

POWER NAP

[POU-ER NAP]

**A SHORT SLEEP THAT
TERMINATES BEFORE
DEEP SLEEP.**

NATIONAL
DRIVER FATIGUE
Supported by   **WEEK**



Orange City Council and Cabonne Shire Council

Power Nap

A driver fatigue intervention strategy

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Executive Summary

The award-winning Power nap and National Driver Fatigue Awareness Week successfully launched the Power Nap to a national audience across social media gaining over 9 million views in its first year.

A power nap is a behavioural change campaign, a call to action to target driver fatigue in the national heavy vehicle fleet. Driver fatigue is the primary cause of heavy vehicle fatal and injury crashes in Australia.

The Power Nap campaign developed tools to educate drivers with 4 components to empower heavy vehicle drivers to maximise the quality of the driver's rest breaks.

A power nap is a short sleep that terminates before deep sleep, it is intended to improve situational awareness and concentration.

The science behind power nap is irrefutable and offers drivers a solution when suffering the early warning signs of driver fatigue by providing simple steps to achieve a short nap that will enhance cognitive and situation awareness. Both Harvard and Yale Universities have conducted studies on the benefits of power nap and its application to improving concentration and situation awareness.

The campaign objectives enable all road users to share the road safely with heavy vehicles as driver fatigue may be part of the cause where car drivers are responsible for over 80 percent of all car/truck crashes.

Power nap used 4 platforms to create a synergy to engage and ask drivers to make small decisions to create behavioural change to take a power nap by:

- Social media engagement across major digital platforms
- Supply takeaway cups with power nap steps and a QR code to access the Driver Fatigue Awareness website for more information supplied to major roadhouses on key trucking routes
- Vinyl messaging on the back of trucks to prompt behavioural change at the point of behaviour on the road to all road users.
- Pop up events at key roadhouses to engage with heavy vehicle drivers.

The measurement of success is not only the impressions, reach and engagement on digital platforms. The growing wave of new influencers who have actively engaged and shared the power nap to their followers. This additional level of engagement created a higher degree of credibility and acceptance of the power nap behavioural change message to new groups within transport.

The degree of credibility can be demonstrated by the 2023 Road Safety Culture Award from Road Freight for NSW nominated by the members of the association.

A further development that demonstrates the level of engagement and recognition of the threat that driver fatigue poses to the transport industry was the request for resources to share. A Power Nap and National Driver Fatigue Awareness Communications Toolkit was developed for Truck drivers and companies to share across digital platforms and internal communications as they see fit.

The success of Power Nap can best be demonstrated by Assistant Minister for Infrastructure and Transport, the Hon. Carol Brown, "Every time I go onto social media there is a truck driver talking about Power Nap".

Introduction

The Power nap campaign is aimed at safer drivers and safer road use by targeting driver fatigue. Driver fatigue is one of the 3 big killers on Australian roads.

Orange and Cabonne Road Safety engages with the Heavy Vehicle industry on social media, truck forums, Australia Trucking Conferences and at pop up events at key roadhouses.

During driver fatigue pop up events at roadhouses on the Newell Highway truck drivers surveyed had little or no knowledge of the benefits of a power nap, or what a power nap was, and how to implement it.

Power Nap developed several resources to explain what a power nap was, the benefits, and a how to take a power nap guide.

This simple intervention strategy has greatly improved safety and reduce stress and anxiety in Heavy Vehicle drivers a symptom identified by the Monash University, Transport Workers Union and NSW Centre for Work Health and Safety Driving Health Study.

Campaign Objectives

- The primary objective of the power nap campaign is to reduce fatal crashes in the heavy vehicle fleet attributed to driver fatigue.
- Promote behavioural change for drivers to adopt a power nap as an ongoing habit to manage driver fatigue.
- Engagement across multiple platforms to include social media, radio, podcasts and interviews, to ensure a wide reach and sustained impact.

Planning and Preparation

The Road Safety Officer's (RSO) formative research was developed through engagement with truck drivers prior to the campaign was invaluable. Discussions with truck drivers covered common themes of driver fatigue and the lack of rest areas for drivers, delays in loading and roadworks added to their level of fatigue.

The RSO

Feedback highlighted that the drivers understanding of their fleet management and in some cases driver fatigue all focused on be fit to drive, get a goodnight's sleep, be NHVR logbook compliant. The RSO asked the question of what was your intervention strategy while driving? How do you manage your driver fatigue on the road?

The concept for this campaign commenced 18 months prior to our submission. Truck drivers without an intervention strategy to manage driver fatigue, were vulnerable.

Further collaboration with truck drivers who were followers of the RSO across digital platforms formed qualitative support by sharing their insights, behaviour and biases providing insight to barriers for behavioural change. This collaboration would prove an asset and allow the project to hit the ground running providing a return on investment.

This heavy vehicle driver feedback developed the engagement approaches and platforms that were best suited to truck drivers. Four platforms to educate and develop behavioural change capabilities for truck drivers were developed.

