



WorkSafe Saskatchewan
Highway Safety Committee
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WorkSafe Saskatchewan Highway Safety Committee Submission to the Special Committee on Traffic Safety

BACKGROUND:

Saskatchewan is currently experiencing growth in the resource sector, particularly in mining and oil and gas exploration, and while this is very positive, this logically translates into an increased risk for Saskatchewan citizens. A World Health Organization report states “In times of economic growth, traffic volumes increase, along with the number of crashes and injuries...” (World Report on Road Traffic Injury Prevention, World Health Organization, p 72.)

On average, transportation incidents result in 2.2 percent of all injury claims received by the Saskatchewan Workers’ Compensation Board (WCB). In 2011 this rose slightly to 2.4 percent.¹ In 2012, according to SGI there were 175 traffic fatalities in Saskatchewan. There were 10 traffic fatalities that involved Saskatchewan workers, an increase over previous years.

RESPONSE:

In November 2012, the WCB, through its partnership in WorkSafe Saskatchewan, began assembling a committee of concerned parties to address the increase and potential increase in traffic-related injuries and fatalities in areas of the province that are most impacted by resource-sector activity.

The *WorkSafe Saskatchewan Highway Safety Committee* membership has been established with the view to involving key and diverse stakeholders to address the serious concern about the unprecedented number of road fatalities and injuries in Saskatchewan.

The extraordinary diversity and singleness of purpose – to prevent injuries and deaths in the province – has created passion and momentum for the committee members. We are all workers in the province, but we are all drivers, parents and grandparents here too. None of us want to be the one who becomes or creates a statistic. None of us wants to be the parent who receives the phone call.

The purpose of the committee is to provide a process for all of the partners to support each other with the goal of reducing motor vehicle and other highway collisions. *The WorkSafe Saskatchewan Highway Safety Committee* has determined it will function for at least two to three years to develop sustainable solutions. The first meeting was held January 10, 2013. This was an opportunity for stakeholders to share their vision

¹ WCB Statistics. 5 year average 2007 – 2011.

for the committee and also to share what research would be available. Confirming the committee mandate and workplan will be the priority agenda items in the near term.

RECOMMENDATIONS:

SOCIAL MARKETING: We recommend the **Special Committee on Highway Safety** implement the principles of social marketing by first identifying the specific behaviour you wish to change. Conducting research to target and segment the behaviour and determine your audience in order to elicit effective attitudinal and behaviour change. We can't seek a universal solution or message for a complex problem. Do not attempt to be all things to all people. We are narrowing our geographic and audience reach through research and analysis of the areas, the type of collision and the people involved.

Not all impaired driving is alike (is it finding a safe ride home at the end of the night that is the issue - or choosing not to drink on a work night so you are sober by 6 a.m. and not driving to work impaired?).

Any solution requires research into the behavioural cause from the audience in question. The Saskatchewan solution is going to require research at the source of the action, intervention at the source of the action, and an attitudinal and behavioural change from our Saskatchewan drivers. We also recommend ongoing survey research of the targeted audiences (*see Safe Saskatchewan CATI Survey attached*).

AUDIENCE: Using collision data from SGI, injury statistics from the WCB and industry information from our committee members, we recommend addressing three key audience groups:

1. Male workers (under 35) in the sectors of transportation, heavy construction, oil, gas and mining who are most at risk for workplace injury while driving².
 - a. Males 20-34 accounted for one-third (1420) of the 4297 collisions in our targeted areas³.
 - b. 2.5 percent of all male claims are transportation related as compared to 1.7 percent of female claims.⁴
2. Employers (male 45-55, management position) in the sectors above.
3. Community residents, ages 30-45 who are impacted by the increased traffic and activity.

² WCB Statistics. 5 year average 2007 – 2011; Industry information.

