



National Heavy Vehicle Regulator Heavy Vehicle Safety Initiative

Driving Better Health

Preventative health assessments for the heavy vehicle industry

Delivered by the Queensland Trucking Association
8-12-2022





Project Overview

It can be challenging for people working in the transport industry to lead a healthy lifestyle with many transport drivers managing occupational pressures that adversely affect their health to a greater extent than workers in other industries. Compared with the Australian population, Queensland transport and storage workers in particular drivers, have a higher rate of chronic disease associated with their occupational environment, unhealthy nutritional intake, a sedentary lifestyle, smoking habits, and excessive weight gain¹.

A safe driver must be healthy and fit enough to anticipate driving distances and react quickly. In the case of long-haul transport, drivers must also be healthy and fit enough to stay alert for long periods of time.

Long-haul drivers are especially vulnerable to health conditions because of the nature of their job. It involves prolonged sitting, continuous noise, shift work, overnight driving, strict timetables and sometimes insufficient rest. These are all factors that can erode the health and fitness of a driver and lead to an increased risk of an on-road incident such as a crash².

¹ Workplace Health and Safety Queensland, *Queensland Workplaces for Wellness Initiative*. https://www.worksafe.qld.gov.au/_data/assets/pdf_file/0004/83056/qld-workplaces-for-wellness-initiative-osit-paper.pdf

² Crizzle, A, Bigelow, P, Adams, D, Gooderham, S, Myers, A & Thiffault, P, 2017, *Health and wellness of*

Project Objectives

Increase driver health awareness - Addressing driver health produces many benefits such as improved safety performance, increased productivity, reduced absenteeism and worker retention. Educating drivers on positive behaviours for their health and the link to chronic illness contributes to behavioural change³.

Provide driver health assessments - Implementing health and wellness strategies that focus on improving health risks will lead to increased productivity and better workplace health and safety performance⁴.

Promote the ability to replicate the project delivery model – Similar health assessments able to be delivered across other states and jurisdictions and sharing the project outcomes will further highlight the need for programs to address this critical issue in the transport industry.

long-haul truck and bus drivers - a systematic literature review and directions for future research, Journal of Transport and Health, vol. 7, pp. 90-109.

<https://www.sciencedirect.com/science/article/pii/S2214140516302213>

³ https://www.worksafe.qld.gov.au/_data/assets/pdf_file/0004/83056/qld-workplaces-for-wellness-initiative-osit-paper.pdf).

⁴ https://www.worksafe.qld.gov.au/_data/assets/pdf_file/0004/83056/qld-workplaces-for-wellness-initiative-osit-paper.pdf



Project Context

This project *Driving Heart Health* was developed following the results of the *Heavy Vehicle Safety Around Ports* project, which included preventative health assessments on a smaller scale. This earlier project clearly indicated managing health and wellness was a critical issue for the road transport industry and required a continued focus.

Project Delivery

Key learnings from the implementation of the *Heavy Vehicle Safety Around Ports* project informed the delivery approach:

- support the workforce in accessing health assessments by offering on-site/ depot visits and flexible timing to allow for shift changes
- acknowledge the prevalence of heart and related health issues
- promote practical 'small steps towards a large change' in overall lifestyle choices.

Project Partners

The QTA engaged the Heart of Australia Corporate Health Initiative (HOACHI) as the key provider for the health screening services.

A specialist consultancy, business2one lead the project delivery and activities including industry engagement, social media management and communication strategy.

Supported by the QTA team, this is a proven and successful project structure had the capability and capacity to successfully deliver a national project.



BUSINESS2ONE - *Creating connected experiences*





PROJECT SUMMARY & OUTCOMES

PHASE 1

INDUSTRY AWARENESS & ENGAGEMENT

Actual Oct 2020– May 2021 (and ongoing)

Proposed Oct 2020– Feb 2021

Industry Awareness and Engagement Campaign to increase driver health awareness and encourage participation in the project.

Included:

- Logo
- Video
- Social media tiles
- QR code for easy of participant signup on site
- Flyers and posters for use on site
- Press Releases
- Media Opportunities with Ministerial and NHVR attendance.

