

ROAD SAFETY & FATIGUE AWARENESS CAMPAIGNS

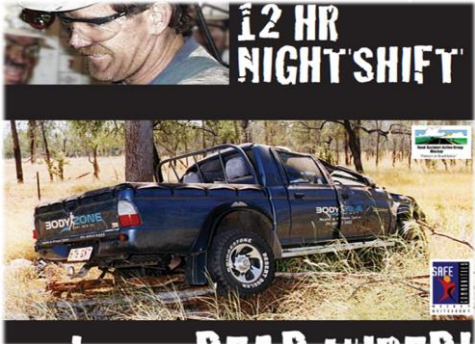
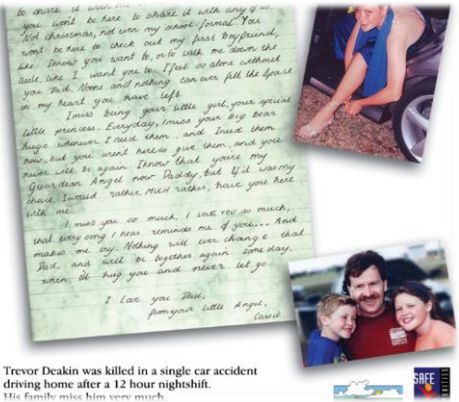
key considerations for intervention design and delivery

VISION

To reduce road trauma through collaboration and advocacy of Road Safety awareness, leading to improved outcomes for all Road Users.



FATIGUE INTERVENTIONS (OVER 20+ YEARS)

