



# Mental and Physical Safety on our Roads

HVSI Round 4 Funding  
Final Report

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# 1 Executive Summary

The Injury Matters program, *Mental and Physical Safety (MaPS) on our Roads*, is a unique, evidence-based program aiming to improve the mental and physical safety of heavy vehicle operators in Western Australia (WA) as a means for improving heavy vehicle safety.

Heavy vehicle operators frequently are involved in road crash fatalities on WA roads<sup>1</sup>, witness road traffic incidents, complete worker's compensation claims due to injury or illness<sup>2</sup> and are diagnosed with some form of mental health condition.<sup>3</sup> The COVID-19 pandemic also resulted in heavy vehicle operators facing additional mental health pressures due to the increased reliance on WA's road freight industry.

A range of additional factors can contribute to poor physical and mental health outcomes among heavy vehicle operators, particularly regarding the driver's confinement to the vehicle for extended periods of time. Injury Matters developed the MaPS on our Roads program to help combat these challenges. Between 1 October 2019 to 31 December 2021 the MaPS on our Roads program utilised various engagement strategies to improve heavy vehicle operators' knowledge and awareness of the importance of maintaining good physical and mental health, including information resources and media activities and training events. All of these activities centred around the three campaign topics of; 'Your MaP to Recovery: After A Road Crash', 'Your MaP to a Healthy Lifestyle: Fuel Your Body', 'Your MaP to Mental Health: Service Your Mind'.

The combination of MaPS on our Roads radio, social media and digital media activities, published articles, resources, website and training activities, provided WA heavy vehicle operators and the broader heavy vehicle industry with an avenue to increase their awareness of the importance of staying mentally and physically safe and how they can seek help from individuals and services when needed.

This Final Report highlights the high level of engagement the MaPS on our Roads program received and the ongoing need to support heavy vehicle operators to improve their mental health in order to achieve a safer Australian road network.



## 2 Project Stages and Activities

The MaPS on our Roads program involved four core stages towards improving the mental and physical safety of Western Australian heavy vehicle operators. A summary of each stage's core activities and outcomes is outlined below.

### 2.1 Stage 1: Planning and Preparation

Valuing co-design for effective program implementation, Injury Matters ensured that a co-design approach was embedded within every element of the MaPS on our Roads program. From concept development to resource testing and project delivery, heavy vehicle operators were involved in all activities to ensure the program was delivered in a practical, relevant and accessible way for the target audience.

A comprehensive formative consultation period formed the basis of the MaPS on our Roads program and involved multiple approaches, including; a desktop review, in-depth interviews, a heavy vehicle operator survey, an online industry survey and group consultations. The high level of interest and engagement by the WA heavy vehicle industry in these consultation activities reinforced the gap that the MaPS on our Roads program was going to fill, with companies offering to promote the consultation opportunities via their newsletters, events, social media pages, employee payslips and direct emails.

Overall, the formative consultation results confirmed that WA's heavy vehicle industry is comprised of experienced operators, who are away from home for considerable periods of time, and as a result, face barriers to engaging in healthy lifestyle behaviours. Common themes identified by consultation participants centred on; being physically inactive, consuming a poor diet, frequently witnessing road traffic incidents, experiencing fatigue and work-related stressors.

In addition to providing direction regarding the key areas of support required, the consultation process was invaluable in offering insight into the value of in-person communication, the differing structures of transport companies and the time-poor nature of the industry. Consistent feedback was received regarding the need to provide multiple avenues for program participation and support for the use of campaigns to structure the program. This feedback informed the engagement approaches applied to the MaPS on our Roads program. A particular highlight was the importance of follow up and re-engagement to demonstrate how the results of the consultations had been applied.

For a detailed overview of the formative consultation, please refer to the Mental and Physical Safety on our Roads Formative Report found in Appendix 4.

Despite Stage One concluding in March 2020, this formative period provided leverage for ongoing consultation with heavy vehicle operators and key stakeholders throughout the program's duration. In particular, Injury Matters identified opportunities to strengthen relationships and continue to grow our understanding of the target audience by incorporating heavy vehicle focused meetings within all visits to regional WA towns over the last two years.

The return on investment from the collaborative approach taken is evident in the engagement received in all program activities and the partnerships Injury Matters has built with the WA heavy vehicle industry.

*"The consultation part was well received and welcome ... I got a real sense that you guys were trying to make sure that the engagement and consultation was there, which we really appreciated".*  
Tim Young, General Manager, Goldstar Transport



Figure 1 Participants involved in formative consultations.

## 2.2 Stage 2: Content Development

Formative research and focus testing identified three topics that would be addressed through project campaigns. In addition to testing topic content, focus groups were also used to provide input into MaPS on our Roads logo design.

Initial focus test conducted with eight individual heavy vehicle industry workers and one regional focus group resulted in three defined campaigns: support after a road incident; health and wellbeing; and supporting mental health.

Development of content for each topic was undertaken using the following steps:

1. Desktop review of the proposed topic
2. Development of key messages and calls to action
3. Testing of key messages, calls to action, language and imagery with target audiences
4. Refinement and review of content by subject experts
5. Development and implementation across campaign deliverables.

In addition to the 50 meetings conducted at the formative stage of the project, a further 52 meetings were conducted in-person, via phone or video across heavy vehicle operators and industry personnel. These meetings provided insight, experience and recommendations across content development, which extended across to campaign delivery, the activities conducted, the approach taken to develop resources, education and advertising material, and the mechanisms for delivering information.

Additionally, prior to each campaign, the heavy vehicle industry was consulted via email and phone to inform and refine paid advertising imagery and wording. This enabled Injury Matters to obtain insight from the target group in relation to language, tone, and relatability of media content as well as actions that may be taken after viewing the MaPS advertising.

Relationships formed through consultations and meetings with the heavy vehicle industry and operators allowed for respected, transparent and mutually beneficial exchange of expert information across industry and the reciprocal transfer of knowledge from health to transport. Owner operator and transport industry organisations and groups regularly consulted with include Goldstar Transport, Sadliers, Transafe WA, and Road Safety Industry Alliances (South West and Pilbara).



Table 1: MaPS on our Roads campaign key messages and calls to action highlights the aim, key message and calls to action, which informed the content development for each campaign.

Table 1: MaPS on our Roads campaign key messages and calls to action.

Campaign & Aim	Key Messages	Call to Action
<p><b>Your MaP to Recovery: After a Road Crash</b></p> <p><b>Aim</b> – to increase awareness of heavy vehicle operators of the impact a road crash can have on their mental and physical safety while driving.</p>	<ol style="list-style-type: none"> <li>1. Road crashes can affect anyone.</li> <li>2. It's common to feel out of sorts after a road crash.</li> <li>3. Your experience and the support you need is personal to you.</li> <li>4. There is support available after a road crash.</li> </ol>	<ol style="list-style-type: none"> <li>1. Recognise you have been through a stressful event.</li> <li>2. Use healthy coping strategies that work for you.</li> <li>3. Talk to someone you trust if you're not feeling ok.</li> <li>4. Check in with your workmate if they have been involved in a road crash.</li> <li>5. Seek professional support if your concerns are ongoing.</li> </ol>
<p><b>Your MaP to a Healthy Lifestyle: Fuel Your Body</b></p> <p><b>Aim</b> – to increase awareness of heavy vehicle operators of the effects of nutrition, medication and other drugs on their mental and physical safety while driving.</p>	<ol style="list-style-type: none"> <li>1. Nutritious food helps you to stay healthy and alert while driving.</li> <li>2. Medications and other drugs can affect your driving.</li> </ol>	<ol style="list-style-type: none"> <li>1. Eat regular meals from a variety of food groups.</li> <li>2. Make small healthy changes every day.</li> <li>3. Talk to a GP or health professional about your healthy options.</li> <li>4. Ask a pharmacist about the side effects of your medication.</li> </ol>
<p><b>Your MaP to Mental Health: Service Your Mind</b></p> <p><b>Aim</b> - to increase awareness, among heavy vehicle operators and industry, of the effects that work and life pressures can have on the mental and physical safety of drivers.</p>	<ol style="list-style-type: none"> <li>1. Work and life pressures can affect your mental health.</li> <li>2. Good mental health can improve your alertness.</li> </ol>	<ol style="list-style-type: none"> <li>1. Understand the signs of pressure before it builds.</li> <li>2. Reach out for support...</li> <li>3. Know the tools to support your mental health.</li> <li>4. Reach out for support.</li> </ol>

