of being sacked as not a good driver if you could not get to Sydney faster than the Lamborghini
- **Operators, accounts, schedulers were uniformed**
 - did not know what drivers had to do to achieve the outcome





A Past forgotten is a Future repeated



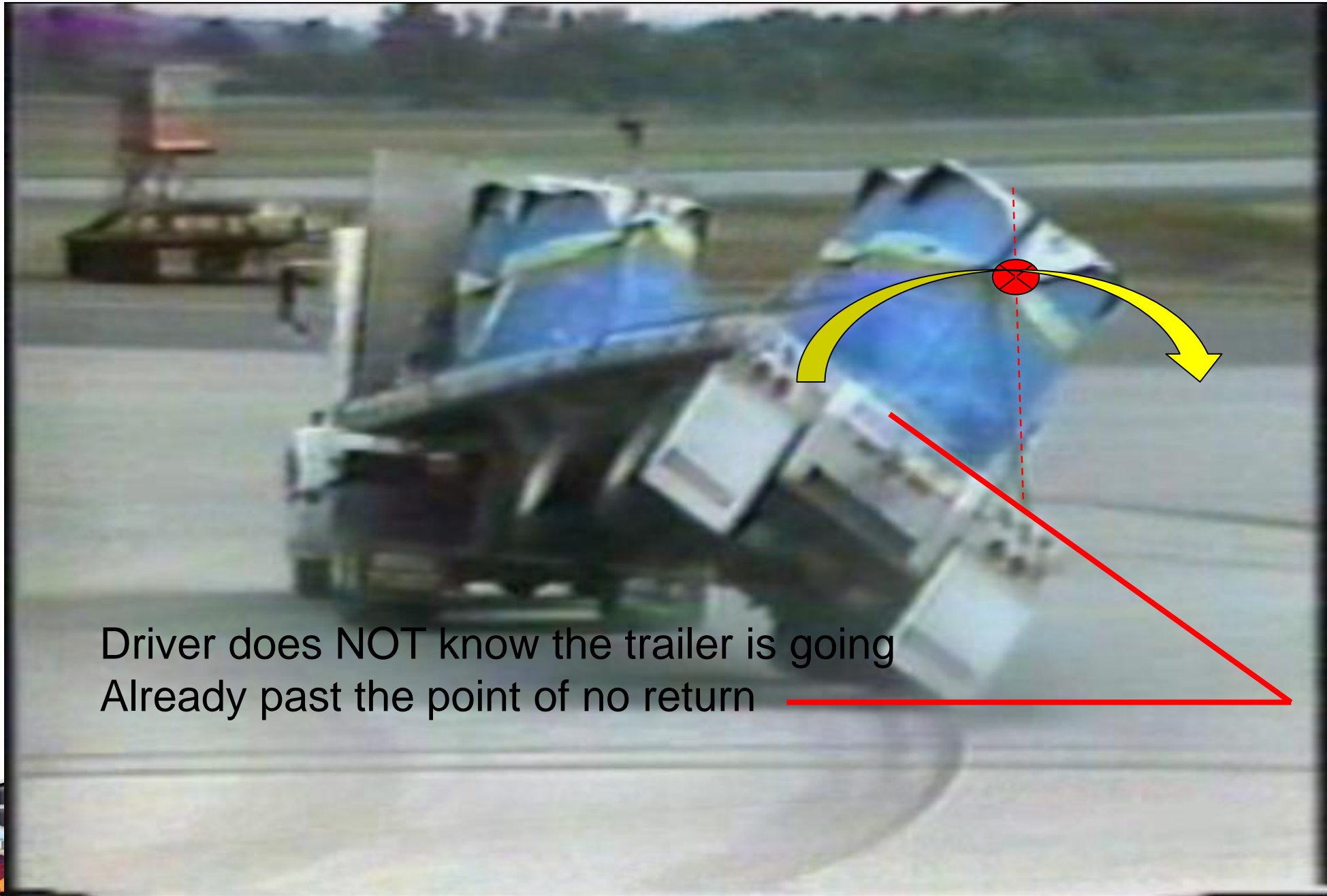


A Past forgotten is a future repeated





A Past forgotten is a Future repeated



Driver does NOT know the trailer is going
Already past the point of no return





A Past forgotten is a Future repeated



Driver now knows, brake lights on
1 sec elapsed time, rims being scrubbed



A Past forgotten is a Future repeated



Driver now feels it, catastrophic failure
2 sec elapsed time, cabin whipped over





A Past forgotten is a future repeated





A Past forgotten is a Future repeated





A Past forgotten is a Future repeated

The Solutions solution

- Figure out who needs to know!
 - What is it that they all need to know
 - Backed by science - not baffle with science
 - How can that be shown to everyone
 - How can anyone understand
 - How do we make it a consistent message
-
- KISS principle has to apply

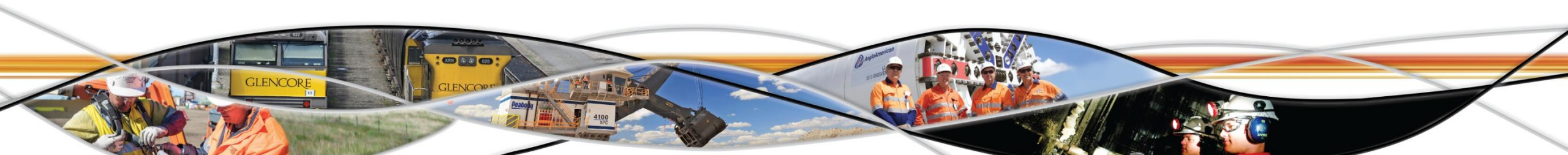




A Past forgotten is a Future repeated

Make the problem visible, it is simple

- Simple, visual, non technical
- Make it visible
- Real models
- Real video
- Cost/benefit
- Go back to basics
- Who needs to know
- What do they need to know
- How am I going to show them
- How am I going to get them to agree on the solution