PHASE 2

HEART HEALTH CONVOY

Actual Mar 2021– June 2022

Proposed Mar 2021– Nov 2021

Health assessments were delivered in 9 locations* to 265 industry participants (via the Health convoy and at depots). Additionally, more than 200 Bowel Scan kits were provided across 36 locations.

*The total reach of the project included
465 participants across
45 locations*

*national delivery footprint impacted by COVID-19.

PHASE 3

NATIONAL EDUCATION CAMPAIGN

Actual June – Sept 2022

Proposed Dec 2021– June 2022

Video and social media assets to promote the benefits of preventative health screenings, targeting both workplace and individuals.

Driving Better Health Campaign message (below) is aims to provide aspirational but achievable outcomes for industry.

*Better Health – Small steps for
a big change*





Health promotion assets (Phase 3)

Promotional Assets for industry use when delivering workplace health initiatives. These are customisable and free of copyright, giving transport operators the ability to add logos and additional details to support their own campaigns.

- Video
- Social media tiles (Facebook and LinkedIn)
- Poster templates (Microsoft)
- Powerpoint templates (Microsoft)

Project Reporting

Reporting of the uptake of the promotional materials, views and other social media metrics will be included as an addendum to the final reporting.

DRIVING BETTER HEALTH
FREE PROMOTIONAL MATERIAL



Annexure A – Progress Report (Final Report)

INSTRUCTIONS

- Please complete all red text below and submit to NHVR by Report Due Date. Delete any red text if not require (Email HVSI@nhvr.gov.au).

Grantee Name:	██████████	██████████	██████████
Project Title:	Driving Better Health (DBH)		
Reporting Period:	1 October 2021 – 31 December 2021		
Report Due Date:	12 August 2022		
	12 August 2022		
Subcontractors (if any):	business2one Pty Ltd Heart of Australia		

Description of Project Activities

<u>Phase 1 – Develop Industry Awareness and Engagement Campaign</u>	
The project activities relating to the educational video are completed/ in progress:	
Activity	Status
Video script development	COMPLETED
Storyboard development	COMPLETED
Video one day shoot	COMPLETED – filming at Frasers Livestock Transport in Warwick
Graphic design input	COMPLETED - Logo design and style guide developed
Post-production editing / audio mix / grading	COMPLETED AND NHVR APPROVED
Develop and implement a traditional and targeted media and social media campaign	COMPLETED

Video link

Final video approved by NHVR and available to support the promotion.

<https://ripesolutions.box.com/s/s2gp4zig2jg3rhcx8j68znmcn1xrh7gq>

The video was released to support the promotion of the mobile health assessments mid-May 2021.

Online presence, QR code and self-registration pages established

QR Code to support the promotion and online registration process:



Phase 2 – Plan and Deliver Health Assessments (see Table on following page)

- Frasers Livestock Transport at the ‘Yarn in the Yard’ annual safety day will be revisited (was the location for the launch event in December 2020). Invitations to NHVR representatives and Ministerial parties were sent.
- Fraser’s Livestock Transport hosted the event and Wickham Freight Lines were invited to attend the program.
- See attachment for promotional material generated to support the health assessments in Warwick.

Frasers Yarn in the Yard – 17th December 2021 (COMPARATIVE RESULTS)

35 participants, 26 from Frasers Livestock where for repeat visitors:

- 73% of repeat participants improved their health / reduced risk (both individually and for the site).
- On an overall level, repeat participants reduced their biological age variance by -1.2 years.
- For repeat participants with elevated risks identified in their prior health assessment, tangible improvements were also made across a number of specific areas (e.g. cholesterol, blood pressure, alcohol consumption, nutrition, smoking, psychological health).
- one individual improved their calculated biological age variance by an impressive -6.5 years.