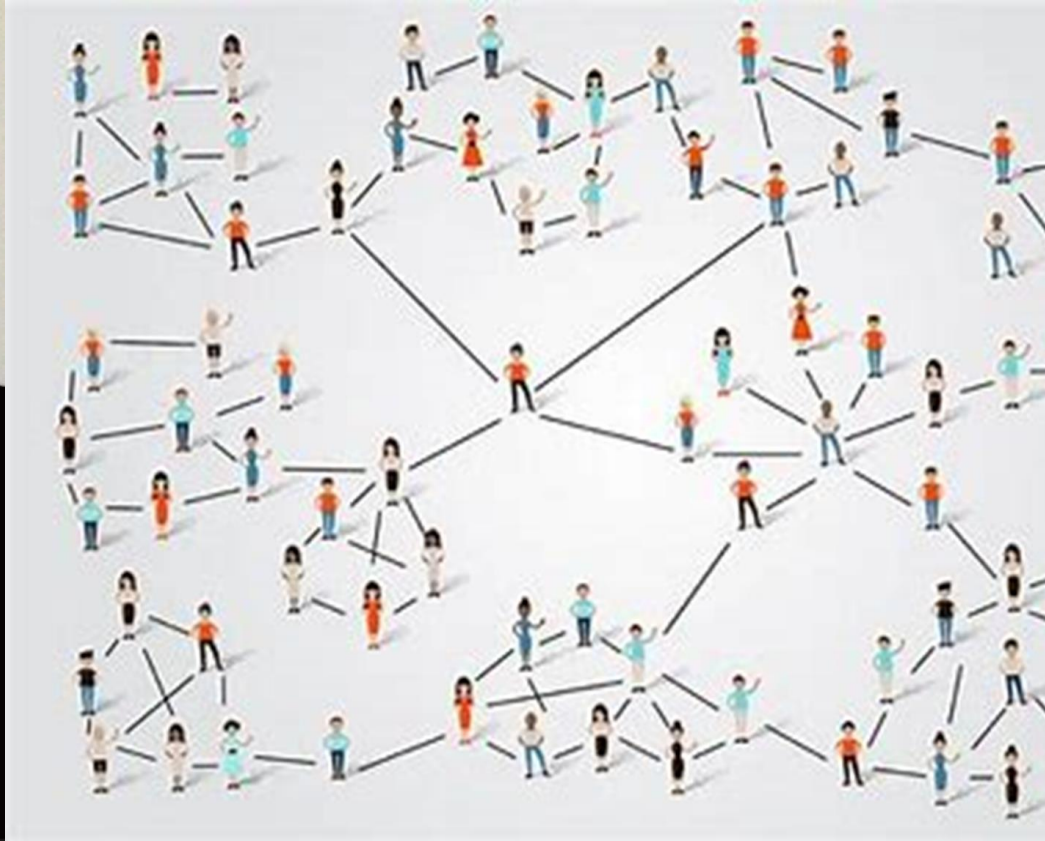


Trevor Deakin was killed in a single car accident driving home after a 12 hour nightshift. His family miss him very much.