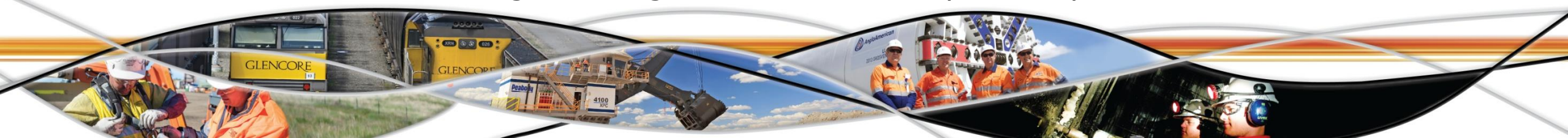


It is generally known as a

-



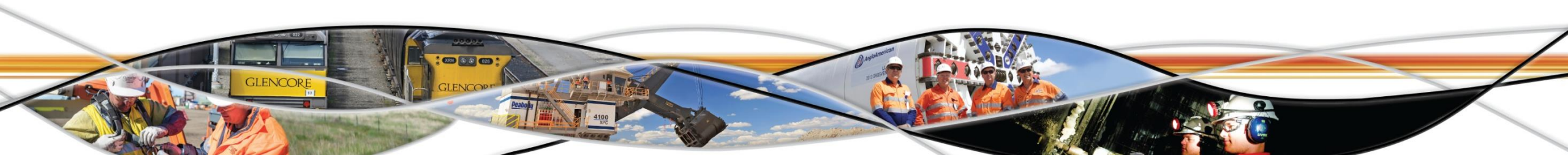
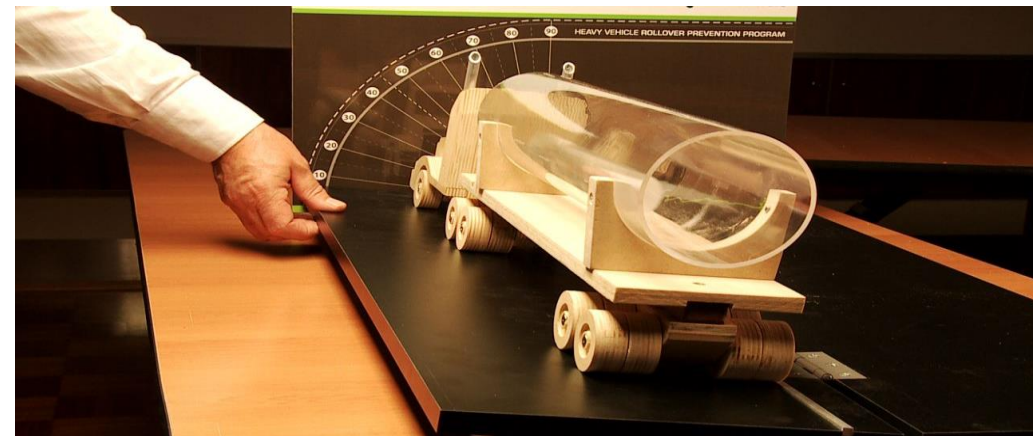
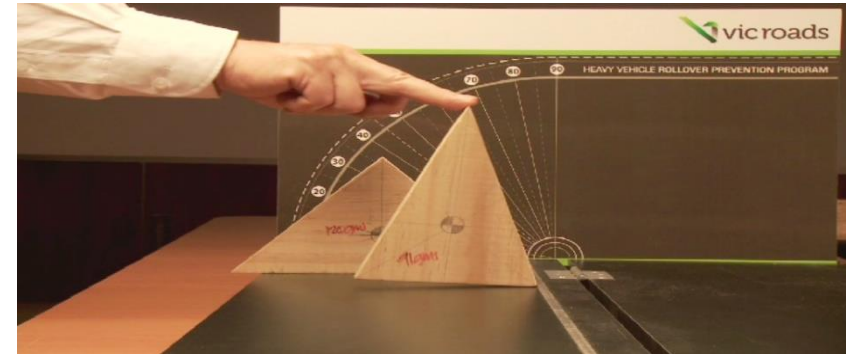
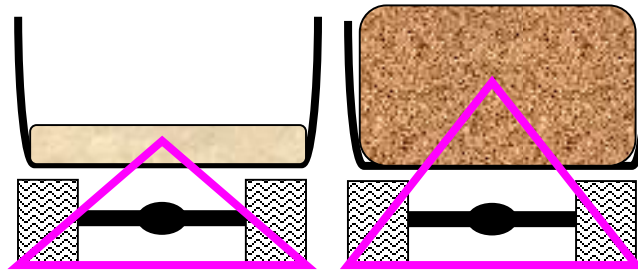
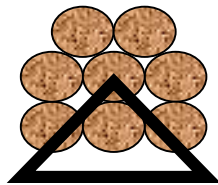
- It does include mnemonic slogans, fatigue reduction concepts, sleep fixes