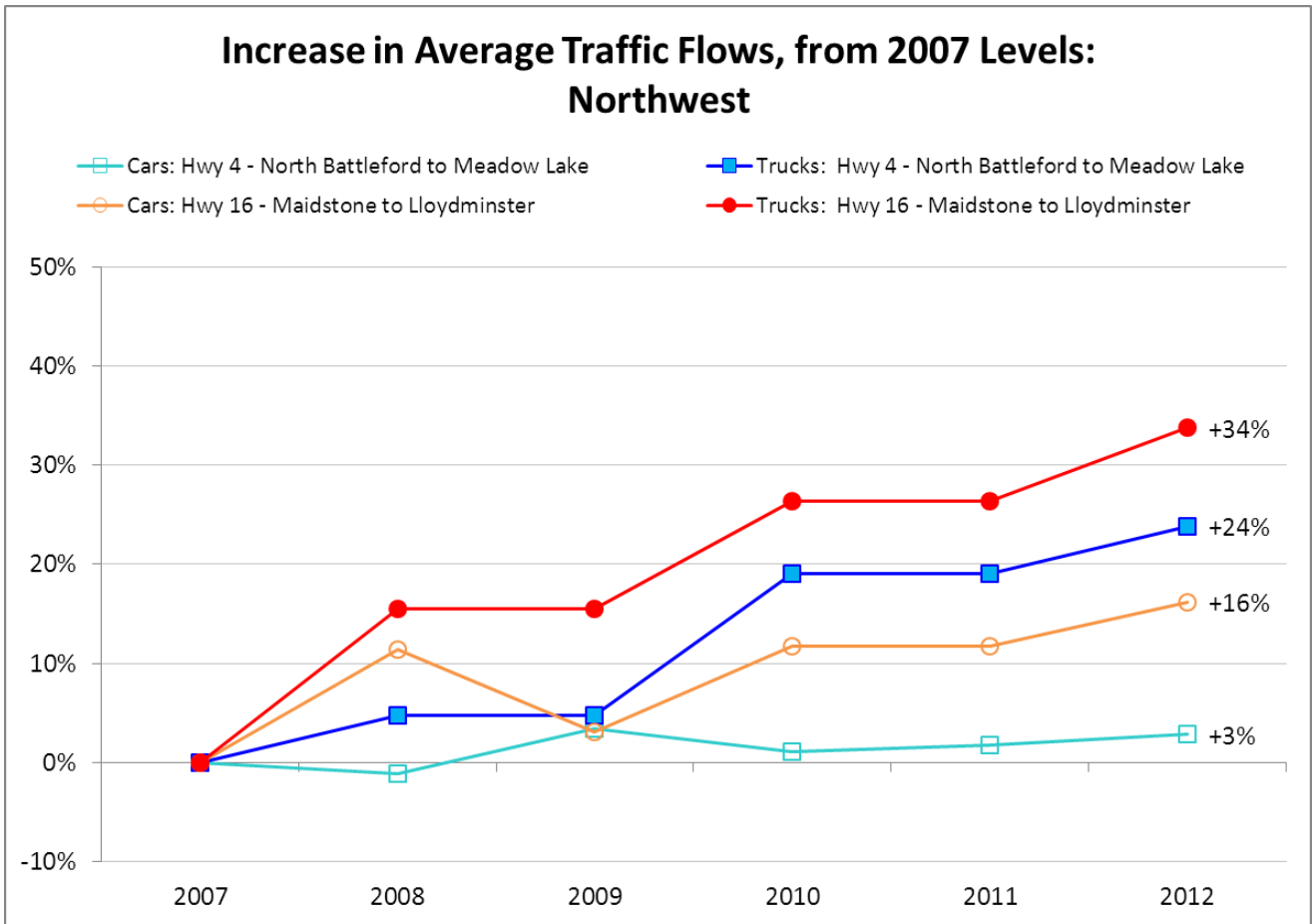
³ SGI Statistics. 4 year total 2008-2011.

⁴ WCB Statistics. 5 year average 2007 – 2011.

Next steps are to try to pinpoint time of day when collisions occur and conduct attitudinal research with drivers from the community who have been identified as most at risk for causing a collision – both workers and members of the public.