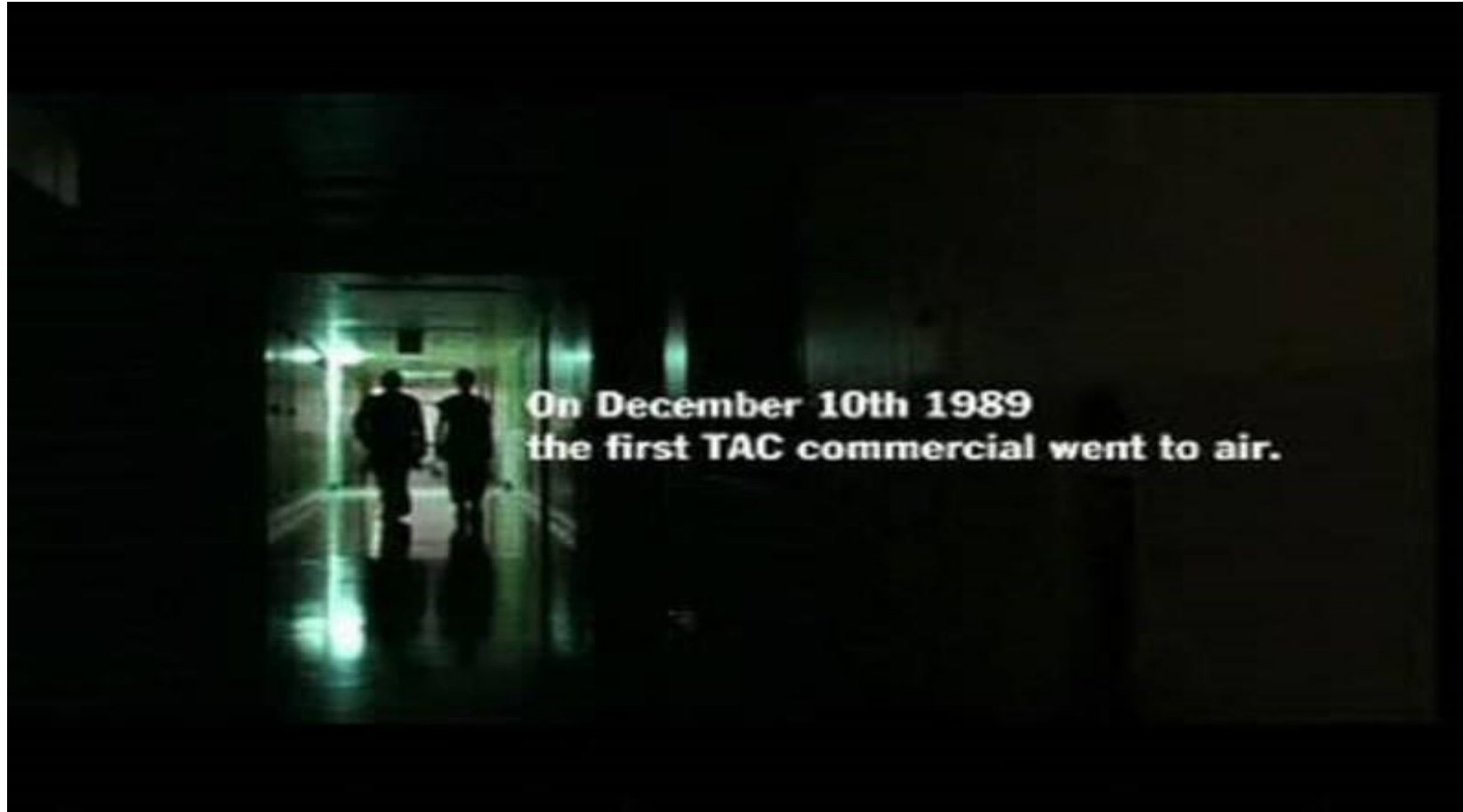
POWER OF STORIES



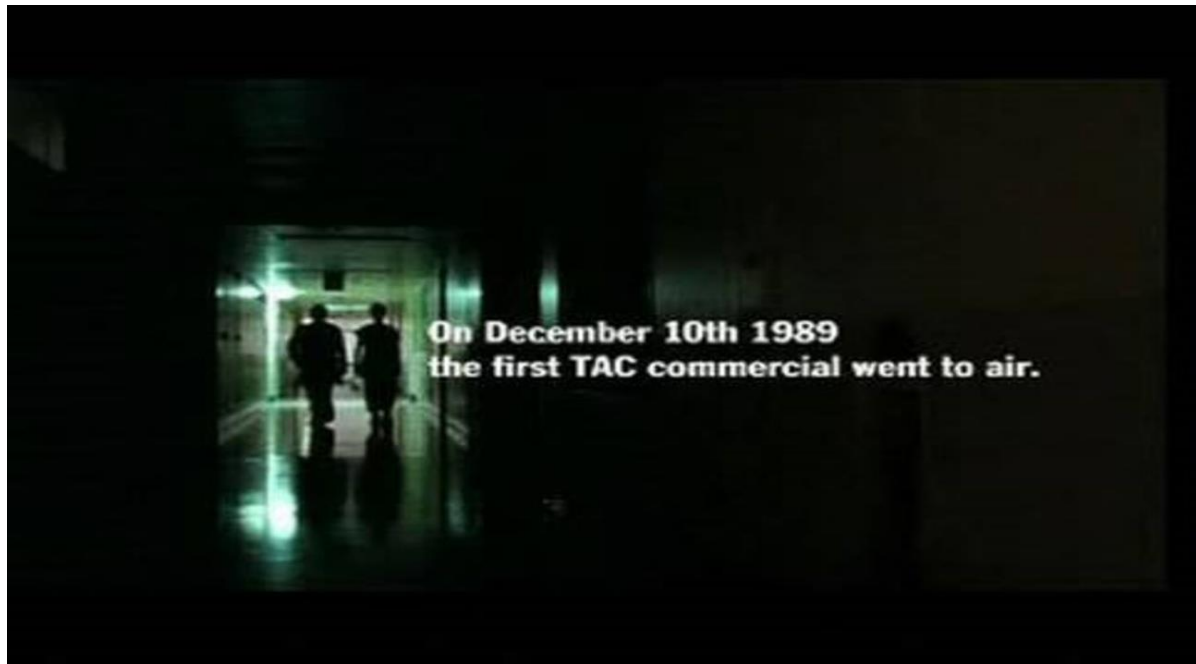
Real people with real stories (Dawn Deakin)



THE EFFICACY OF ROAD SAFETY CAMPAIGNS



RAAG'S 2024 ROAD SAFETY AWARENESS CAMPAIGN



... the Lived Experience of a DIDO worker





OVERCOMING “BLINDSPOTS” AND “HIDDEN NARRATIVES”





