

## The NLI's communication and educational campaign "Drivers' working time and road traffic accidents"

Poland

GENERAL INFORMATION	
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Please indicate the Member State you are located in	Poland
Name of the organisation and address	<i>National Labour Inspectorate (NLI)</i> 28/30 Barska St., 02-315 Warsaw
Type of body/organisation	Labour Inspectorate at National Level
GOOD PRACTICE - GENERAL INFORMATION	
Title of the good practice	The NLI's communication and educational campaign "Drivers' working time and road traffic accidents"  <i>Kampania informacyjno – edukacyjna "Czas pracy kierowców a wypadki drogowe"</i>
Geographical focus	Nation-wide
Duration	2018- 2021
Summary of the good practice	<ul style="list-style-type: none"> <li>▶ The NLI's communication and educational campaign on "Drivers' working time and road traffic accidents" aimed at increasing the practical knowledge of road transport legislation with a particular focus on the breaks and rest periods obligatory for professional drivers. The campaign also raised awareness and showed the importance of drivers' mental and physical condition for road safety.</li> </ul>
OBJECTIVES AND ACTIVITIES	
Background/context	<ul style="list-style-type: none"> <li>▶ The campaign was complementary to the inspections</li> </ul>

	<p>on occupational safety and health conducted by the National Labour Inspectorate (NLI) in the road transport sector.</p> <ul style="list-style-type: none"> <li>▶ The NLI's analysis and labour inspectors' experiences indicated that the difficulty to understand the legislation and its changes is one of the most frequent causes of breaching the provisions on the drivers' working time.</li> </ul>
<p><b>Objectives</b></p>	<p><b>General Objective:</b></p> <ul style="list-style-type: none"> <li>▶ To prevent road traffic accidents resulting from infringement of drivers' working time regulations or drivers' poor psychophysiological condition.</li> </ul> <p><b>Specific Objectives:</b></p> <ul style="list-style-type: none"> <li>▶ To educate on the drivers' working time legislation including changes resulting from the implementation of the Mobility Package.</li> <li>▶ To convince the target groups that the breaks and rest periods for professional drivers are not just a legal duty but also the expression of care for the safety of all road traffic participants.</li> </ul>
<p><b>Main activities</b></p>	<ul style="list-style-type: none"> <li>▶ The campaign website (<a href="http://www.bezpiecniwdrodze.pl">www.bezpiecniwdrodze.pl</a>) was a knowledge base including: <ul style="list-style-type: none"> <li>▷ The list of road transport acts and regulations,</li> <li>▷ Drivers' working time regulations and employers' duties,</li> <li>▷ Multimedia and educational materials including e-publications such as: "Drivers' working time" (published also in Ukrainian), the information booklet "ABC of drivers in road transport", the e-book "Psychosocial factors. Information booklet for drivers", 4 information sheets on the transport of hazardous goods and cargo that were prepared for publication with the support of the General Inspectorate of Road Transport..</li> <li>▷ 'StresoMetr' – a questionnaire for measuring stress</li> </ul> </li> </ul>

level,

- ▷ Information on upcoming training events organised by the District Labour Inspectorates.
- ▶ Publications available on the campaign website were also distributed in printed form.
- ▶ The District Labour Inspectorates organised free training on the relevant legislation and its practical use for employers and self-employed professional drivers. Participants could ask labour inspectors additional questions during and after training. Information on upcoming training events was available on the campaign and the District Labour Inspectorates' websites.
- ▶ During sectoral events such as conferences, seminars, fairs, industry meetings and the biggest truck rally in Poland (Master Truck) the District Labour Inspectorates organised lectures, training and information stands with inspectors providing expert advice in order to raise awareness of work and rest time of drivers and the connection with their work safety. These activities were targeted both to professional drivers and their employers.
- ▶ Digital advertising:
  - ▷ Animated banners with the campaign message and call to action (CTA) button with link to the campaign website were displayed on the selected web portals for professional drivers and their employers,
  - ▷ Set of 3 articles with CTA button and link to the campaign website were published on selected web portals for professional drivers and their employers. These include the following titles: "Stop the drive, do not stop the life" "Stress while driving: how to cope with it?" and "Working time – not only while driving".
  - ▷ Direct emails with the campaign message and CTA button with link to the campaign website were sent