### **2.2.1 Campaign 1 – Your MaP to Recovery: After a Road Crash**

The unprecedented times of COVID-19 exacerbated the demand on heavy vehicle operators, with the project keen to respond to the formative engagements via the delivery of a mental wellbeing support campaign as soon as possible. The consultations at the formative stage reinforced the engagement and interest in operators sharing their stories of road incidents and near misses, making it the most appropriate and relevant topic to be delivered as the first campaign.

This topic resulted in establishing rapport and trust with the target audiences in being able to respond to a genuine concern facing heavy vehicle operators and the industry and helped pave the way for generating interest in and informing subsequent campaigns.

The final suite of materials developed for this campaign include:

- Webpages for MaPS on our Road landing page and 'After a Crash'
- DL brochure 'Has a road crash changed your life?'
- Poster 'Has a road crash changed your life?'
- Toolkit 'Supporting Staff After a Road Crash'
- Training presentation 'After a Road Crash'
- Radio advert 'After a Road Crash'
- Social media advertising 'After a Road Crash'
- Unpaid social media.

Subject expertise was sought internally through Injury Matters' specialist road trauma support counselling team to minimise errors in knowledge translation.

### **2.2.2 Campaign 2 – Your MaP to a Healthy Lifestyle: Fuel Your Body**

Informing evidence for Campaign 2 focused on the way the body metabolised food, drinks and medications, and the influencing factors that lead to health conditions including obesity, sleep apnoea, cardiovascular disorders, fatigue, sleep loss, metabolic strains, low physical energy, low mental alertness, headaches, respiratory disease risk factors, cardiovascular disease risk factors and musculoskeletal disorders.

The sheer volume of information to be translated into a relevant and meaningful context, combined with the interest from the target audience, led to the creation of content to address two topics during this campaign; nutrition and medications.

Process measures from Campaign 1 indicated a preference from the primary target audience to engage with the MaPS project using social media and the website. As such, resources for Campaign 2 were developed primarily for electronic distribution with accessible print options for those who prefer paper-based resources for their driver rooms.

The final suite of resources developed and distributed for this campaign include:

- Webpages for Nutrition and Medications
- Digital Resource Kit 'Fuel Your Body'
- Toolkit 'Good Nutrition for Better Performance'
- Poster A3/A4 'Good Nutrition for Better Performance'
- Toolkit 'Know Your Medications to Stay Alert'
- Poster A3/A4 'Know Your Medications to Stay Alert'
- Radio advert 'Nutrition' and 'Medications'
- Social media advertising 'Nutrition' and 'Medications'.



Further feedback highlighted the importance of local, specific and relatable imagery when promoting lifestyle-related messaging to heavy vehicle operators. Following this, Injury Matters partnered with Goldstar Transport to photograph drivers, trucks and familiar scenes.

Photographs were taken of real operators at the depot, in the lunchroom, and in their trucks participating in positive behaviours promoted by the MaPS on our Roads campaigns. These images were very valuable when creating social media posts, advertisements, resources, and other related content for the program due to their relevancy and authenticity.

These images were used within subsequent project material and can be used in future activities relating to the heavy vehicle workforce if required.



Figure 2 Example of photography developed during Campaign 2.

Feedback from industry stakeholders led to developing a digital resource toolkit to consolidate campaign resources with information on how and where best to distribute information within the workplace.

Subject expertise was called on along the way to ensure that all information developed was in line with current evidence as well as linked to prominent or familiar public health messaging for further supporting information if available. Such as for the nutrition review sought through Western Australia's Live Lighter program, delivered by the Cancer Council of WA. Expert advice for medications was sought internally through an Injury Matters community pharmacist on staff, registered with the Pharmaceutical Society of WA and the National Road Safety Partnership Project (NRSPP) to ensure consistency of information.

### **2.2.3 Campaign 3 – Your MaP to Mental Health: Service Your Mind**

The sheer volume of mental health literature, programs, and services make navigating the mental health space complicated. For this reason, this campaign consolidated content to focus on the impacts that varied pressures can have on mood, family, relationships, energy levels and sleep. Campaign 3 raised awareness of the added pressures of social isolation, limited access to support systems, time pressures, work pressures, unrealistic demands, financial pressures and lack of recognition, and the possible influence this has on the ability to perform their job safely.

Consultations with the target audiences and process measures reinforced the development of a resource for electronic distribution with accessible print options, the establishment of e-Directory, podcast and training.

The final suite of resources developed and distributed for this campaign include:

- Webpages for Service Your Mind
- e-Directory for support options across all campaign topics
- Digital Resource Kit 'Service Your Mind'
- A3/A4 Poster 'Improve Your Alertness with Good Mental Health'
- Flyer 'Service Your Mind'
- Wallet card 'Work and Life Pressures Impacting Your Life'
- Radio advert 'Service Your Mind'
- Social media advertising 'Service Your Mind'
- Podcast 'Service Your Mind'
- Education workshop 'Mental Health First Aid' for heavy vehicle industry (consultant).

Subject expertise for mental health review was sought through Injury Matters' counselling team, Mental Health First Aid Trainer and Lifeline Counsellor (Mental Strides).

## **2.3 Stage 3: Campaign Delivery**

In order to effectively reach the program target audience and increase knowledge and awareness among heavy vehicle operators of the importance of maintaining good health as a means of staying safe on our roads, the MaPS on our Roads campaigns encompassed four core strategies; information resources, mass media, unpaid media, and education and training.

Delivery of strategies were informed using a co-design approach. Each interaction with the target audience through formal and informal meetings, information and education sessions, display and conference events and client interactions provided an opportunity to engage with the target audiences and seek feedback on ideas, concepts, resources, reliability, and distribution mechanisms.

### **2.3.1 Information Resources**

Formative research indicated the target audience predominately accessed information in electronic form via the internet, social media and for many podcasts, and minimal printed resources was at the forefront to the distribution strategies for the primary and secondary target audience. The following activities were used to raise awareness of the project and direct them to information, activities and additional supports where required.

## **Website**

The project initially intended and budgeted for a MaPS on our Roads landing page to exist on the Injury Matters website. It became apparent early in the development of resources for Campaign 1 that additional resourcing would need to be allocated to ensure that heavy vehicle operators and their industry representatives would be directed to information that is relevant to their circumstance, role and function in the heavy vehicle industry space, and to consider timely access to owner / operators to relevant topic information. The website became a central activity that housed all project content and became a key source to direct and support the target audience to more information across campaign activities. For example, paid and unpaid social media activities directed users to specific information on the MaPS website.

The decision for Injury Matters to further invest in the initial landing page proved crucial as the COVID-19 pandemic emerged early in the project's inception, allowing for flexibility to deliver project activities in a virtual environment.

