



Innovative Strategies for the Road Ahead

Fleet Forum Toolkit Managing Crash Reporting & Analysis

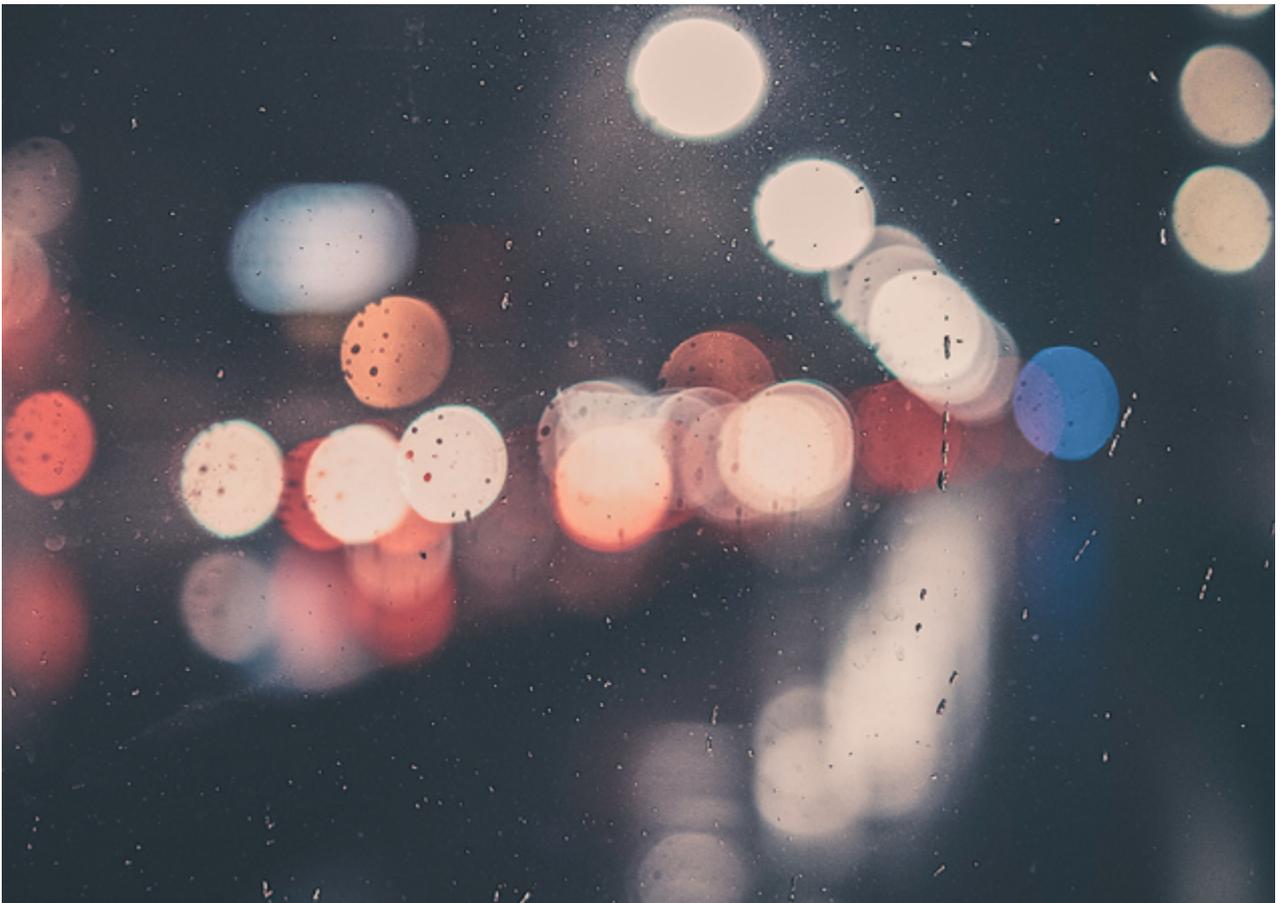


Part I

How to Prepare for Crash Reporting and Analysis

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1.1. Setting the foundation: A Crash Reporting and Analysis Policy

A robust Crash Reporting and Analysis Policy is vital to ensure that there are clear procedures to be undertaken after a road crash occurs, and to ensure that:

- [Employees know what to do in the event of a crash](#)
- A quick and appropriate response is made to a crash
- A considered analysis of crashes is made to identify remedial actions, issues and trends
- Your policy seeks to implement measures that:
 - Improve understanding of required post-crash actions.
 - Develop understanding of how crashes occur.
 - Reduce the number of crashes and incidents that occur.
 - Reduce severity of crashes when they do occur.

The policy should establish procedures from [top-level management to supervisors](#), drivers and any other staff who need to be involved. Your procedures may be broken down into types of crash, such as minor, serious and major, with the appropriate people being included, such as medical, HR, legal and communications officers for a major crash with fatalities and injuries.

Your policy should also include reporting [near misses](#), as this information can prove invaluable when investigating the likely cause of crashes. If the organisation's policy is not adhered to, there will need to be clearly set out sanctions in the policy document.

Use the example below to develop your own crash management policy statement:

Example of a Crash Reporting and Analysis Policy Statement:

<Insert organisation name> is committed to following robust procedures in the event of a crash involving one of its drivers or vehicles.