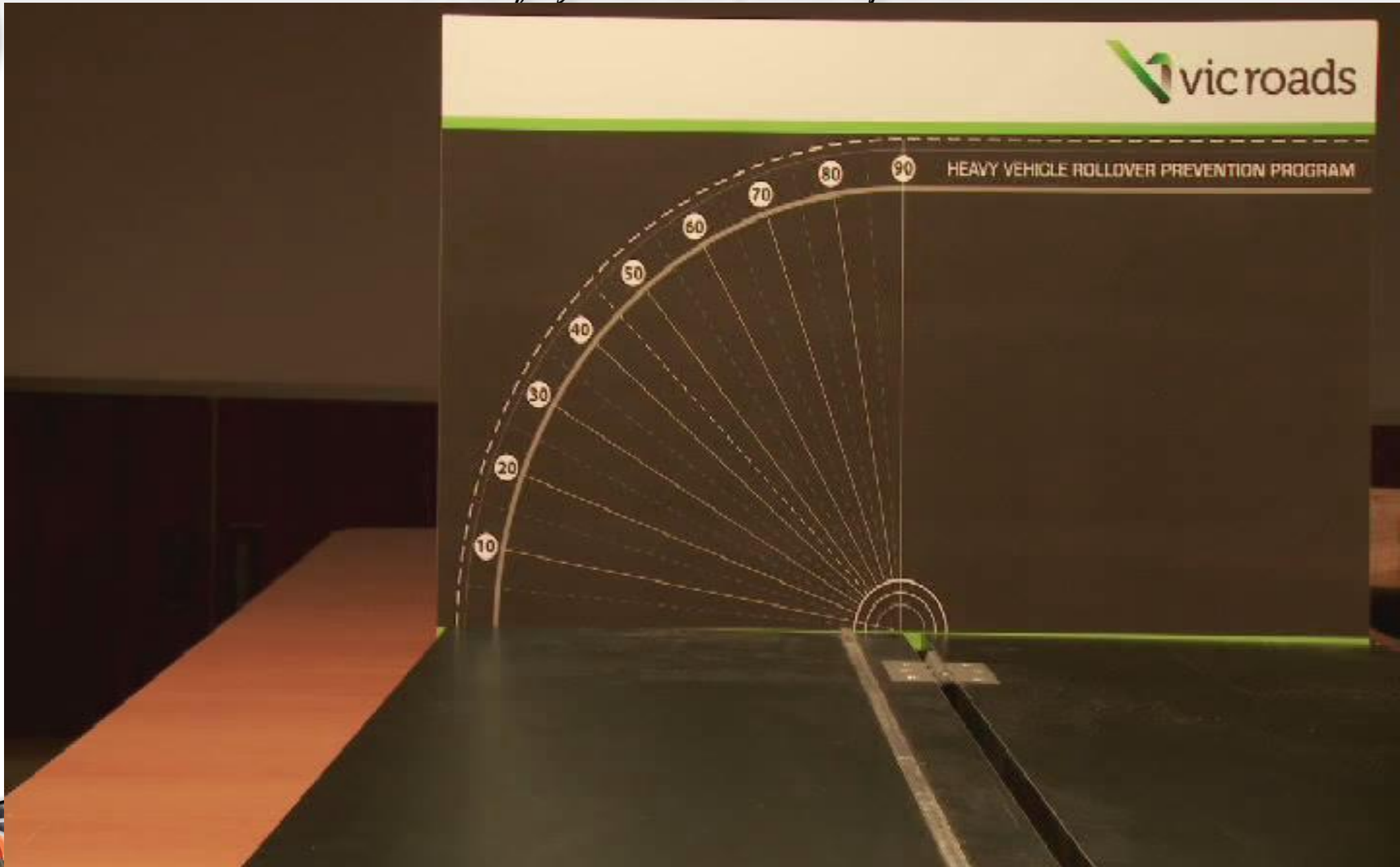
A Past forgotten is a Future repeated

How did I get to the models?





A Past forgotten is a Future repeated