For each campaign, the MaPS website provided at a minimum the following:

- Information for drivers
- Information for industry
- Education and training programs
- Links to electronic and printed resources
- Programs and services available for additional support (e-Directory)

As the campaigns evolved and the content expanded, Injury Matters updated the website to enable it to house all MaPS campaign content. In July 2021, Injury Matters launched a new website. This provided MaPS with its own page built into the website and improved capabilities to easily update and load new content to build on the injury topics relevant to the target audiences, monitor performance and improve interaction through the e-Directory.

Over the project period, the website had a total of 64,512 web page views from 25,123 web users. Of this 46,750 were a result of click throughs from digital and social media advertising, with the remaining a combination of unpaid social media, direct searches, email correspondence and signature block clicks.

The MaPS website continues to operate beyond the funded period and provides a source of information to the heavy vehicle industry of the tools and resources developed through the project's funding.

## **Resources**

The establishment and maintenance of relationships with the target audience was a key component to the distribution and delivery of campaign resources, both in printed and electronic form.

Resources were developed to support the corresponding campaign with additional existing and publicly available resources identified to complement the suite of resources.



### **Your MaP to Recovery: After a Road Crash**

Delivery of resources for this campaign was a combination of print and electronic form, however more concentrated effort was in the distribution of hard copy, printed form to the target audience.

To further support relationship engagement, a direct mailout targeted 69 industry stakeholders and consisted of an introductory letter, the full MaPS suite of resources and supporting resources.

During this period, a total of 1,621 printed resources were distributed to the target audience through mailouts, direct inquiries and attendance at industry and community displays, and events. In addition, the Injury Matters team engaged with and distributed resources to stakeholders in the regional towns of Mandurah, Bunbury, Northam and Guilderton.

The 'After Road Trauma' wallet card and A4 posters were the most sought after resources from the target audience. The portable, discrete wallet card became a valuable resource to provide to drivers to keep within their cab and requests from supervisors for posters to be pinned up in lunch and meeting rooms.

### **Your MaP to a Healthy Lifestyle: Fuel Your Body**

Resources for Campaign 2 were developed primarily for electronic distribution with accessible print options for those who prefer paper-based resources.

Distribution of the Digital Resource Kit was through targeted email to 88 stakeholders, in-person meetings, training and event attendance. During this time, the Injury Matters team engaged with and distributed resources to stakeholders in the regional towns of Kalgoorlie, Williams and Lake Grace.

As anticipated, the number of printed resources distributed during this campaign was lower at 272 as a result of the electronic distribution focus. In addition to the targeted distribution of the digital resource kit, there were 195 website events where resources were viewed or accessed online. The most prominent viewed resources were the medications toolkit (125 web events), followed by the nutrition toolkit (33 web events).

### **Your MaP to Recovery: Service Your Mind**

Electronic distribution of resources was expanded for this campaign following the success of campaign 2. The improved functionality available through the new upgraded website supported the enhanced measurement of pageviews relevant to this campaign.

Utilising our networks and contacts, the Digital Resource Kit was distributed to 99 stakeholders, followed by printed resource distribution to 74 contacts.

During this period, a total of 1,879 printed resources were distributed to the target audience, through mailouts, direct inquiries and attendance at industry and community displays, and events, including Rural and Livestock Forum, Have a Go Day and the Care & Ageing Well Expo. In addition, the Injury Matters team engaged with and distributed resources to stakeholders in the regional town of Busselton.

The development of resource materials across campaigns and means of distribution evolved throughout the project and identified the 'Digital Resource Kits' together with printed

resource distribution as an effective and valuable resource for industry with the following feedback received:

- ★ *Thanks— I've passed this on to all our Regional Consultants.*
- ★ *Thanks for sending through the webinar information and the Toolkit, this has come at the most optimum time as we're delivering a Health and Wellbeing presentation to our team next week.*
- ★ *These are really good simple resources. I'm sure we can make use of them ourselves, and spread the word.*
- ★ *This is a really great tool kit. We will use some of the social content for our LinkedIn and look to include the email messaging in our June newsletter. Thanks for sharing!*
- ★ *Thanks for this it is very useful we will keep this as resource and reference tool for the men*
- ★ *Thank you very much for that information, I have passed this on to my HR and safety teams! Appreciate your help always and I love the MaPs on Our Roads initiatives.*
- ★ *Thank you for sharing this resource. I have shared with the team and will promote/share where appropriate. Looks great!*
- ★ *Thank you so much for shooting this through and great timing we will be doing a focus next month around mental health so we will include all of this in it. We'll include a link in the knowledge centre as well directing to it.*

### **Enquiry Service**

The enquiry service was an additional component to the project delivered through Injury Matters. All campaign content and delivery primarily directed the target audience to the MaPS on our Roads landing page for additional information. User pathways would then direct to the most suitable and relevant service.

Evaluation measures identified 36 inquiries from the target audience by phone and email seeking additional information or support relevant to the MaPS campaigns.

Brief case studies for the funded period are highlighted below:

**Enquiry 1:** Human Resource (HR) Manager from a large WA transport company was seeking support for a member of their staff, who was first on scene to discover a fatal road incident. In speaking with the HR Manager, it became apparent that the staff member was with the Manager however was apprehensive about phoning Injury Matters Road Trauma Support WA Service and was being supported by the Manager. By placing the call on speakerphone from the company end, the team at Injury Matters were able to provide information and advice to both the individual staff member and the Manager about how the RTS WA service works, inform and normalise common reactions, thoughts and emotions following a road trauma incident. As a result, Injury Matters were able to schedule a phone appointment for the individual with a Counsellor for the next day and provide follow up information to the HR Manager via email on how they could support their staff member in dealing with this traumatic event.

**Enquiry 2:** A small owner-operator transport business contacted Injury Matters querying if we could support two staff members who had witnessed a suicide in front of their truck while driving on the freeway, as part of their work. The truck did not hit the deceased person. Although indirectly involved in the incident, as it occurred on a WA road, the individuals were eligible to access the counselling support provided through RTS WA. The owner was advised of how the individuals could access this support and provided with resources electronically to be able to support his staff. Both individuals, who were young men, contacted the service, along with their family members who were provided with information and counselling support where needed for themselves and their family members.



### 2.3.2 Mass Media

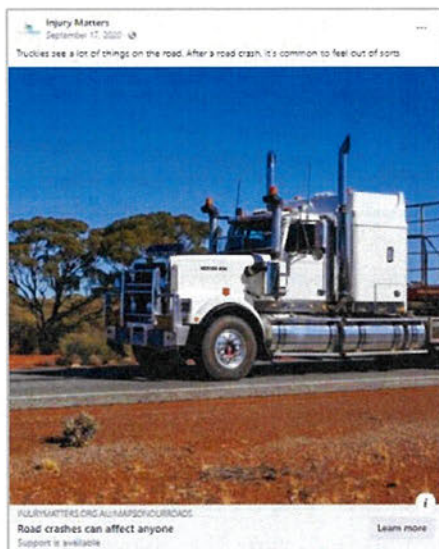
Mass media formed a key element of the MaPS program, playing a valuable role in engaging heavy vehicle operators and the wider heavy vehicle industry. A combination of radio, social media, and digital media was utilised across three targeted campaigns to raise awareness of the importance of mental and physical health and wellbeing among the target audience. All campaign messaging was created in collaboration with 303 MullenLowe, a mass media agency with extensive experience in developing successful public health media messaging.

Paid media channels were selected based on formative consultation and on the advice of 303 MullenLowe. Social media and digital advertising was targeted at a WA audience aged 45 years and over and truck interest, with social media additionally targeting Facebook users with a relevant job title. While radio was only able to be targeted by location, each region in WA was able to receive coverage of MaPS radio advertising.