From surveys conducted at the Shell Roadhouse Gilgandra and at Hay we found truck drivers:

- Acknowledged that driver fatigue was a serious issue, and in some cases felt powerless.
- Majority did not know about power nap or the benefits of a 15-20 minute nap to improve concentration and situation awareness.
- How to take a power nap.
- The benefits and science behind a 15–20-minute power nap.

It was evident that we needed to build knowledge with a step-by-step approach within the limited budget. To further develop a sustainable platform to create behavioural change in truck drivers. Long term change will only be realised where educational materials support each other, and key messages are repeated overtime.

A review of international and Australian research provided guidance to implement an intervention strategy, for a solution to driver fatigue while driving. The 15–20-minute solution as opposed to pushing on until tragedy strikes.

Content Development

Development of content for an intervention strategy at point of behaviour was undertaken using the following steps by:

- A literature review of the topic.
- Development of key messages and calls to action.
- Testing of key messages, calls to action, language, and imagery with drivers.
- Submit key messages to the National Heavy Regulator for approval.

Discussions with influencers from the trucking industry who had followed the RSO through the Free cuppa, Be seen. Be Safe, Leave the car at home make a Taxi your Plan B, campaigns gave feedback. The rapport and trust the RSO shared with the drivers were invaluable and gave her the confidence that the resources would connect with the target audience.

Campaign Strategy

The strategies employed were a multi-channel approach to maximise the campaign's visibility and effectiveness to reach the target audience by:

- Media releases to industry publications, radio and television newsrooms,
- Social media promotion to leverage the digital platforms followed by heavy vehicle drivers across Australia. We developed engaging informative posts to showcase the simple, effective and significance of the power nap.
- Radio and podcasts promoted the power nap message with trucking influencers supporting the message and their personal use of power nap as a solution to driver fatigue out on the road.

Campaign Delivery

The final group of materials developed for this campaign include:

- The Power Nap website.
- Social media posts across digital platforms.
- Power nap branded takeaway cups with QR code link to the website.
- Tired? Power Nap Now signage on interstate trucks.
- VMS signage on the Mitchell Highway at Orange NSW.

The marketing resources were designed to create a synergy with heavy vehicle drivers when engaged with the driving task. The resources had a QR code to link to the website to provide educational content.

Website

The PowerNap.org.au website was developed to give free access to driver fatigue information, resources and engage. The website offered a platform for further resources and engagement with drivers and Transport companies, including knowledge tests as a competition, Australian rest area maps, heavy vehicle toolbox talks. Over 20,000 visits to the website were recorded with 9,000 of the visits participating in the driver fatigue competitions.

The Brendon Gunn Media Agency were responsible for the development and management of the website. A change of staff and relocation of the agency resulted in a loss of the website visit data which I believe was a valuable tool for further analysis.

Early results found the driver fatigue story of crash survival the most visited page. The driver fatigue quiz was the most visited at the time of the competitions.

Power Nap Truck Signage

The power nap truck signage was supported by best practice in psychology, a call to action at point of behaviour. It was simple, truck drivers can clearly see the back of the truck driving in front of them. The signage is bold, simple and clear with minimal distraction. However, when driving on regional highways the power nap message on the back of a truck is a friendly reminder in how to manage a driver's fatigue.

The truck signage also contains a QR code to the website so anyone who is curious can learn more about power nap and the effects of driver fatigue.

The truck signage message has been promoted across various platforms including, articles in magazines, social media, news bulletins on radio and television. However, when driving on regional highways the power nap message on the back of a truck is a friendly reminder in how to manage a driver's fatigue.

COVID has not been kind to power nap and in part made it a greater necessity. Truck signage was to go on Burke's and Maranoa interstate haulage but both businesses, both viable, closed operations.

Our plan B was to go with Trucks Ads with fewer truck backs to fit the existing budget. Power nap was joined by Tipping's Transport and Don Watson Transport with an additional 3 vehicles with permanent signage.

Power Nap launch and media releases

There was a delay with the approval of the marketing resources and this delayed the start of the campaign and afforded us the opportunity to launch in National Driver Fatigue week in 2022 and 2023 which relaunched the power nap message.

In 2022, the campaign was launched by the Federal Minister for Veteran Affairs, Hon. Andrew Gee and the Mayor of Orange, Mr. Jason Hamling. The launch received coverage on regional television news, newspaper and radio with paid social media support.

In 2023 the Minister for Regional roads and Transport for NSW, the Hon. Sam Faraway launched National Driver Fatigue Week featuring Power Nap. The launch received national regional news coverage on Prime network and national radio news coverage on the MMM network with paid social media support.

VMS

Orange and Cabonne Road Safety program have a VMS located on the Mitchell Highway at the entrance of Orange with the “tired eyes? Power Nap now” message. The Mitchell Highway is the gateway to western New South Wales for heavy vehicles bound for Dubbo, Adelaide, and Brisbane from Sydney. As of the writing of this report the VMS continues to display the power nap message for over 18 months. This resource was paid for by Orange City Council.

Driver Fatigue Quiz

The quiz was a multiple choice quiz to create an interest in the campaign, drive traffic to the website and further understand road users’ knowledge of driver fatigue.

There were 8 questions to answer and the results from over 7,000 entries were startling as 60% of respondents failing to answer the 8 questions correctly.