A Past forgotten is a future repeated



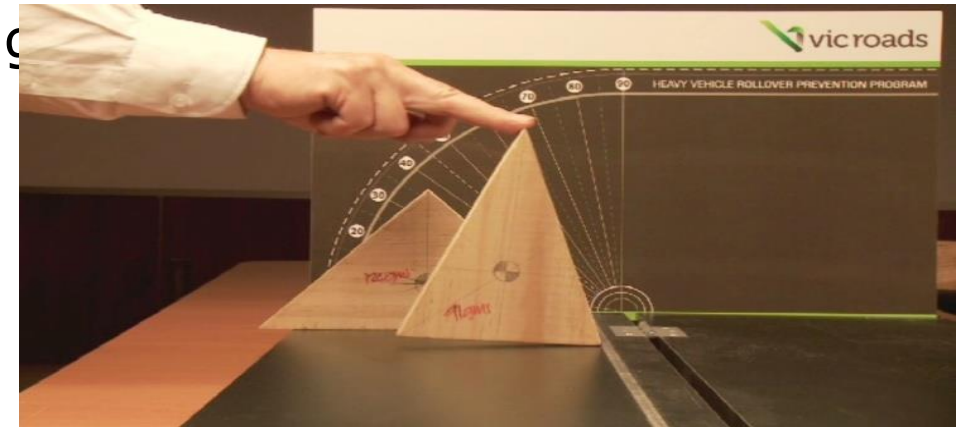
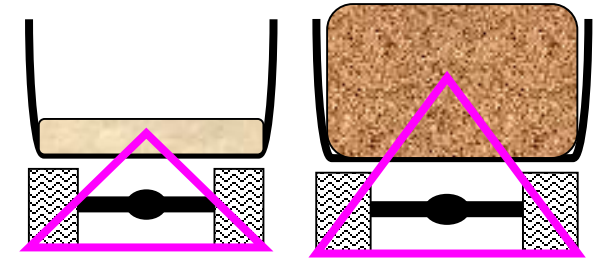