Paid mass media advertising across the three MaPS campaigns has been successful in extending the reach of the campaigns and key campaign messaging to the target audience. MaPS social media advertising has achieved a total reach of 223,351 individuals, and social and digital mass media have been successful drivers to the MaPS webpage, collectively achieving 46,750 clicks and referring users to further MaPS information online. MaPS radio advertising has seen a total of 3,893 advertising spots in WA, with an additional 490 National advertising spots secured from the commencement of the campaigns until August 2022. See Table 2 for further information and statistics relating to mass media.

#### Your MaP to Recovery: After A Road Crash

The Your MaP to Recovery: After A Road Crash campaign mass media launched on 23 September 2020 running through to 22 November 2020, with paid media consisting of one 30-second radio advertisement on 96FM (Perth Metro) and Triple M (Regional WA), one static Facebook advertisement, and a suite of static digital advertising.



*After A Road Crash social advertising*





*After A Road Crash digital advertising*

Mass media for the Your MaP to Recovery: After A Road Crash campaign was largely successful, attracting a significant reach of 78,056 individuals through social media (Facebook) alone. Collectively, social and digital advertising achieved a total of 22,128 clicks (9,924 social, 12,204 digital), which referred users to the MaPS webpage for further information. While reach of radio advertising was unable to be determined for the Your MaP to Recovery: After A Road Crash campaign, the radio advertisement aired across a total of 979 spots on radio stations 96FM and the Triple M Network.

This first campaign also saw Injury Matters secure a two-year placement of radio advertising with Big Rig Roadshow, consisting of 490 radio spots and offering national radio coverage across all three campaigns to the target audience.

### **Your MaP to a Healthy Lifestyle: Fuel Your Body**

The Your MaP to a Healthy Lifestyle: Fuel Your Body campaign mass media launched on 1 April 2021 running through to 30 May 2021, with a suite of media to raise awareness of key messaging and calls to action around nutrition and medication. Mass media for this campaign consisted of two 30-second radio advertisements on 96FM (Perth Metro) and Triple M (Regional WA), two static Facebook advertisements, and two suites of static digital advertising. The media buy for this campaign was adjusted to include a higher emphasis on regional engagement across radio and social media; a decision which was based on the nature of the target audience movement throughout WA.



*Fuel Your Body (Medication) social advertising*



*Fuel Your Body (Nutrition) social advertising*



*Fuel Your Body (Nutrition) digital advertising*



*Fuel Your Body (Medication) digital advertising*

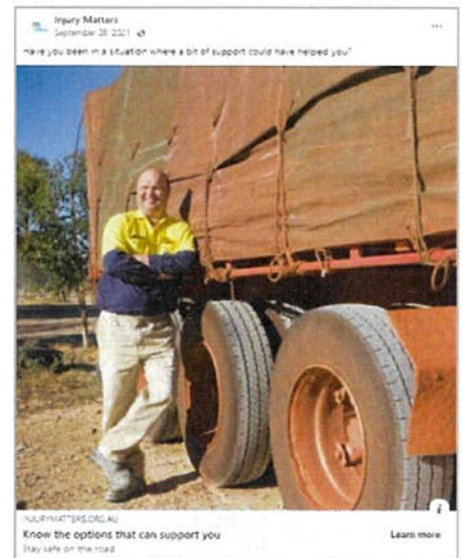
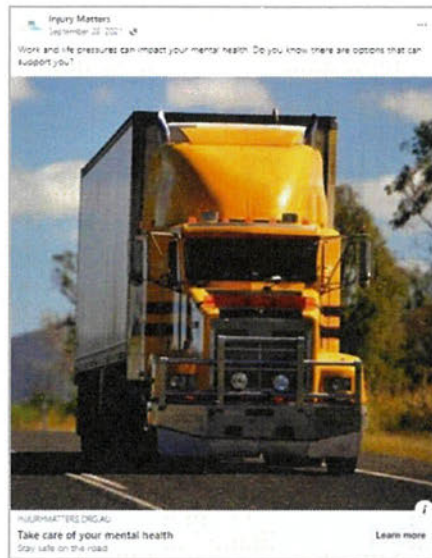
Social advertising achieved a total reach of 81,288 individual people, and 5,864 clicks for the Your MaP to a Healthy Lifestyle: Fuel Your Body campaign, which directed users to nutrition and medication related content on the MaPS website. Injury Matters saw a much higher engagement rate on the medication advertisement, which accounted for 94% (n=5,519) of total clicks, which was believed to be due to the unique topic. Digital advertising saw a total of 13,190 clicks (nutrition 47% n=6,234, medication 53% n=6,956), also directing users to the MaPS website. In addition to social and digital advertising, radio advertising was aired across a total of 1,407 spots, achieving a significant reach of 306,288 people through 96FM in the Perth Metropolitan region alone.

The Your MaP to a Healthy Lifestyle: Fuel Your Body campaign presented a new opportunity for Injury Matters to participate in two short, rural interviews on Triple M Regional radio. These interviews were recorded and aired across all 17 frequencies of the Triple M Regional Network during the campaign period, expanding the regional reach of the campaign.

### **Your MaP to Mental Health: Service Your Mind**

The Your MaP to a Mental Health: Service Your Mind mass media campaign was launched on 16 August 2021 across social, digital, and radio media channels to raise awareness among heavy vehicle operators of the signs of pressure, tools to support mental health, and how to reach out for support. Mass media for this campaign consisted of one 30-second radio advertisement on 96FM (Perth Metro) and Triple M (Regional WA), three static Facebook advertisements, and a suite of static digital advertising. This campaign, Injury Matters, received further opportunities to participate in three short interviews on Triple M Regional radio as part of the Rural Focus segment.





*Service Your Mind social advertising*



*Service Your Mind  
radio advertising  
(image linked to recording)*



*Triple M Rural Focus interviews  
(images linked to recordings)*



*Service Your Mind digital advertising*

Facebook advertising for this campaign achieved a total reach of 64,007 individuals and 5,568 clicks for the Your MaP to Mental Health: Service Your Mind campaign, which directed users to the Service Your Mind webpage and content on the Injury Matters website. Digital advertising for this campaign resulted in 2,841 clicks; this was noticeably lower than the previous two campaigns due to Injury Matters reallocating digital advertising budget into the better performing Facebook advertising at the mid-campaign mark. Radio advertising was aired across a total of 1,497 spots and achieved a reach of 283,811 through 96FM in the Perth Metropolitan region.



Table 2: MaPS on our Roads paid media outputs

Media	Spots	Impressions	Reach	Reach 1+	Clicks to website
<b>After A Road Crash</b>					
Radio (96FM Perth)	102				
Radio (Triple M Regional)	887				
Radio (Big Rig Roadshow National)	490				
Social (Facebook)		324,430	78,056		9,924
Digital		1,674,851			12,204
<b>Sub total</b>	<b>1,479</b>	<b>1,999,281</b>	<b>78,056</b>	<b>-</b>	<b>22,128</b>
<b>Fuel Your Body</b>					
Radio (96FM Perth)	232			306,288	
Radio (Triple M Regional)	1,175				
Social (Facebook)		344,987	81,288		5,864
Digital		2,240,351			13,190
<b>Sub total</b>	<b>1,407</b>	<b>2,585,338.00</b>	<b>81,288</b>	<b>306,288</b>	<b>19,054</b>
<b>Service Your Mind</b>					
Radio (96FM Perth)	269			283,811	
Radio (Triple M Regional)	1,228				
Social (Facebook)		390,826	64,007		2,727
Digital		407,060			2,841
<b>Sub total</b>	<b>1,497</b>	<b>797,886</b>	<b>64,007</b>	<b>283,811</b>	<b>5,568</b>
<b>TOTAL</b>	<b>4,383</b>	<b>5,382,505.00</b>	<b>223,351</b>	<b>590,099</b>	<b>46,750</b>

\***Impressions:** How many times an advertisement was viewable to a person

\***Reach:** How many individual people have viewed an advertisement.