This policy is to ensure that <Insert organisations name>'s road traffic crash reporting and post-crash processes are documented and managed in a consistent way in order to reduce the number and severity of all vehicle crashes.

Managing risks associated with driving is the joint responsibility of senior management, operations, fleet management and driving staff. This policy applies to all staff responsible for any aspect of the post-crash process, training staff and all driving staff. This policy applies to all vehicle operations including <Insert organisation name>'s owned, rented and subcontracted transport.

If a vehicle is involved in a road traffic crash it is essential that the procedures outlined in <Refer to attachments to this policy or manual containing procedures> of the Crash Management Policy are followed to ensure that:

- The crash is managed safely, legally and reported to the relevant authorities promptly.
- The incident facts are collated accurately and recorded correctly (including people involved and property damaged).
- Vehicular assets involved are repaired to a safe and legal state prior to being returned to the road.
- The well-being and competency of the driver involved are assessed to ensure the individual's abilities and fitness are of a standard to enable a return to driving duties.

Example of a Crash Reporting and Analysis Policy Statement:

- The incident is fully investigated to determine both primary and contributory factors that led to the crash.
- The incident facts are analysed to determine and implement any remedial actions that may prevent similar incidents occurring in the future.
- All incidents, including identified causes and remedial actions are recorded in <insert name system> and discussed at country management level on a monthly basis and at senior management level (HQ) at least twice a year.

This policy is a living document and as such will be updated on an ongoing basis.

<insert person name> is the person responsible for the maintenance of this policy, its communication and implementation.

Not adhering to this policy can lead to disciplinary actions including termination of contract.

1.2. Who is responsible for policy implementation?

Roles and responsibilities

Your Crash Reporting and Analysis Policy should set out the specific [roles and responsibilities](#) for:

- **Senior management:** Entrusted with a leadership role, senior management is responsible for overseeing that relevant staff can implement and adhere to the policy. An important responsibility is also to oversee if the identified recommendations for interventions are leading to a reduction in crashes.
- **Crash analysis manager:** Senior management will appoint an individual or unit to be in charge of the analysis. This responsibility can be assigned, for example, to the Occupational Health and Safety Manager, Field Safety and Security Manager or the (Enterprise) Risk Manager. The individual (or unit) must be able to conduct the crash analysis freely and without fear of reporting their conclusions and recommendations. It is not advised that someone with a direct link to staff members involved in a crash is analysing the cause of that crash.

- **Transport manager:** The transport manager (or equivalent role, such as fleet manager or operations manager) is responsible for ensuring that drivers understand what is expected of them in the event of a crash and, following the crash analysis, to implement any interventions (relevant for fleet management) to prevent similar crashes in future. This also applies to managers who supervise staff who are authorised to drive.
- **Driver:** In a road crash, the driver must ensure that all actions are conducted at the scene and that any reporting that is done is in line with the organisation’s procedures. They should also support in post-crash fact-finding exercises to analyse the cause of the crash.
- **Staff Member:** In the event of a crash where the driver is incapacitated, the staff member travelling in the organisation’s vehicle must ensure that all actions are conducted at the scene and that any reporting is done in line with the organisation’s procedures. The staff member should also support post-crash fact-finding exercises to analyse the cause of the crash.

Specific procedures for managers and drivers to follow in the event of a crash should be established.

Included in this toolkit are:

- [Actions for managers](#) to follow in the event of a crash.
- [Procedures for drivers](#) (you might wish to include this in a Driver Handbook.)



1.3. Communicating your policy

If your crash reporting and data analysis policy is not communicated effectively, then it is unlikely that it will have the desired impact. Therefore, a robust communication strategy should be developed to ensure that everyone in your organisation is aware of the policy and its contents.

A vital part of communication is to emphasise that careful record keeping and analysis of crashes is part of the organisation's culture. This requires staff buy-in to be effective, so it's recommended to undertake regular communication activities and use every opportunity to communicate through all communications channels: personal talks, emails, social media channels, posters, newsletters, bulletin board, staff meetings, and Whatsapp messages.

Staff members, particularly drivers, are often reluctant to report crashes ([especially near-misses](#)) because of concerns about disciplinary action. Internal communication should help to address the fear and emphasise reporting the truth about a crash. This is vital to carrying out a thorough investigation and learning lessons. Informing staff about the importance of [reporting crashes](#) can change the perception of post-crash behaviour and actions.

An organisation's Drivers Handbook offers an opportunity to inform [drivers of their obligations](#) in the event of a crash.

1.3.1. Training and refreshing knowledge

In addition to communication activities, drivers and staff members should regularly receive training on [what to do in the event of a crash](#), both in terms of [actions required immediately after the crash](#) as well as reporting.

There are various methods for achieving this:

Training: Activities that are formally undertaken to increase the knowledge, skills and competencies of staff to ensure that they are capable to perform their duties and tasks related to crash reporting and analysis.

Toolbox Talks: These short, more informal sessions aim to refresh existing knowledge or skills.

Included in this toolkit are:

- Several Toolbox Talks [examples](#) and suggestions on [how to facilitate them](#).
- A section on a [driver's responsibilities](#) that can be included in a Driver Handbook.