GEOGRAPHIC SEGMENTATION:

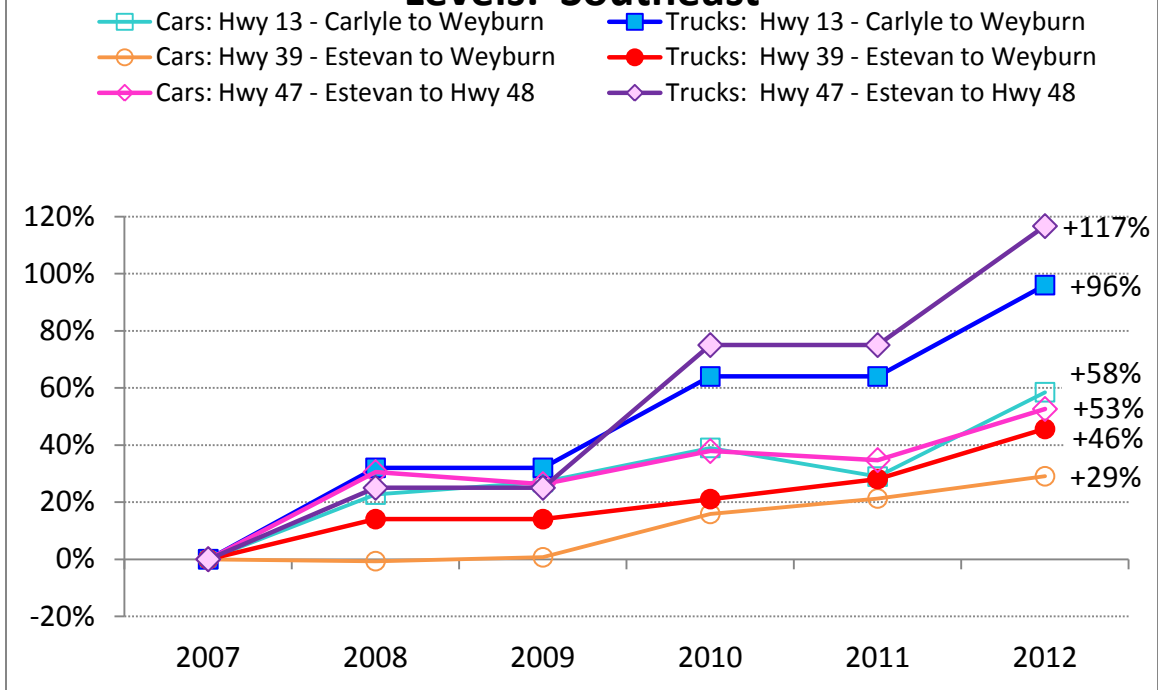
Using highway traffic counts from the Ministry of Highways, information from the RCMP and SGI, and anecdotal information from the Saskatchewan Safety Council, Saskatchewan Trucking Association, ENFORM, K + S Potash, Canalta Hotels, BHP Billiton and the Motor Safety Association, the committee agreed to focus on the south-east corner: Highways 39, 13 and 9, south of Regina.



Note: Highway 16 from Maidstone to Lloydminster is twinned.

Increase in Average Traffic Flows, from 2007

Levels: Southeast



NOTE: all highways are primary weight highways. They have controlled access points and wide shoulders.

We have (respectfully) excluded the commuter highways outside of Regina and Saskatoon. While acknowledging they have high injury and fatality rates due to the high traffic, our committee's focus was sector and regionally specific. We recommend a separate strategy to address the behaviour behind commuter collisions.

CAUSATION:

The RCMP and SGI have reported that in 2012, distracted driving surpassed alcohol as the top cause of collisions resulting in fatality and death on Saskatchewan highways.

A limitation of addressing this cause is that “distraction” is a catchall that includes a number of factors (cell phones, passengers, eating, “I didn’t see that guy”). To address and prevent the root behaviour will require more research into the types of distraction causing collisions.

Alcohol/impaired driving remains the single largest cause of vehicle collisions causing injuries and death.

TIME OF YEAR/TIME OF DAY:

We examined whether winter and icy conditions were a factor, but in reality, the majority of injuries and deaths occurred on dry highways under good conditions.