\***Reach +1:** The amount of people who were reached at least once by an advertisement.

Note: Cells left blank due to metric not being relevant to media platform or data availability. Cost represents media investment and excludes costs associated with development, agency, or staffing.

### 2.3.3 Unpaid Media

#### Public Relations

Over the course of the program, Injury Matters published five (5) media releases and three (3) Media Alerts for the MaPS on our Roads program. Each output related to program activities or messaging and was sent to publications with a similar readership to the program's target audience. This strategy uses unpaid editorial space to inform engaged readers free from the structure of paid placements or advertisements.

This resulted in eleven (11) articles and two (2) radio interviews promoting the MaPS on our Roads program. These publications included the Transport Worker's Union *Wheel* magazine, Australian Pilot Vehicle Drivers Association's *On the Road* (Issue 94), Fully

Loaded, Owner Driver, Big Rigs, and the Australasian Transport News, alongside Noongar Radio 100.9FM and Radio Fremantle 107.9FM (*Health Scene*).

These articles were in addition to the five (5) articles in the Australasian Transport News, Big Rigs, Prime Mover Magazine, and FreightWaves (Yahoo!) achieved upon announcement of funding in July 2019.



Figure 3 Example of Public Relations Article: Australasian Transport News: T&L's Mental Health Crisis and the Road to Recovery

### Organic Social Media

Injury Matters featured the MaPS on our Roads program messaging, activities, and/or resources at least once per week across available Facebook, LinkedIn and Twitter platforms. Posts were tailored to suit each platform and audience while supporting ongoing paid media campaigns and spotlighting relevant campaign resources.

In this period, audiences grew on Twitter by 10% (n=1,359), Facebook by 34% (n=461), respectively, as the Injury Matters LinkedIn audience grew to 410 followers.

While each post aligned with the content and imagery of paid advertisements, organic engagement remained low overall. This is likely attributed to the non-specific audience of the existing Injury Matters platforms.

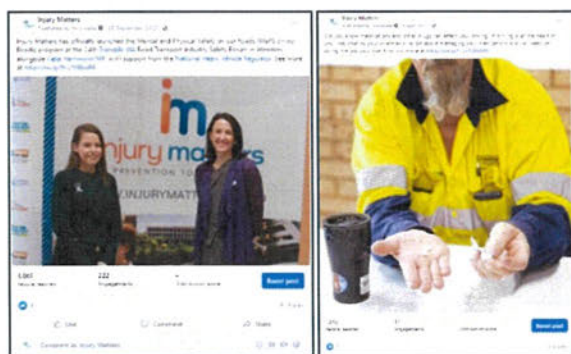


Figure 4 Examples of unpaid social media

### *Social Media Advertisement Engagement*

Engagement on paid social media advertisements was much higher overall. Users commonly shared their experiences as heavy vehicle operators and could be referred to MaPS on our Roads resources, eDirectory, or through to Injury Matters' Road Trauma Support service by the responding Injury Matters team member.

Common themes of user comments involved their experiences on the road with crashes and tragedies, alongside some recognition of pictured machinery/personnel, and the occasional splash of humour. Users often connected over their shared experiences, expressed comradery, while others provided encouraging messages to those within the industry. Examples:

- 1) User 1: *So true I witnessed a truckie being burned alive in his truck on the Hume highway back in the 60s. We were unable to get near the truck to help the driver. It was many years before I could get his cries for help out of my mind*

User 2: *You poor man xx*

User 3: *@User1 omg that must have been horrific for the truckie and you I can just imagine the horror you have faced for years after it*

IM Response: *Hi John, thinking about the crash and the things you saw/heard for a period after a traumatic event is unfortunately normal, if incredible difficult. We're glad you seem to be OK talking about and reflecting about your experience now. If you do need any additional support, like getting back on the road or dealing with any sleep disturbances, please get in touch with @RoadTraumaSupportWA; there are many resources and options available to you to keep your recovery going. Take care x*

User 4: *@InjuryMatters fabulous!!*

- 2) User 1: *I work as a regional shire ranger on contract. I travel in some of the most remote places in WA. I carry an extensive trauma kit. Defib, BVM, pain relief, Electronic BP cuff. Neck collars. Inflatable TQ cuff. A dozen space blankets and dressings. Hoffman seat belt cutting knife. Separate to my general first aid kit . Time getting medical aid is the biggest uncertainty on our remote roads*

User 2: *Good on you*

IM Response: *Sounds like you're a very prepared man, User1. Looking out for others so much can take a toll, and our services are here for you if you need support. Take care out there!*

User 3: *@User1 take care out there*

User 4: *as a Paramedic of 30+ years...jeez... that's impressive!!! Go you!!!*

User 5: *a mobile medical centre. Lets all hope that you don't need to use it..*

- 3) *Words can't express the compassion I feel for our truckies who are confronted by reckless, inconsiderate road users who have no conception how long it takes a fully laden truck to brake in an emergency. If the truck driver is lucky enough to survive they have to live with the consequences for the rest of their lives. Be safe Aussie Truckies.*
- 4) *My son in laws a truckie I agree they see & put up a lot of ~~work~~. A lot of us couldn't do what they do. Hats of to a truckie*
- 5) *Thinking of you @Friend1. You're not alone.*
- 6) *It's SUCH a shame that people don't give truckies the respect and ROOM that they earn every time they are behind the wheel, keeping our country great!! I have been a truck driver myself. Bless all you truckies, keep on trucking!!!!*



Notably, comments were generally more negative and sarcastic on advertisements involving more generalized mental health or medication messaging.

This strategy enabled genuine engagement with members of the target audience to promote use of program resources or other supports available to them with responses that were received positively.

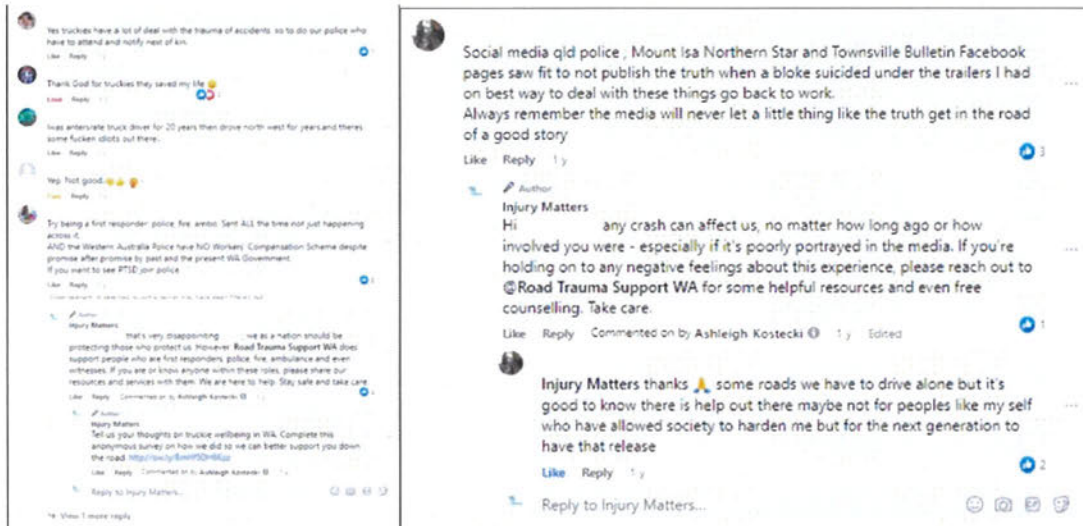


Figure 5 Engagements on various MaPS on our Roads Facebook advertisements

### eNewsletters

The MaPs on our Roads program was regularly featured in the quarterly Road Trauma Support WA eNews (n=6), the quarterly Injury Matters eNewsletters (n=4) and the monthly Know Injury eNews (n=1). MaPS on our Roads was featured in eleven (11) editions, with articles relating to active campaigns, resources and messaging, tailored to each eNews audience from September 2020 to December 2021. These inclusions increased program exposure to over 6,460+ total subscribers already engaged with injury prevention in Western Australia.



