



## Safe Systems Summit

Redefining Transportation Safety

# Developing road safety communications for workers

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# Drivers are workers



Source

# Employment-related risks



Competing  
priorities



Trip timing &  
duration



Substance  
use



Distracted  
driving



Large  
vehicles



Unfamiliar  
vehicles



Hazardous  
conditions

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## Employment-related opportunities

**Build a motor vehicle safety program to keep workers safe on the road.**



## Focal study

**Goal:** inform development of communication products focusing on employee safety while driving for work

**Approach:** 4 focus groups with managers at small businesses  
(N=33)

**Focus:** existing resources, desired content and modality











Domino's

Domino's

# Summary

- Focusing on the context for driving reveals otherwise hidden safety risks & opportunities
- Tailored, concise safety communications resonate most