Driving Questionnaire

1. How would you rate your driving skills compared to other drivers?

- ☐ a. Lower than average
- ☐ b. Average
- ☐ c. Better than average

2. Based on your driving ability would you say your chances of getting into an accident are high or low?

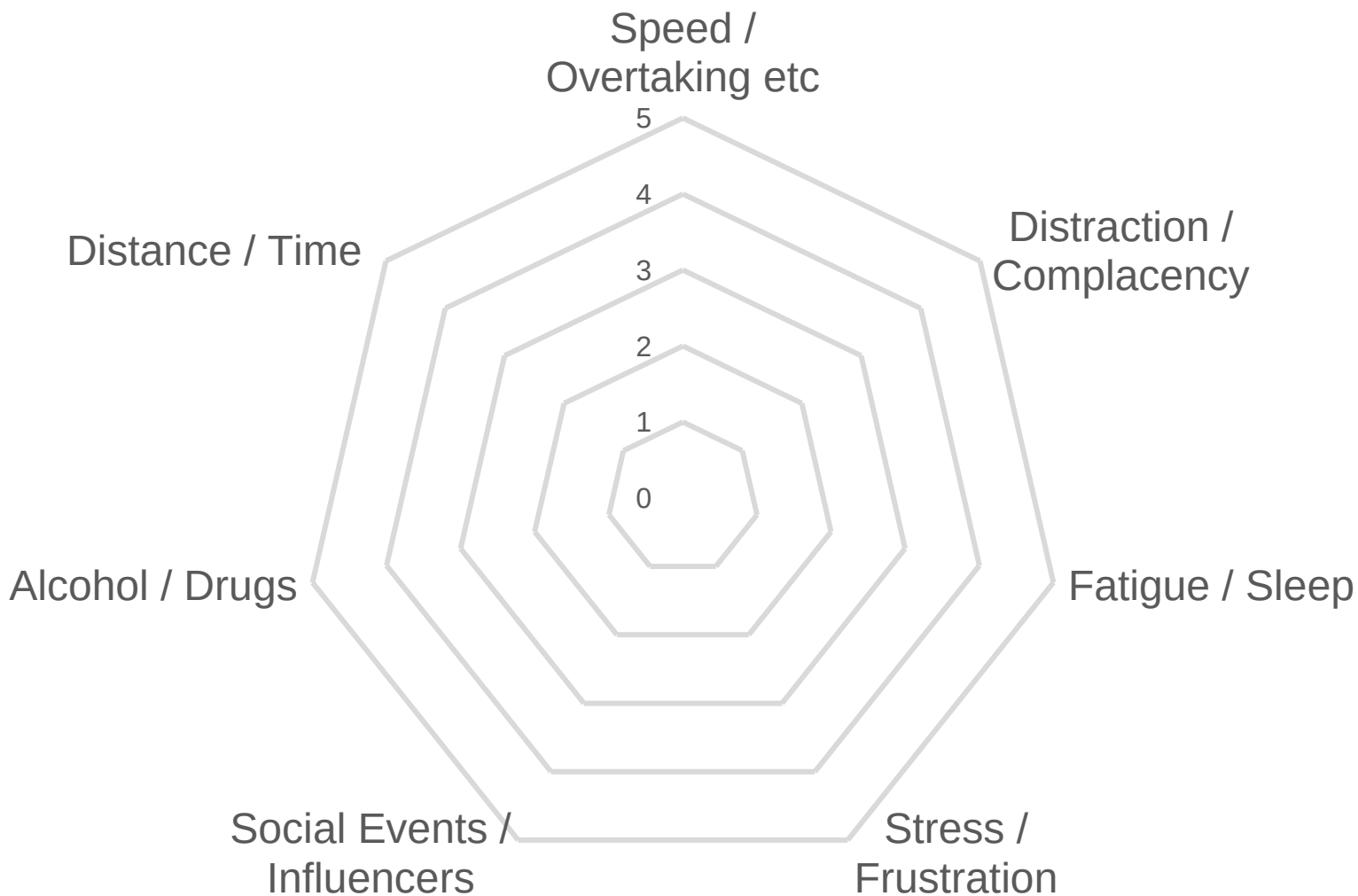
- ☐ a. Low
- ☐ b. Medium
- ☐ c. High