Figure 6 Know Injury November 2021

## **Blogs**

Eight blogs were published to the Injury Matters website throughout the duration of the MaPS on our Roads program; with each blog aligned to campaign messaging or activities. The content served to support social media content and bolster the MaPS on our Roads program presence on the broader Injury Matters website. These blogs achieved a combined total of 279 pageviews. Topics addressed included:

- *Look out for yourself and your mates (n=35)*
- *Truckies: It's Time to Service Your Mind (n=10)*
- *Mental Health Pit Stop (n=49)*
- *Listen Up! Mental Health First Aid for Truckies Podcast (n=102)*
- *Don't become overloaded, know the signs of pressure (n=23)*
- *Did you know taking medications can influence your driving? (n=16)*
- *Know your medication: our top tips (n=11)*
- *What's the best diet for truck drivers? (n=33).*

### **2.3.4 Education and Training**

The MaPS on our Roads project provided the opportunity to trial different adult learning methods on different topics.

The project started strong with in-person training events during the formative stage and delivery of the After a Crash campaign. The launch event at the Transafe WA forum allowed for a 'taster' of what would be addressed in toolbox events and resulted in an additional four sessions to be delivered, three in metropolitan Perth and one in the South West.

The planned delivery of in person and particularly regional training was interrupted by COVID-19 restrictions, however, this offered the opportunity to innovate and partner with varied service providers to test different approaches to training and education with this industry group at a time of intense pressure.

As campaigns developed over time, different modes of delivery were developed and made available to the target audience.

The team at Injury Matters were proud to have developed their first organisational podcast for the Service Your Mind campaign. This podcast titled, [\*Injury Matters Podcast Episode 1 – Mental and Physical Safety on our Roads: Service Your Mind\*](#), was released on Spotify and Anchor FM on the 7 October 2021.

The episode garnered 24 plays from release to 1 December 2021, of which listeners were 53% were male and 47% female. The Podcast was promoted via Injury Matters social media platforms (Facebook, Twitter, LinkedIn), a blog post, and an editorial article in Owner Driver on the 25 October 2021.

Engagement was low across all metrics for the podcast and its promotion. Future episodes would benefit from a more structured promotions plan, regular episodes and further topic discussion; allowing word of mouth to boost listener numbers. However, this does present opportunities to further expand on podcast content, with the view to expand on the blog post content featured during the Fuel Your Body and Service Your Mind campaigns.

Table 3 highlights the final suite of education and training sessions and opportunities, where project information was shared with the target audience.



Table 3: MaPS education and training sessions

Stage / Campaign	Education Session	Mode of Delivery	# Participants / Views
Formative	Supporting a staff member after a crash (pilot – 1 day, Main Roads WA Kimberley)	In-person	48
Formative	Introduction to MaPS on our Roads (formative results)	Webinar	12
After a Crash	Launch event – 'After a road crash' (30 min – Transafe WA)	In-person	88
	'After a road crash' (30 min toolbox) x 4	In-person	39
Fuel Your Body	Fuel Your Body Medications Information Session (30 min)	Webinar / video	59 views
Service Your Mind	Introduction to MaPS and Road Trauma Support (15 min – WA Rural & Livestock Forum)	In-person	80
	Mental Health First Aid Training (2-days)	In-person	5
	Service Your Mind (30 min)	Podcast	24 views
Dissemination of Results	Development of a truck driver public health project: MaPS on our Roads (15 min – Australasian College of Road Safety Conference 2021)	Video	Unable to determine

Of those participants who completed training surveys, 90% (n=54) reported that the training session provided information relevant to their work.

Feedback and comments received by participants include:

- ★ *Great info thanks. Will be useful to roll out to our contracting partners.*
- ★ *Very helpful*
- ★ *Really informative workshop.*
- ★ *Well presented and good information provided.*
- ★ *I enjoyed listening to the case studies to identify the physical, social, emotional and financial impacts of a road accident.*
- ★ *It was a bit of an eye opener, just how much the drivers are the front line people and how frequent it could happen. The amount of people that have some kind of story about it.*

In response to stakeholder feedback, a heavily subsidised two-day accredited Mental Health First Aid course was made available for the target audience. While 12 participants registered to attend the event, only 5 committed to the entire duration to warrant accreditation. Despite the low number of participants, those who attended highly valued the time they spent in the training and indicated they would advocate to management for further delivery of the training. The high non-attendance rate leads to questions and challenges relating to: capacity of staff to attend, priority and competing demands, training length, and time of year.

All education sessions and workshops were available from the time released and for the duration of the project. These will continue to be available beyond the funded project period, however, may incur a fee for delivery in the future.



Recognition was received from road safety professionals through the 2021 Australasian College of Road Safety Conference of an Award Win for 'Best road safety practitioners submission: Development of a truck driver public health project: mental and physical safety (MaPS) on our roads - Roisin Sweeney, Injury Matters'.

This is a significant highlight for Injury Matters, the MaPS on our Roads project and the National Heavy Vehicle Regulator Heavy Vehicles Safety Initiative which recognises the possibilities of what can be achieved when different systems work together to improve road safety.

## **2.4 Stage 4: Evaluation and Reporting**

Injury Matters prides itself on evidence-based practice and therefore ensured that a comprehensive evaluation framework was developed during the planning phase of the project and followed throughout the duration of the MaPS on our Roads campaigns to measure the effectiveness of the core activities. Please refer to Appendix 1 for all evaluation results.

As previously mentioned, Injury Matters conducted formative work during stage one of the program. To provide structure to this process all consultation collection centred on domains relating to; the profile of the WA heavy vehicle industry, self-reported health status of WA heavy vehicle operators, enablers and barriers to WA heavy vehicle operators conducting healthy behaviours, and existing health and wellbeing initiatives available to WA heavy vehicle operators. A full summary of the results for each of these domains is available in Appendix 4.

To support the ongoing measurement of campaign activities, process indicators were collected across all project activities. Ultimately these results assisted Injury Matters to measure the reach, engagement and satisfaction with project-specific activities. Based on these ongoing measurements, Injury Matters was able to adjust campaign strategies overtime to enhance the programs impact. Website analytics allowed Injury Matters to track user website pathways during campaign one and make modifications to improve user access. Likewise, following a low level of engagement in campaign one resources, campaign digital resources toolkit's were developed to support companies access the suite of resources.

Injury Matters Client Management System was a highly valued reporting tool throughout the MaPS on our Roads program delivery as it hosted records of participants engagements in program activities. In addition to tracking process level results, this tool allowed staff to identify opportunities to build relationships with the target audience and increase participants engagement in multiple program activities.

Collectively there were over 249,000 points of engagement in key activities across the programs duration. This high level of engagement demonstrates the unique need that the MaPS on our Roads program provides for WA heavy vehicle operators, however the true value of the program is evident when meeting with program participants.

