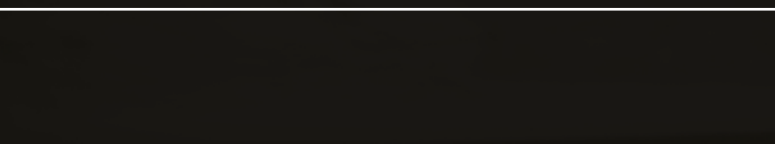




COMMUNICATIONS TOOLKIT
NATIONAL DRIVER FATIGUE WEEK 21-27 FEBRUARY

NATIONAL DRIVER FATIGUE WEEK

Supported by  



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OVERVIEW

National Driver Fatigue Week 21-27 February is an initiative of the Power Nap Organisation supported by Orange City and Cabonne Shire Councils.

The focus of national driver fatigue week is to educate all road users that a power nap is a viable intervention strategy when overcome with fatigue while driving.

Scientific research and evidentiary support identify a 15-20 minute power nap improves concentration and situation awareness. A driver on a long journey may need to repeat the process.

Prevention is always better than a cure. When circumstances prevail, and a driver is struggling to keep their eyes open, they are in imminent danger of falling into a micosleep. At that time, a 15-20 minute power nap is your solution.

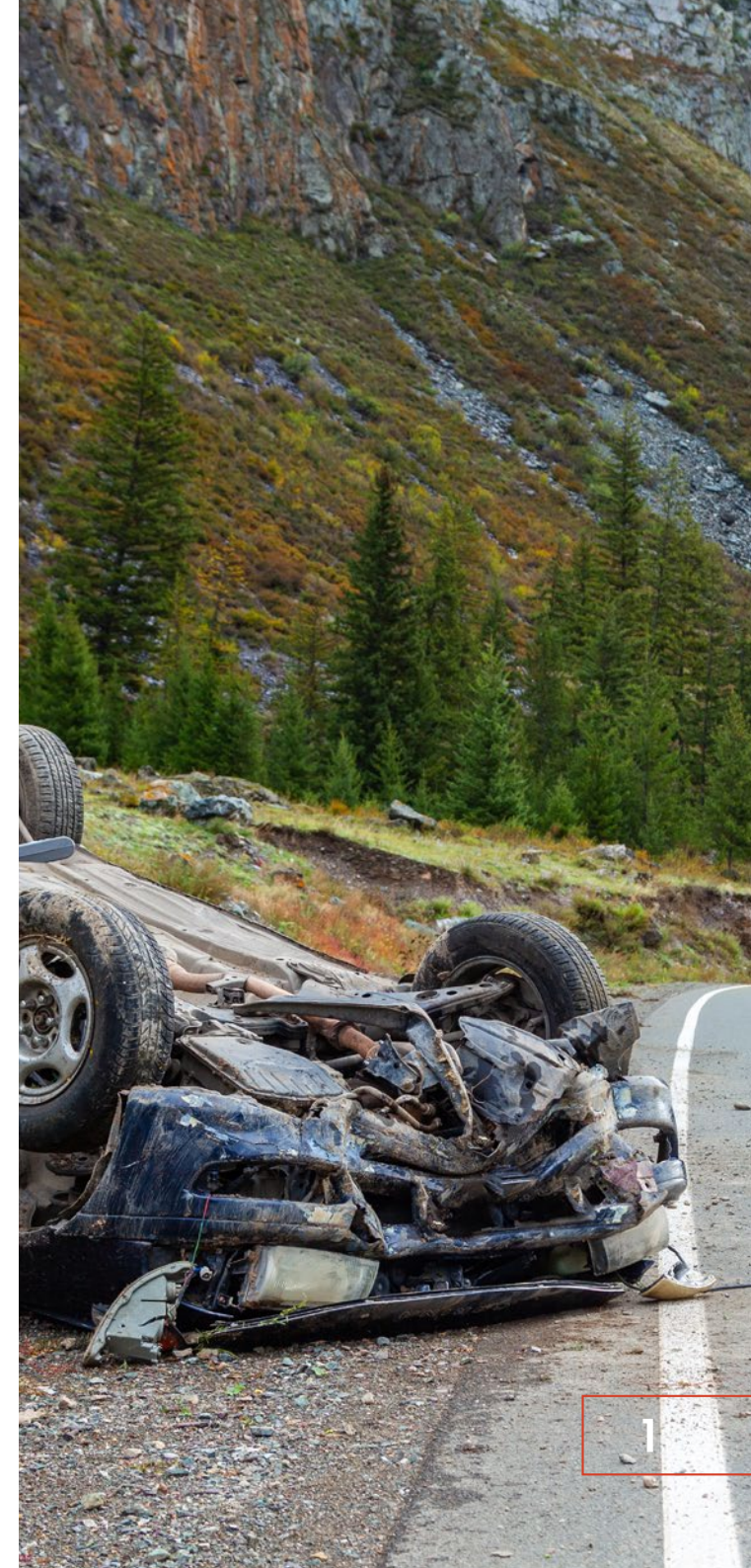
It is our mission that every driver knows what a power nap is, and how to implement the power nap strategy when faced with driver fatigue. Education is the only tool we have to combat driver fatigue and fatal crashes to save lives on Australian roads.