1. Being awake for 17 hours has a similar effect on driving performance as having a blood alcohol level of .05?
2. Driver fatigue is only an issue on long trips?
3. Which of the following is a sign of the early warning sign of a microsleep?
4. Is driver fatigue a work-related issue in organisations where staff are required to drive during the course of their duties?
5. At what time of the day does most fatigue related crashes occur?
6. How can I prevent driver fatigue?
7. While driving you’re struggling to keep your eyes open, what should you do?
8. What are the early warning signs of driver fatigue? Please tick all the relevant characteristics

Social media

Social media was always going to be a successful strategy for the power nap message based on the number of truck drivers engaged with social media platforms. Furthermore, there are a key group of truck drivers with many followers. Power Nap was seen by truck drivers as a call to action and a solution to their most pressing issue facing them, driver fatigue.

A review of the followers on each platform found if you were followed on one platform that did not necessarily mean that the follower would follow you on other platforms. Therefore, Twitter (X), Facebook and Instagram to name the most obvious needed equal coverage.

A review of the followers across the three digital platforms:

Twitter

The Power Nap messages including, how to take a power nap, tired, fatigue, power nap, an explanation of a power nap and competition promotion formed an organic promotional thread across the nation.

There were 500,000 impressions on Twitter for the various power nap messages with the tagline “How will you manage your driver fatigue today?” gaining traction from other road safety agencies including the TAC in Victoria.

Facebook

The Power Nap social media on Facebook has been very successful with a reach of over 2,542,212. There have been 105,000 power nap posts with the power nap hashtag on Facebook providing further evidence of community support and engagement to communicate the driver fatigue message.

Instagram

The power nap hashtag (#PowerNap) was used 317,637 on Instagram with reels being the most popular with posts.

Google

As of the writing of this report there has been 1.1 million power nap searches on Google looking for further information.

Pop Up events

There were 5 pop up events during the funding period which proved popular and provided informative feedback.

Moving forward and upon reflection the development of resources for the pop ups was a missed opportunity. The takeaway coffee cup was well received but I believe a neck pillow and a step-by-step guide to take a power nap would have provided ongoing engagement.

National Driver Fatigue Week

Long term change will only be realised where educational materials support each-other and key messages are repeated over time. Therefore, any opportunity to repeat behavioural change messages to support safer drivers should be welcomed and supported by the regulator.

National Driver Fatigue Week provides a focus on fatigue which is an everyday issue for heavy vehicle drivers.

After the launch of the campaign NDFW is an opportunity without cost to focus national media outlets on driver fatigue. In 2022 we gained national regional radio and national regional television supported by media releases and launched by the Federal Minister Andrew Gee. The Regulator administration staff chose not to support driver fatigue week.

In 2023, after the success of 22 NDFW, feedback from drivers and companies suggested we give access to individuals to promote our resources to their friends, colleagues and workplaces.

The National Driver Fatigue Week communications toolkit was developed to enable a variety of stakeholders to participate in our power nap message across various platforms.

They included:

- Email and invoice signatures
- Posters
- Social media posts
- Heavy vehicle and passenger vehicles artwork
- National Driver Fatigue Week artwork across various platforms and resources
- How will you manage your driver fatigue today artwork for digital platforms and print resources.

NDFW was launched in Orange, New South Wales by the Minister for Regional Roads the Hon. Sam Farraway, the Mayor of Orange and Deputy Mayor of Cabonne.

Our media release contained a link to the communications toolkit which was shared in the media release from the Assistant Minister for Infrastructure the Hon Senator Carol Brown.

Queensland Police also supported NDFW and shared the communications toolkit as did New South Wales Police, various politicians at both state and federal level.

Conclusion

The analytics speak to the success of the campaign. There have been over 1.1 million searches for power nap on Google.

Over 500,000 views on twitter. Over 4 million views across Facebook and Instagram including the time prior to the funding agreement.

Sleep is the only solution for fatigue. Driver fatigue is an ongoing issue that requires an intervention strategy for heavy vehicle drivers. We have made an impressive start, but the message must continue to educate drivers. We need a generational change to make a power nap a standard operating procedure for all heavy vehicle drivers when for whatever reasons fatigue descends upon them while driving.

Fatigue is attributed to one third of all road deaths and we can motivate and train drivers to identify their early warning signs and take action with a power nap with ongoing promotion.

Power Nap has received support from truck drivers across Australia, a safety culture award from Road Freight for NSW and political support at a State and Federal level. Further significant accolades from road safety experts endorse the power nap strategy.

Dr Soames Job former World Bank Road Safety Chair to the United Nations and founder of the Centre of Road Safety at Transport for NSW said that the campaign strategy was great and Mr. Bernard Carlon current CEO for the Centre of Road Safety admits freely that he practises power naps when fatigue occurs during driving.

Recommendation

Power nap is a powerful intervention strategy for driver fatigue. The strategy based on science and easily implemented when required is a lifesaver for the heavy vehicle industry.

The strategy requires continued funding to become second nature to drivers as a go to solution when fatigue hits out on the road.