	<p>by selected web portals to their subscribers, namely professional drivers and their employers,</p> <ul style="list-style-type: none"> <li>▷ Campaign promotion in Google Search,</li> <li>▶ Radio advertising in national, regional and local radio stations in order to reach professional drivers during their work (while driving). There was a reminder of having an obligatory break for professional drivers in the campaign spot. Thanks to cooperation with the public broadcaster the Polish Radio, the campaign spot was non-commercially broadcast on Radio channel 1, Radio channel 3, PR24 and the Polish Radio for Drivers in 2021.</li> <li>▶ The District Labour Inspectorates cooperated with local media, e.g. inspectors answered on-air to radio listeners' questions concerning drivers' working time and road transport safety and they also gave telephone advice on similar subjects to local press readers.</li> </ul>
<b>Relevance</b>	<p>The practice aims at raising awareness of the breaks and rest periods of professional drivers in the road transport sector. This is aligned with the thematic focus of the 2022 call for good practice, the road transport sector.</p>
<b>Funding/organisational resources</b>	<p>Two persons from the Chief Labour Inspectorate and 19 others from the District Inspectorates were directly involved as coordinators. Additional colleagues provided specific support at different stages of the campaign at the national and local levels.</p> <p>The media activities of the campaign (except for the broadcast of spots on the Polish Radio stations in 2021) were carried out within the budget of the National Labour Inspectorate allocated to implementation of the campaign. Local activities including the trainings were financed from the budgets of the District Labour Inspectorates.</p>
<b>PARTICIPATION</b>	
<b>Stakeholders involved</b>	<ul style="list-style-type: none"> <li>▶ General Inspectorate of Road Transport (<i>Główny</i></li> </ul>

	<p><i>Inspektorat Transportu Drogowego)</i></p> <ul style="list-style-type: none"> <li>▶ District Labour Inspectorates</li> <li>▶ Local police units</li> <li>▶ Sectoral organisations (representing separately employers and employees)</li> <li>▶ Polish Radio (<i>Polskie Radio</i>)</li> </ul>
<b>Target groups</b>	<ul style="list-style-type: none"> <li>▶ Employers in the road transport sector</li> <li>▶ Professional drivers</li> </ul>
<b>Final beneficiaries</b>	<p>At least 4 000 employers active in the road transport sector and professional drivers were reached directly due to their attendance in training, seminars, conferences and other events.</p>
<b>ACHIEVEMENTS &amp; RECOGNITION</b>	
<b>Results and outcomes</b>	<ul style="list-style-type: none"> <li>▶ 2 000 employers attended the trainings. The trainings allowed participants to increase their knowledge of the relevant legislation and to ask questions and clarification. Several participants contacted the labour inspectorate also after the training to ask for additional information.</li> <li>▶ 52 000 users visited the campaign website. There were 141 500 visits from December 2019 to 31 December 2021.</li> <li>▶ The radio spot was broadcast 1 761 times from 16 September to 31 October 2019. It was estimated that 62.6 % of the target group listeners heard the spot at least once, while 56.9 % of the target group listeners heard the spot at least three times.</li> <li>▶ The radio spot was broadcast 2 695 times in various radio stations from 21 September to 1 November 2020. In the second period the estimate of the number of target group listeners who heard the spot at least once increased to 97.22 % and the estimate of the target group that heard it at least three times to 96.22 %</li> </ul>

	<ul style="list-style-type: none"> <li>▶ In 2021 the radio spot was broadcast 899 times by the Polish Radio channels.</li> <li>▶ Over 1 500 professional drivers and their employers visited information stands organised by the District Labour Inspectorate during annual Master Truck Show</li> <li>▶ 56 200 hard-copy publications and guidelines were distributed (i.e. during fairs and events).</li> <li>▶ The articles and messages prepared during the campaign were often shared on social media directly by the target group, showing a positive reception and interest.</li> </ul>
<b>Recognition – national or regional level</b>	The practice has not been recognised at the national level.
<b>Recognition – outside your MS</b>	The practice has not been recognised at EU or international level.
<b>Cost effectiveness (if applicable)</b>	The practice is considered cost-effective as the costs to cover the campaign were limited and the communication results are very effective due to both paid and cost-free activities.
<b>Transferability</b>	The practice is fully transferable to another sector or geographical context.
<b>Sustainability (if applicable)</b>	The project has no particular focus on sustainability.
<b>Innovativeness</b>	The campaign used both rational and emotional messages, complemented by practical examples and advice, to convince the target groups of the importance of complying with the legislation related to the working and resting time of professional drivers. The campaign messages (in articles) also made reference to studies on relationship between acute sleep deprivation and culpable involvement in motor vehicle crashes, educated on fatigue symptoms and also showed statistical data of truck crashes in Poland.
<b>Digitalisation</b>	The campaign has its own website ( <a href="http://www.bezpieczniwdrodze.pl">www.bezpieczniwdrodze.pl</a> ), where multimedia materials and e-publications.