The Early Warning Signs of Driver Fatigue are;

- Yawning
- Poor concentration
- Tired, sore eyes,
- Restlessness,
- Slow reactions,
- Boredom,
- Irritable.

Driver fatigue tips to avoid fatigue when driving include;

- A good night's sleep before commencing your journey
- Take regular breaks!
- Refrain from driving in the early hours of the morning when normally asleep.



RESOURCES

We can all participate in National Driver Fatigue Week and share information throughout our workplaces, with our mates and families. Your involvement can be as simple as starting a conversation about driver fatigue and how to manage it.

Get involved at your business with toolbox talks, email signatures, share social media posts on your digital platforms and company website.

Many people may never need a power nap but for those one in three fatalities across Australia who died; they did.

- ▶ Hashtags
- ▶ Ribbons
- ▶ Print and Digital Resources
 - Daily Posts
 - Posters
 - Email Footers
 - Truck Signage



RESOURCES

HASHTAGS:

#PowerNap #Transportation #RoadSafety #Truckies #HeavyVehicles

RIBBONS:

Please contact us to purchase your orange ribbons.

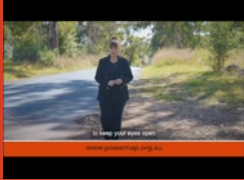

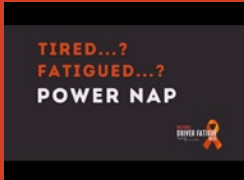



PRINT & DIGITAL RESOURCES – DAILY POSTS

Watch and Post these Videos each day from the 21st to the 27th of February, with the Corresponding Copy/Text and Hash Tags. Alternatively you can Download our Posters (Page 7) and use the JPG files in the “**Social Media Poster**“ Folders to post on your Social Media accounts with any of the Post Copy/Text and Hashtags shown below.

Day	Video	Post Copy/Text	Download Link
Day 1		<p>Simple steps anyone can follow to prevent a fatal and injury crash due to driver fatigue.</p> <p>A 15-20 minute power nap is your solution when fatigue strikes while driving. #PowerNap #Tranportation #RoadSafety #Truckies #HeavyVehicles</p>	Download Video Here
Day 2		<p>Every truckie , everyday faces driver fatigue and how he or she manages it may result in tragic consequences.</p> <p>A 15-20 minute power nap will improve your concentration and situation awareness. Too easy. #PowerNap #Tranportation #RoadSafety #Truckies #HeavyVehicles</p>	Download Video Here
Day 3		<p>How will you manage your driver fatigue today?</p> <p>#PowerNap #Tranportation #RoadSafety #Truckies #HeavyVehicles</p>	Download Video Here