In the three areas we have targeted Saskatchewan, there were 4297 collisions that resulted in injury or death from 2008-2011. 2518 occurred when the highway was dry. In 3897 of the 4297, the highway repair conditions were cited as “normal/good”.

We are doing further study into time of day, driver experience, and driver time on duty at time of collision (e.g how many hours into, how many shifts into a schedule, etc).

TACTICS & RECOMMENDATIONS:

Our diverse committee has made it a priority to create and deliver an intense and comprehensive strategy to reach this audience using a unified set of key messages.

We have the ability to reach frontline workers and senior leadership and community members and all be delivering the same message.

Our committee tactics are to be determined, but ideas and recommendations proposed include:

- Break out the item “distraction” on RCMP collision report to enable better reporting and cause determination.
- Research with selected audience groups to assess attitude, including optimism bias (“it won’t happen to me”, “I’m a great driver; everyone else is the problem”, “I’ve lived here my whole life”), habits and barriers to highway and traffic safety.
- Install highway speed signage with flashing warning lights.
- Safety message billboards sponsored by industry.
- A TV/online video about distracted driving. Launch of the video includes a social media component to raise awareness about the high fatality rate in Saskatchewan.
- Working closely with municipalities, safety associations, industry and other organizations to deliver a comprehensive safety strategy and message.
- Community visits.
- Events at area hotels to host workers and employers from targeted industries. Events would include highway safety ambassadors.
- Hotels in targeted areas could distribute information, pass out welcome packages with messaging and post signage.
- Encouraging the use of governors and GPS monitoring by employers.
- Encouraging snow tire use (Quebec legislation); Could there be a rebate program or incentive program offered by employers?
- Research other countries’ traffic safety and injury reduction programs for effectiveness. Implement or apply techniques and tactics that have worked elsewhere. E.g. FinalMile India’s approach that combined neuroscience-based engineered controls and signage to bring about a reduction in fatalities at railway crossings.

The WorkSafe Saskatchewan Highway Safety Committee welcomes the opportunity to collaborate with Darryl Hickie, MLA, and the all-party legislative committee on improving traffic safety.

For information on this or other WorkSafe Saskatchewan initiatives the contact is: Phillip Germain, Vice President, Prevention, Workers' Compensation Board (306-787-4441).

Attachments to submission:

- Traffic counts from Ministry of Highways
- Collision data from SGI
- Transportation injury statistics by age, gender, rate code from Saskatchewan WCB
- 2011 CATI Survey from Safe Saskatchewan

The WorkSafe Saskatchewan Highway Safety Committee membership is:

Heather Becker	Manager, Social Marketing	Saskatchewan WCB
Annette Goski	Manager, South, Prevention	Saskatchewan WCB
Gord Moker	CEO	Safe Saskatchewan
Gary Hoffert	Regional Vice President	Canalta Hotels
Shannon Ell	Manager, Traffic Safety Promotions	SGI
Rosann Semchuk	Executive Director, Communications & Public Relations	Ministry of Highways and Infrastructure
Kirsten Leatherdale	Senior Communications Consultant,	Ministry of Highways and Infrastructure
Bob Ross	Executive Director	Enform
Susan Morris	Safety Advisor	Enform
Al Rosseker	Executive Director	Sask Trucking Association
Tia Daniels	Member Services & Communications	Sask Trucking Association
Christine Stass	Communciations Specialist	K+S Potash
Pam Schwann	Executive Director	Sask Mining Association
Paul Dawson	Sergeant, F Division Media Relations Officer	RCMP
Michael Gibbs	Inspector, Operations Officer, F Division	RCMP
Natalie Gray	Communications Strategist	RCMP
Serge Pelletier	Lead Community Liaison	BHP Billiton
Deena Siblock	Administrator, Jansen Project	BHP Billiton
Ryan Jacobson	Program Manager	Sask Safety Council
Lorinda Jacobson	HSE Coordinator	Crescent Point Energy
Marty Cobb	Executive Director	Motor Safety Association
Steve Wallace	Executive Director	Heavy Construction Safety Association