Goldstar Transport was a key stakeholder in the MaPS on our Roads program, regularly engaging in consultation activities, participating in training events, distributing resources to their staff and even being models for a photoshoot. Tim Young, General Manager at Goldstar Transport, acknowledged the impact that the program had on their young company in terms of establishing processes around mental health and wellbeing, and the ability of the

program to meet core components of their strategic plan around the health and wellbeing of their people. Injury Matters strategically commenced the MaPS on our Roads program with the campaign focusing on after a crash support, due to its ability to garner interest and alignment to corporate plans and target audience interest. Goldstar's feedback supports the intention of this decision. Goldstar also greatly benefited from engagement in various training sessions, with Tim commenting that "the concept that our guys and girls out on the road are likely, at some point in their career to come across a serious road traffic incident. From my personal point of view, the skills and knowledge of how to deal with that did grow...The lunch and learn session we had got some really good feedback. That was mainly around the leaders in the business and how to support their people after a road crash situation. A lot of the time we are targeting the workers, which is important, but we forget about how to support the business as a whole. I thought that was a good inclusion from the project".

*"The overall positive of the whole campaign is that it is targeting our industry in a way that is specific to them".*  
Tim Young, General Manager, Goldstar Transport

WA road safety stakeholder, Engel Prendergast, also echoed the value of the multipronged approach of the MaPS on our Roads program, "one of the strengths of the program is the way it promotes a safer culture across all levels of the industry (drivers, managers, office staff, executive and board members), and caters for large corporations through to owner-drivers. This approach also helps change common misconceptions and stigmas about the industry, which often impact the mental health of those working in it."

*"The MaPS program, delivered by Injury Matters, is a valuable initiative which provides the transport industry with access to practical knowledge and skills to help improve the mental and physical health of heavy vehicle drivers and operators."*

Engel Prendergast, Mental Health Consultant, Mental Strides.

Through the delivery of a road trauma information session in Lake Grace, Injury Matters was fortunate to meet the needs of local heavy vehicle operators and the broader Wheatbelt community, including Christine Fyfe from Fyfe Transport. Christine acknowledged that the workshop was very engaging and relevant to the whole heavy vehicle industry, as like herself, many people may not be aware there was an organisation that could help others overcome their road trauma.

*"It was valid to be made aware of others suffering whether they were the driver, passenger, [individual who] caused the accident, witnessed the accident, or first on scene attendees. Everyone is impacted and could do with some sort of help to overcome what they have seen and felt."*  
Christine Fyfe, Owner / Heavy vehicle operator, Fyfe Transport.

Measuring the impact of the program for the purpose of identifying opportunities for program enhancement and for quantifying the achievement of program objectives is beneficial, however, Injury Matters wanted to ensure that our learnings were beneficial externally to the organisation and therefore conducted multiple knowledge translation activities, including; infographics, social media posts, newsletter articles and meetings. A highlight of this process was the opportunity to deliver an oral presentation at the 2021 Australasian Road Safety Conference regarding our formative findings and the acknowledgement of our robustness in this process via the recipient of the 'Best Road Safety Practitioners' award.

### 3 Conclusion

Program formative work and ongoing research supports that work-related stressors, adverse circumstances and mental health issues can have a significant impact on heavy vehicle operator's psycho-physiological functioning and, therefore their safety on the road. The majority of heavy vehicle operators that Injury Matters engaged with had existing awareness of the negative impact their health was having on their driving performance. This greatly assisted Injury Matters to obtain a high level of engagement in the MaPS on our Roads program and to provide the additional support they required.

As reflected within the activity results above, overall, all campaigns were well received by the programs target audience, however, the campaigns with a mental health focus received higher levels of engagement than the physical health campaign, 'Your MaP to a Healthy Lifestyle: Fuel Your Body'. This heightened interest in the mental health campaigns is due to a variety of factors, including the recent increased pressures facing Australia's heavy vehicle industry resulting in additional mental health issues among heavy vehicle operators.

The partnerships that Injury Matters has built across all campaigns emphasise the reward for effort and trust that has been built with the target audience and WA heavy vehicle companies. Injury Matters looks forward to continuing to support heavy vehicle operators to improve their physical and mental safety, hopefully via the ongoing support of the National Heavy Vehicle Regulator.

The Best Road Safety Practitioners Submission Award Win on the MaPS on our Road Project at the 2021 Australasian College of Road Safety is a significant highlight for the project and also to Injury Matters, the National Heavy Vehicle Regulator and Heavy Vehicle Safety Initiative and the varied stakeholders involved at all levels of the project. This achievement recognises the possibilities of what can be achieved when different systems work together to raise awareness of the importance of and make a real difference in road safety projects and campaigns.



## 4 Appendix 1: Evaluation Template

<b>Program</b>	Mental and Physical Safety (MaPS) on our Road		
<b>Service Provider</b>	Injury Matters		
<b>Period</b>	October 2019 to December 2021		
Aim: To improve the mental & physical safety of heavy vehicle operators in WA as a means of improving heavy vehicle safety			
Service Level Outcome	Outcome indicator(s)	Source	Results
Increase awareness of the importance of staying mentally and physically safe.	Proportion of those that engaged with the project that self-reported an increased awareness of the importance of staying mentally safe.	Post-training survey	93.3% (n=56) of training survey respondents reported an increased awareness of the importance of staying mentally safe.
	Proportion of those that engaged with the project that self-reported an increased awareness of the importance of staying physically safe.	Case Study	"Awareness across the board from both the leaders and the drivers has improved", case study participant.
Increase awareness of how to assist others involved in a road crash and experiencing mental health concerns.	Proportion of those that engaged with the project that self-reported an increased awareness of how to support individuals involved in a road crash who are experiencing mental health concerns.	Post-training survey Case Study	100% (n=26) of training survey respondents reported an increased awareness of how to support others involved in a road crash who are experiencing mental health concerns.  "The lunch and learn session we had got some really good feedback. That was mainly around the leaders in the business and how to support their people after a road crash situation", case study participant.

Increase awareness of how to look after mental and physical safety after a traumatic event.	<p>Proportion of those that engaged with the project that self-reported an increased awareness of how to support mental safety after a traumatic event.</p> <p>Proportion of those that engaged with the project that self-reported an increased awareness of how to support physical safety after a traumatic event.</p>	<p>Post-training survey</p> <p>Case Study</p>	<p>95% (n=57) of training survey respondents reported an increased awareness of how to support their mental wellbeing after a traumatic event.</p> <p>"The skills and knowledge of how to deal with that did grow", case study participant.</p>
Increase awareness of when and where to seek professional help.	Proportion of those that engaged with the project that self-reported an increased awareness of when and where to seek professional help if required.	<p>Post-training survey</p> <p>Case Study</p>	93.3% (n=56) of training participants could recall when and where to seek professional help if required.
Activities	Process indicator(s)	Source	Results
<b>Formative evaluation</b>			
	Profile of WA heavy vehicle companies (type of goods transported, size of company, locations).	Desktop review	Unable to obtain.
	Number of formative meetings with stakeholders.	Injury Matters Customer Relationship Management System	50 formative meetings with stakeholders.
	Number of formative consultation participants (type of consultation).	Injury Matters Customer Relationship Management System	233 formative consultation participants (165 telephone calls, 80 emails, 50 meetings and 12 letters).
	Demographic of WA heavy vehicle operators (age, gender, location, type of goods transported, regular driving routine).	Formative consultations Desktop review	The leading demographic of formative consultation participants were males (89.4%, n=42) aged 36-55 (60%, n=27) who reside in metro WA (44.4%, n=21). Drivers commonly reporting spending 10-12 hours a day driving (47%, n=23) and spending at least one night away from home on an average fortnight (41%, n=19).