OUR BS METER

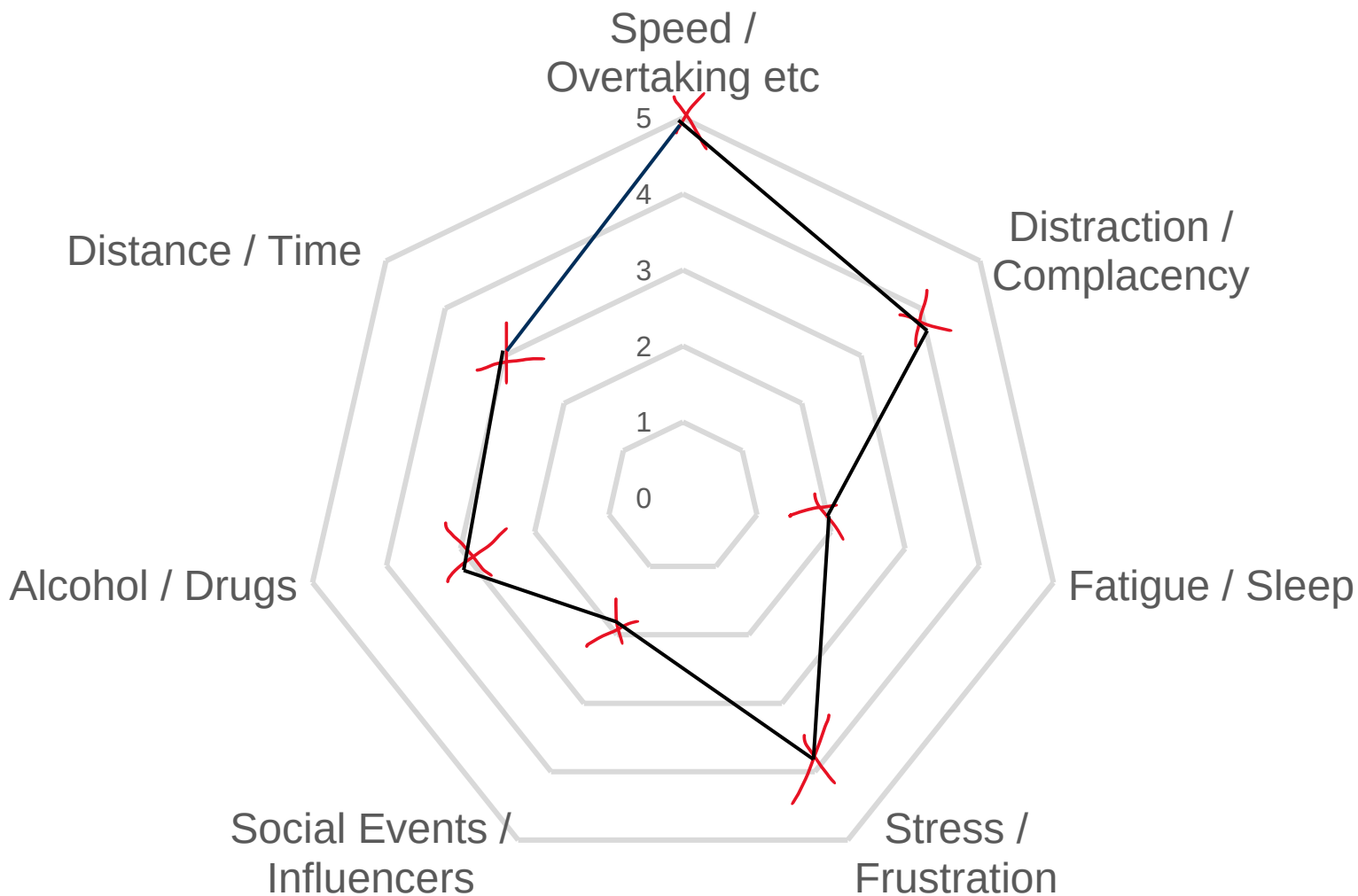
GOAL SETTINGS AND PERSONAL VALUES



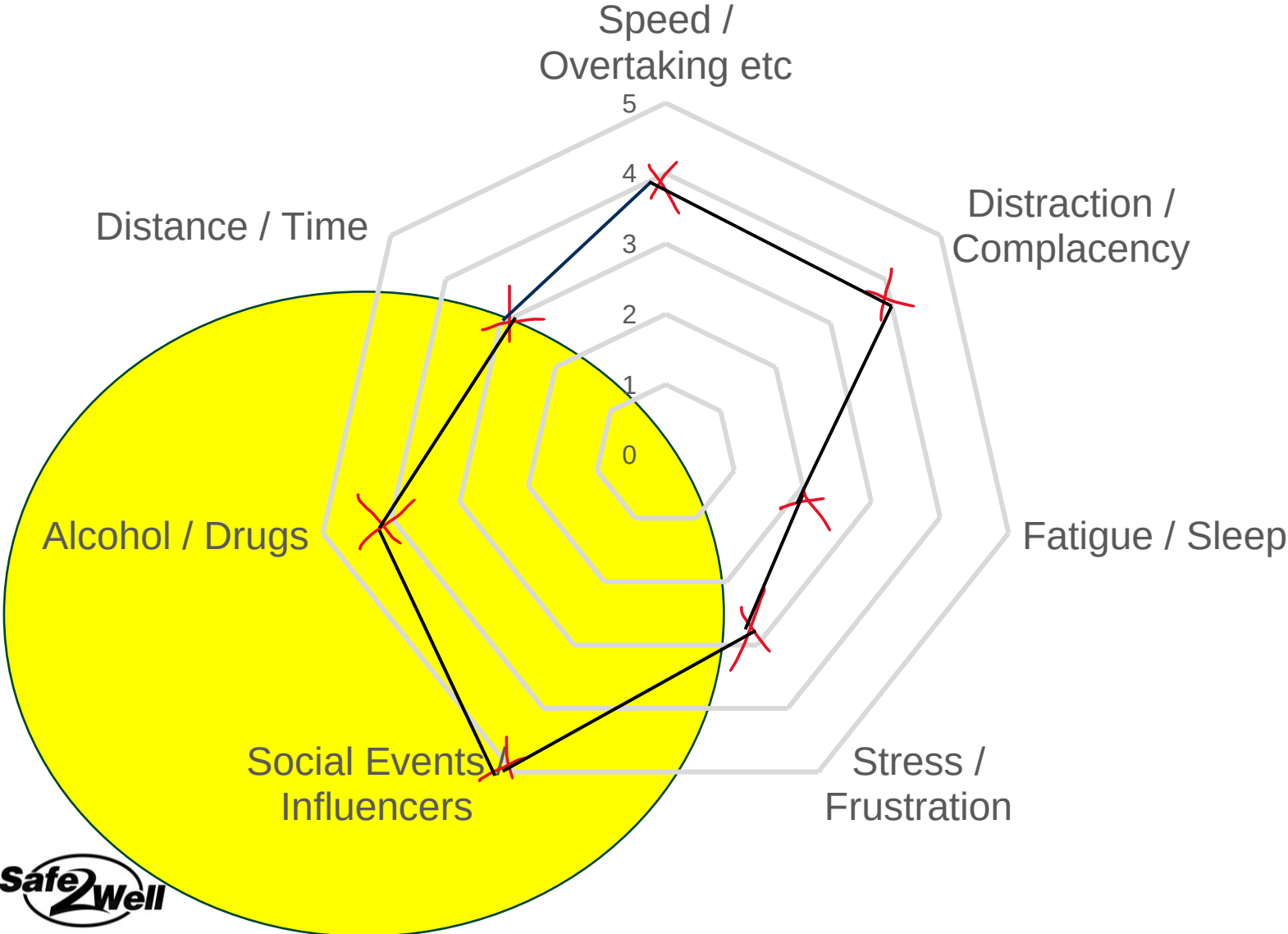
WHAT'S MY DRIVER RISK PROFILE...?