A Past forgotten is a Future repeated

How/Why does it work

- Not targeted at one person, or task in the chain
- Simple to understand
 - rustic but backed by science,
 - obvious without being condescending or demeaning
 - Not a 'bums on seats' method of delivery
 - All can attend, and all get something from it

I hear and I forget,
I see and remember,
I touch and I understand



We concentrate on the "touch", that will work for everyone

Filling in a check list is memorising, knowing why the check list exists is understanding.

Understanding changes behaviour

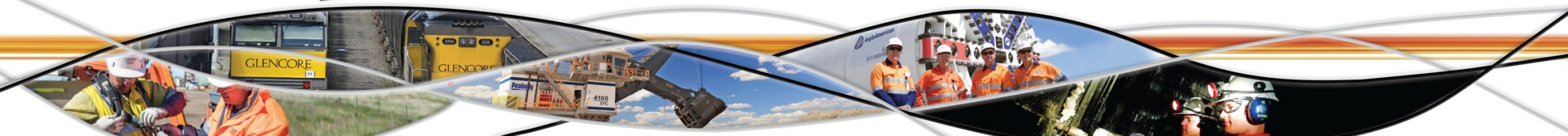
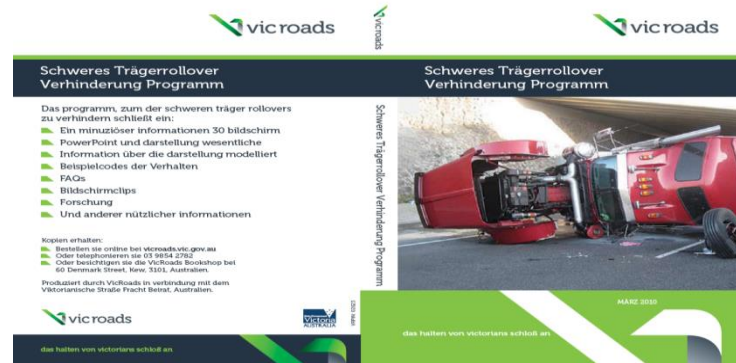
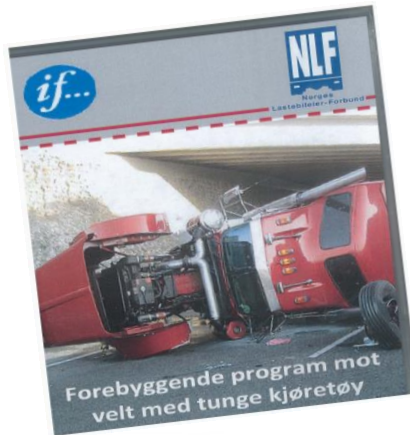




A Past forgotten is a Future repeated

Where are we at now?