Demographic of WA heavy vehicle companies (type of goods transported, size of company, locations).	Formative consultations Desktop review	The leading demographic of companies involved in the formative consultation were transporting general freight (38.8%, n=19), located in metro WA (44.4%, n=21) and ranged in size from 3 to 180 heavy vehicle operators.
WA heavy vehicle operators involvement in road traffic incidents.	Formative consultations and desktop review.	66.7% (n=26) of formative survey respondents indicated that they had been involved in, witnessed or the first on scene of a road traffic incident.
Self-reported physical and mental health status of WA heavy vehicle operators.	Formative consultations	56.8% (n=25) of formative survey respondents self-reported having 'excellent' or 'very good' health over the previous four weeks, while 43.2% (n=19) selected 'good' or 'fair'. 80.9% (n=38) of formative survey respondents self-reported that their mental health status over the previous four weeks was above average (excellent, very good or good).
Current health behaviours of WA heavy vehicle operators.	Formative consultations	21.2% (n=10) of formative survey respondents indicated that they consume alcohol four or more times a week, 36.9% (n=17) consume medications and 63.8% (n=30) self-reported as having average or poor work-life balance.
Enablers and reinforcers of WA heavy vehicle operator's health behaviours.	Formative consultations	Core enablers of health behaviours reported by consultation participants included; family, friends, colleagues, Doctor, having access to healthy foods, being a part of a sports team and having regular health checks.
Existing organisational health and wellbeing initiatives for WA heavy vehicle operators.	Formative consultations	41.9% (n=18) of formative survey respondents indicated that their company does nothing to support their health and wellbeing. The most common initiatives noted by respondents included; checking in with staff (n=8), accommodating leave requests (n=4) and providing an employee assistance program (n=4).



Information resources		
Number of resources created.	Injury Matters Customer Relationship Management System	12 resources created (card, posters, flyers, toolkits and brochures).
Number of print resources distributed (type of resources distributed).	Injury Matters Customer Relationship Management System	3,772 print resources distributed (posters, flyers and brochures).
Number of resources downloaded or viewed.	Google Analytics, Facebook Analytics and Hootsuite	455 resources downloaded or viewed.
Number of page views of website content.	Google Analytics	64,512 page views of website content.
Number of website users.	Google Analytics	25,123 website users.
Number of enquiries (# telephone and # email).	Injury Matters Customer Relationship Management System	6 general industry support enquiries (1 telephone and 5 email). 30 enquiries from individuals seeking counselling support involving a heavy vehicle road incident.

<b>Mass Media</b>			
Paid and unpaid	Number of paid media outputs (type of media).	Injury Matters communication records	19 paid media outputs (four (4) radio advertisements, six (6) social advertisements, four (4) suites of digital advertisements, five (5) Rural Focus radio interviews).
	Number of people reached via paid media.	Media outlets	<p>223,351 individual people were reached via paid social media (78,056 After a Road Crash, 81,288 Fuel Your Body, 64,007 Service Your Mind).</p> <p>28,235 digital advertisement clicks (12,204 After a Road Crash, 13,190 Fuel Your Body, 2,841 Service Your Mind).</p> <p>590,099 people reached via Metropolitan radio* (306,288 Fuel Your Body, 283,811 Service Your Mind).</p> <p><i>*Please note Reach statistics are not available for After A Road Crash radio advertising.</i></p> <p>4,383 radio advertising spots (1,479 After a Road Crash, 1,407 Fuel Your Body, 1,497 Service Your Mind).</p>
	Number of unpaid media outputs (type of media).	Injury Matters communication records	<p>Five (5) media releases and three (3) Media Alerts unpaid media outputs (type of media).</p> <p>Sixteen (16) articles and two (2) radio interviews.</p>
<b>Education and Training</b>			
	Number of information and education workshops facilitated (type of event and location).	Injury Matters Customer Relationship Management System	<p>11 information and education workshops facilitated</p> <p>1-day Pilot Supporting your staff after a crash (Main Roads WA Kimberley)</p> <p>Introduction to MaPS on our Roads, formative results (Webinar)</p> <p>Launch After a Road Crash (Transafe WA forum)</p>

		<p>After a Crash toolbox sessions x 4 (30 minutes – 3 metro, 1 regional)</p> <p>Fuel Your Body Medications (Webinar)</p> <p>Accredited Mental Health First Aid Training (2-day)</p> <p>Service Your Mind (Podcast)</p> <p>MaPS on our Roads (Conference Presentation @ Australasian College of Road Safety Conference 2021)</p>
Number of training participants	Injury Matters Customer Relationship Management System	355 training participants
Proportion (%) of participants who reported an increased awareness of the importance of staying mentally safe.	Post-training survey	93.3% (n=56) of training survey respondents reported an increased awareness of the importance of staying mentally safe.
Proportion (%) of participants who reported an increased awareness of the importance of staying physically safe.	Post-training survey	Not applicable.
Proportion (%) of participants who could identify (unprompted recall) strategies that support mental safety after a traumatic event.	Post-training survey	95% (n=57) of training survey respondents reported an increased awareness of how to support their mental wellbeing after a traumatic event.
Proportion (%) of participants who could identify (unprompted recall) strategies that support physical safety after a traumatic event.	Post-training survey	Not applicable.



	Proportion (%) of participants who could identify (unprompted recall) how to support individuals involved in a road crash who are experiencing mental health concerns.	Post-training survey	100% (n=26) of training survey respondents reported an increased awareness of how to support others involved in a road crash who are experiencing mental health concerns.
	Proportion (%) of participants who can recall when and where to seek professional help if required.	Post-training survey	93.3% (n=56) of training survey respondents could recall when and where to seek professional help if required.
	Proportion (%) of participants who were satisfied with the training event.	Post training survey	96.6% (n=58) of participants were satisfied with the training event.
	Proportion (%) of participants who report intention to implement concepts from training.	Post-training survey	91.7% (n=55) of participants reported intention to implement concepts from training.
<b>Partnerships and Collaboration</b>			
	Number of meetings with road transport operators.	Injury Matters Customer Relationship Management System	52 meetings with road transport operators and WA road safety industry personnel to discuss MaPS on our roads activities.
	Number of organisations who supported project activities (type of support).	Injury Matters Customer Relationship Management System	Unable to determine # organisations supported project activities (type of support). Examples below include:  Goldstar Transport - signed MoU, testing & distribution of resources, education sessions  Transafe WA – launch event, testing & distribution of resources  WA Rural and Livestock Association – speaking event, distribution of resources  Sadleir Transport – internal website promotion

			<p>Black Swan Health – testing &amp; distribution of education and resources</p> <p>Roadwise – testing &amp; distribution of resources</p> <p>National Road Safety Partnership Program – IM partner, distribution of resources, member on stakeholder working groups</p> <p>Road Safety Industry Alliances (Pilbara &amp; South West) – distribution of resources</p> <p>Varied stakeholders – formative consultations, meetings</p> <p>CBH grain growers – donation to continue activities beyond funding</p>
<b>Dissemination of findings</b>			
	Number of activities conducted to share project activities (type of activity).	Injury Matters communication records	8 activities conducted to share project findings (social media posts, website news post, newsletter articles and conference presentation).
	Number of abstracts prepared regarding project accomplishments.	Injury Matters communication records	One abstract prepared and accepted as an oral presentation at the Australasian Road Safety Conference 2021. This presentation won an award for the 'Best Road Safety Practitioners' submission.

## **5 Appendix 2: Accompanying Statement**

See attachment

## **6 Appendix 3: Financial Report**

See attachment

## **7 Appendix 4: Formative Report**

See attachment

## **8 Appendix 5: Media Advertising Report**

[Campaign 1 Report](#)

[Campaign 2 Report](#)





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