PRINT & DIGITAL RESOURCES – DAILY POSTS

Day	Video	Post Copy/Text	Download Link
Day 4		<p>Why die tired? Why ignore the early warning signs of driver fatigue. If you're struggling to keep your eyes open while driving, a power nap is your driver fatigue solution.</p> <p>#PowerNap #Transportation #RoadSafety #Truckies #HeavyVehicles</p>	Download Video Here
Day 5		<p>Why die tired? Why take the risk of pushing on when you're struggling to keep your eyes open?</p> <p>Pull over somewhere safe and take a 15-20 minute power nap to improve your concentration and situation awareness.</p> <p>#PowerNap #Transportation #RoadSafety #Truckies #HeavyVehicles</p>	Download Video Here
Day 6		<p>Please don't die tired. We love you. If you're struggling to keep your eyes open while driving you are in danger of falling into a microsleep and the consequences can be fatal.</p> <p>A 15-20 minute power nap is your driver fatigue solution.</p> <p>#PowerNap #Transportation #RoadSafety #Truckies #HeavyVehicles</p>	Download Video Here
Day 7		<p>Plan your road trip and regular rest stops. Why ignore the early warning signs of driver fatigue, take a break.</p> <p>If you struggle to keep your eyes open while driving it is time to take a 15-20 minute power nap to improve your concentration and situation awareness.</p> <p>#PowerNap #Transportation #RoadSafety #Truckies #HeavyVehicles</p>	Download Video Here

PRINT & DIGITAL RESOURCES – EMAIL FOOTERS

Place one of these email footers at the bottom of your email signatures, to spread awareness. Click button below to Visit our resource page and download all these email signatures, and pick the one you prefer.

[Click Here to Download Email Footers](#)



PRINT & DIGITAL RESOURCES - POSTERS

You can download these Posters and print them off in A3 or A4 or Post them on your Social Media Accounts by using the JPG files in the **“Social Media Poster”** Folders to post on your Social Media accounts with any of the Post Copy/Text and Hashtags shown above under Daily Posts (Page 4-5), and spread awareness around the office and to your Social Media Following.

Click button below to Visit our Resource Page, download all these Posters, and take your pick.

If you would like these Professionally Printed, please contact us and we can organise this for you.

[Click Here to Download Posters](#)

Driver Fatigue Week



FATIGUE, POWER NAP! THE LIFE YOU SAVE WILL BE YOUR OWN.



Posters Continued ---->

PRINT & DIGITAL RESOURCES - POSTERS

[Click Here to Download Posters](#)

HOW WILL YOU MANAGE YOUR DRIVER FATIGUE TODAY?



WHY DIE TIRED? POWER NAP NOW



Power Nap, Step By Step Guide



PRINT & DIGITAL RESOURCES - TRUCK SIGNAGE AND OTHER

Contact Us if you would like to organise this truck signage on the back of your truck and spread the message.



We also have these Pull up banners you can order from us.

Please contact us to organise this for you.



TOOLBOX TALKS AND ACTIVITIES

Driving is a part of the workplace for many across various fields of employment.

Many people in our major cities and regional areas commute to and from work daily. A large workforce drive to provide outreach services to clients, deliveries and attend meetings.

For our national heavy vehicle fleet, the vehicle is the office, as to our couriers and postal delivery services across Australia.

Tool Box Talks are an effective and cost-efficient way to communicate information and knowledge about driver fatigue and work driving safety. Regular conversations reinforce safe practices to implement strategies to change behaviour.

How do we change behaviour? We start a conversation.

The National Road Safety Partnership Program is delivered by Monash University Accident Research Centre. Considered one of the finest research centres in the world. NRSPP have produced a number of Tool Box Talks for the workplace and we have included the links for businesses to utilise this information.

<https://www.nrspp.org.au/product/work-driving-road-safety>

<https://www.nrspp.org.au/product/journey-planning-and-management>

<https://www.nrspp.org.au/product/time-pressure>

<https://www.nrspp.org.au/product/driving-for-work-health-and-well-being>

[Healthy Heads in Trucks and Sheds - The Power of Sleep with Dr Elise Facer-Childs](#)



THANK YOU FOR YOUR SUPPORT

If you have any questions or need any further information, contact:

National Driver Fatigue Week

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Website: www.powernap.org.au

Designed by Studio D Solutions
www.StudioDSolutions.com.au





TIRED?
POWER NAP
NOW!

WWW.POWERNAP.ORG.AU