Brisbane locations scheduled for 2022

Discussions progressing with 3 Brisbane-based host organisations about the date in 2022, considering COVID requirements:

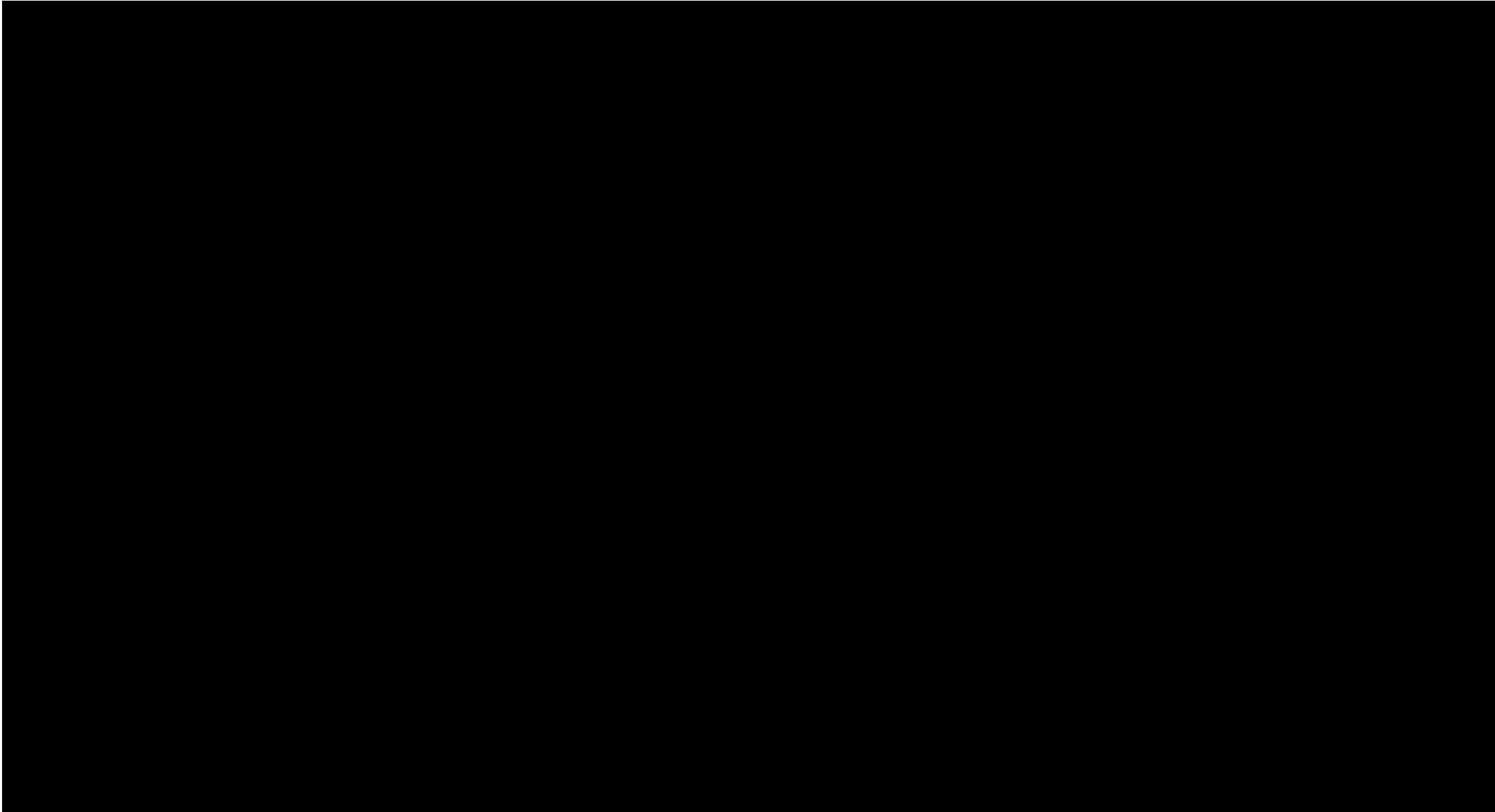
Phase 3 – National Education Campaign

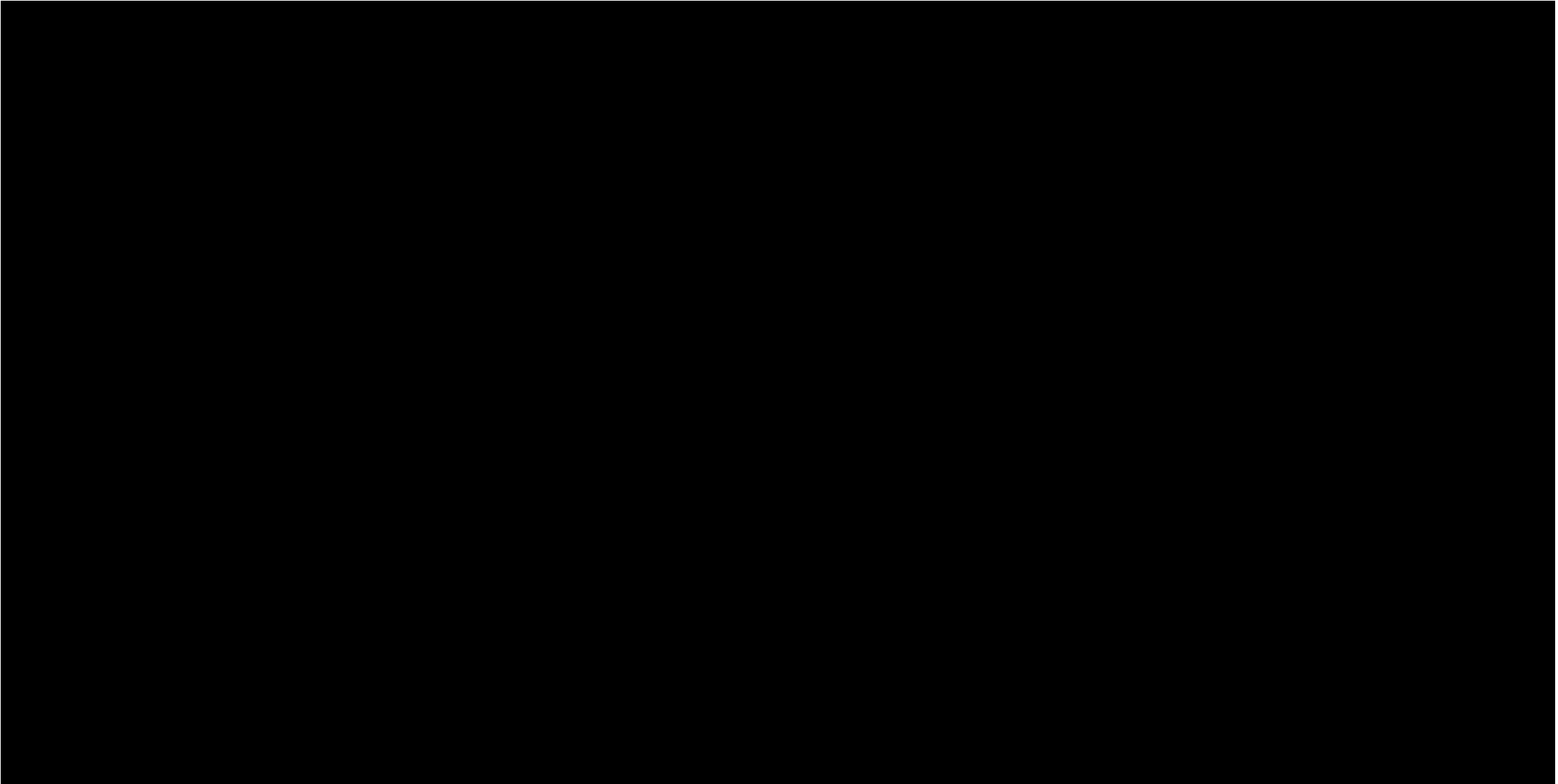
Phase 3 commenced with the presentation at the ATA Conference, sharing the value of Driving Better Health and delivering depot-based health initiatives. Collateral developed for a month-long campaign to promote health outcomes and share project learnings and overall findings (Attachment)