- 50 countries, Norway to Columbia, Saudi, Korea, US.
- Over 1,000,000 packages of the program, only by demand
- 6 languages (interpreted and captioned by others), now Laos, Thai
- Reporting more than 10% improved productivity, typically 18-20%
- Over 2,000,000 drivers in database, ten times that viewed the DVD
- Voted Worlds Best Practice by Battelle, FHWA in USA
- CH9, Norwegian news, Weekly Times, Power Torque, YouTube





A Past forgotten is a Future repeated

Applying the model – who needs to know

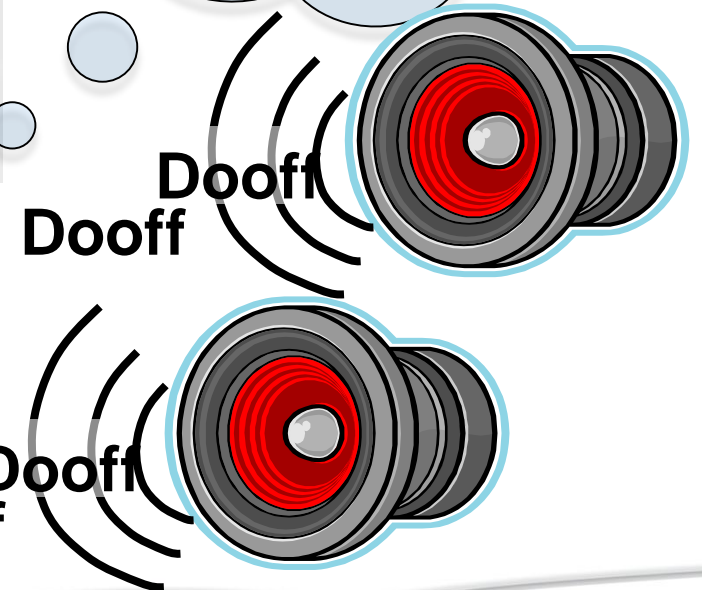
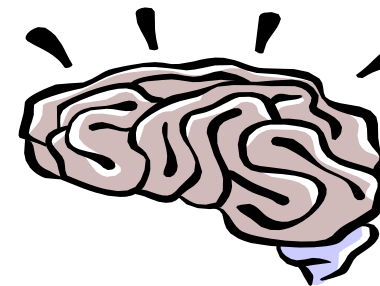
“P” platers

Learner drivers – 18-25

Ask other kids

Ask the parents

- Most valuable asset
- Old bomb





A Past forgotten is a Future repeated





A Past forgotten is a Future repeated

It often helps to look at the situation from a different angle,it may surprise you





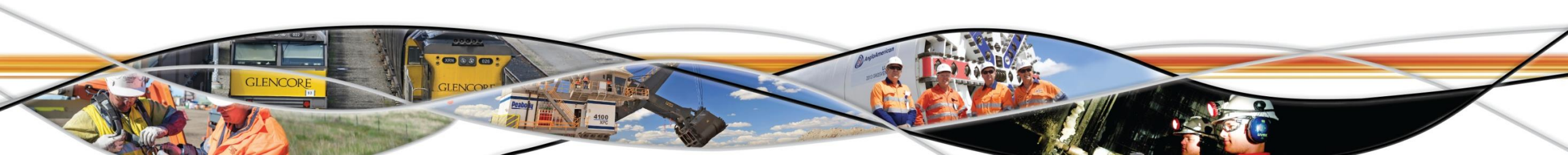
A Past forgotten is a Future repeated

Key messages to apply the model “Understand the problem”

1. Don't repeat the mistakes of the past!
2. Don't get hung up on 'technology is the answer'
3. Don't get into group think situations
4. Don't move the problem elsewhere, it is usually worse
5. Do consult outside the immediate problem area
6. Do rework it if the solution looks too complex -KISS
7. Do consider other areas and the impact on them
8. Do remember – Perfect is the enemy of better

NOTE

You can not turn a safety program OFF to see if it is working





A Past forgotten is a Future repeated

Questions ?



Watch this truck >

28/04/2014
08:42:16



A Past forgotten is a Future repeated



Frame Time
-10.50

Event Recorder
ER0076C7

Date
17/11/2008

Time
11:13:57 a.m. NZ





A Past forgotten is a Future repeated





A Past forgotten is a Future repeated