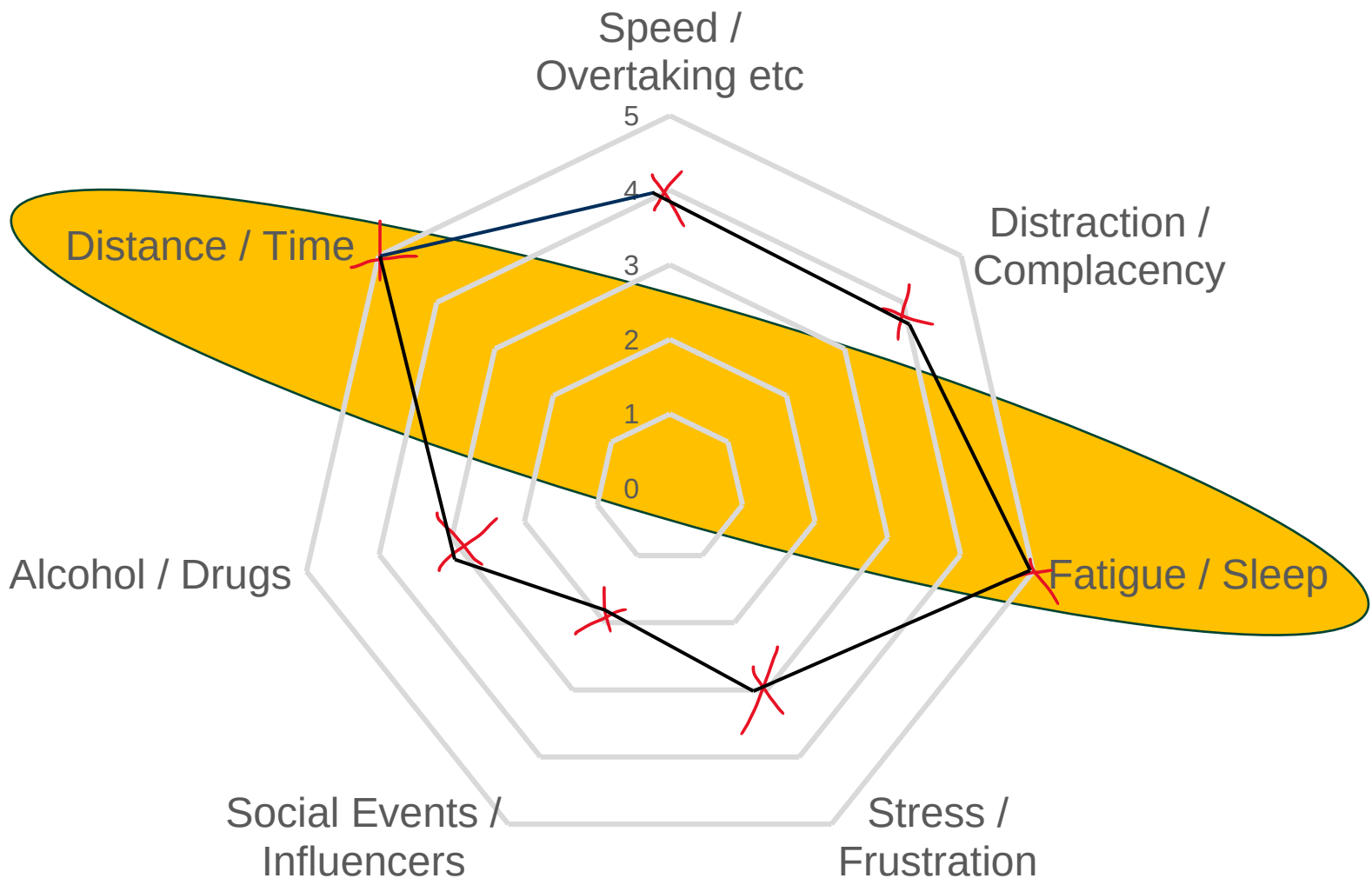
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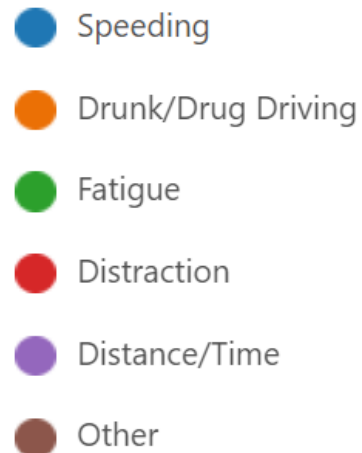
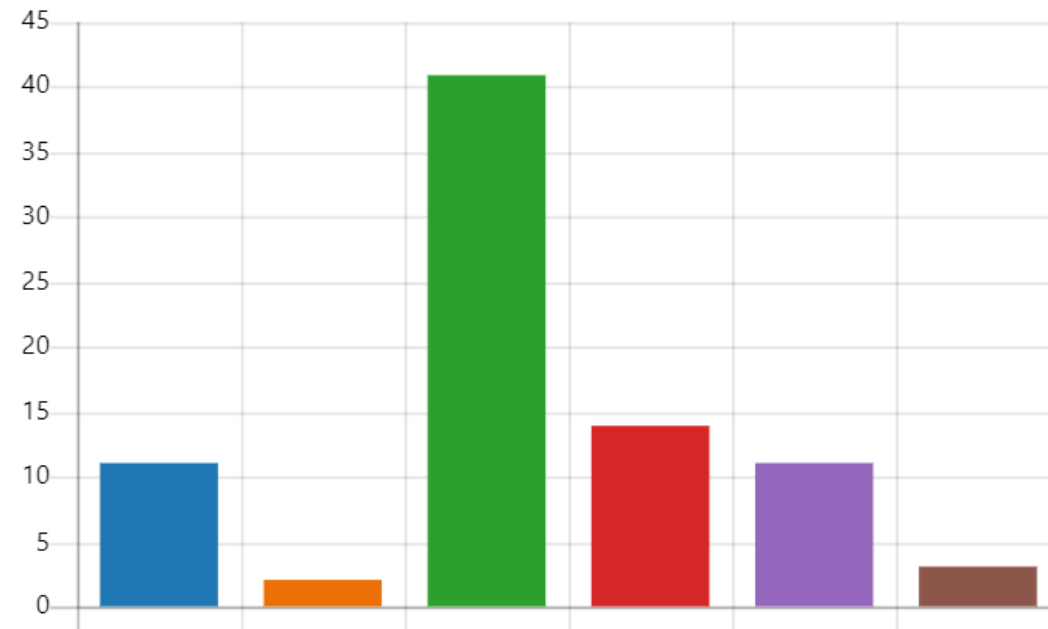


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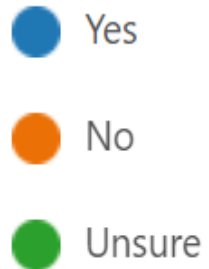
RESPONSES FROM PARTICIPANTS (AGGREGATE)

8. What driving behaviour did you identify as riskiest on your risk profile?



RESPONSES FROM PARTICIPANTS (AGGREGATE)

9. After attending the presentation, will you take steps to decrease your risk?



MAKING THE COMMITMENT



WE WOULD LOVE TO PARTNER WITH YOU



Road Accident Action Group - RAAG Mackay.
Nonprofit Organization · 3.6K like this



www.raag.com.au

Interested in a Partnership or Volunteering

Partners and volunteers are critical to the ongoing operations at RAAG and without them, we would not be able to achieve our vision of a fatality-free future

[Sign up to Volunteer](#)

[Become a Partner](#)

Connect on Linked In



PhD Candidate (Org. Dynamics); MoLship,
BPsych, GDipOHS, GDipCoach



Connect via LinkedIn: [mark-cooper-09526054](#)

THANK YOU