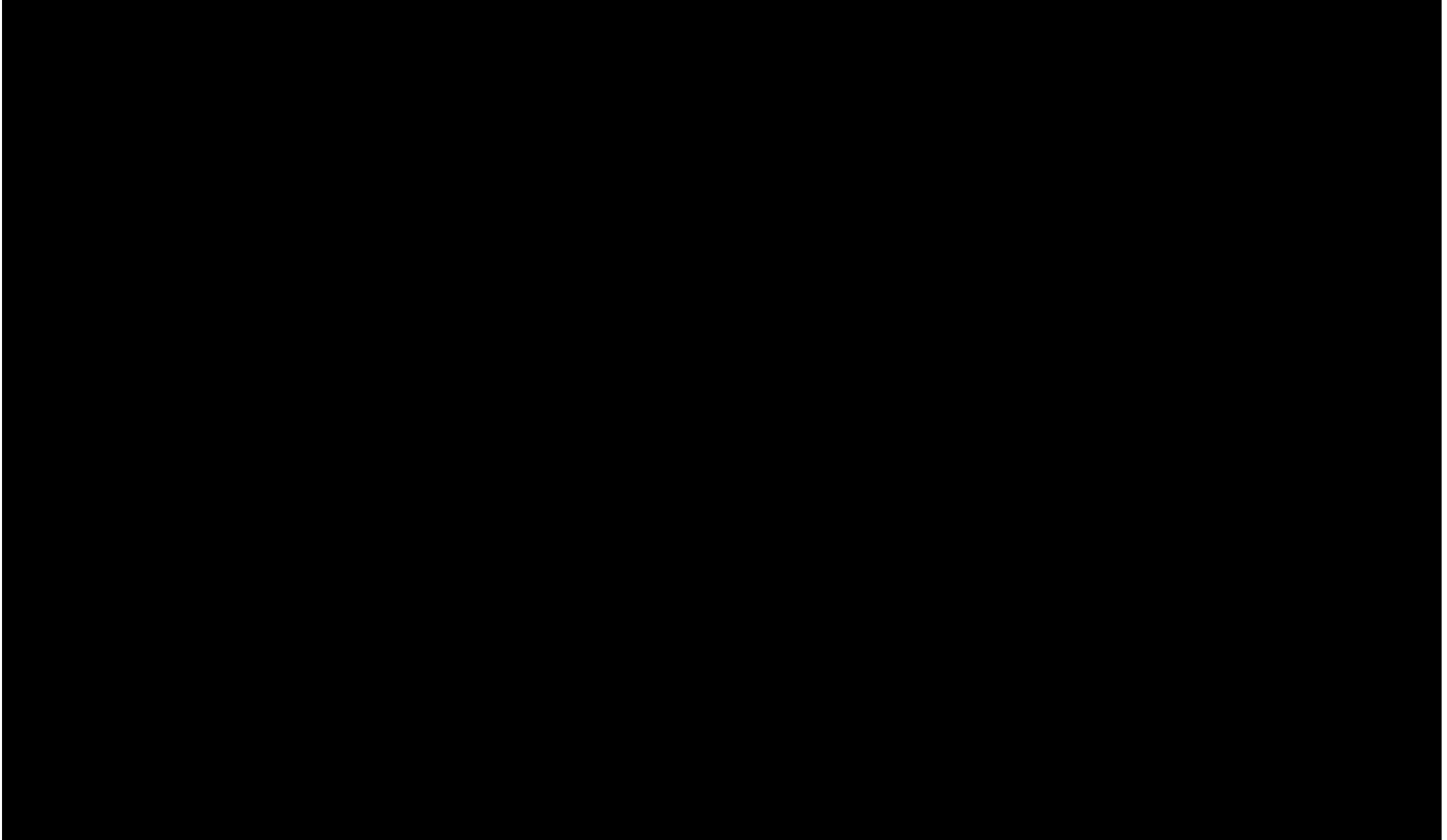
Time	Location	Assessments
Friday 18 December 2020	Warwick	35
CONVOY		
Monday 24 May 2021	Brisbane (1)	28
Tuesday 25 May 2021	Maryborough	10
Wednesday 26 May 2021	Rockhampton	17
Thursday 27 May 2021	Mackay	8
Friday 28 May 2021	Townsville	43
Friday 17 December 2021	Warwick	35
Subtotal		176
BOWEL SCAN		
11-29 April 2021	32 Qld locations + Frasers, Wickhams (Warwick + Townsville Truck Stop)	200
2022 SEQ Activity		
2 June 2022	Brisbane (2)	37
7 June 2022	Brisbane (3)	52
Actual Health Assessment Total		465
PROJECT TARGET		400

Table 1: Driving Better Health Program – participant breakdown across locations

MILESTONE PROGRESS







Accompanying Statement

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

by its duly authorised officer in the presence of:

[Redacted Signature]

Signature of Authorised Officer

[Redacted Name]

Name of Authorised Officer
(BLOCK LETTERS)

Date: 16/8/2022