

Developing a campaign to encourage safer driving near waste operatives

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ENVIRONMENT **FIRST**

South East Environmental Services Ltd

Background

- A need identified a communications campaign to encourage safer driving when passing Environment First operatives.
- Research into previous campaigns.
- Initial copy drafted and visuals developed.
- Consultation with waste operatives to share initial ideas.
- Seeking feedback and a preference on approach from this group.

Campaign examples

- Biffa 'DRoPs' (driving recklessly on pavements) campaign
- Focused on the safety of waste operatives at work and the message that pavements are for people not drivers.
- Highlighted near-misses and dangerous driving showing shocking CCTV footage:

<https://www.youtube.com/watch?v=bQ4c4OqJj6c>



Campaign examples

- District and Borough Councils in Kent supported the DRoPs campaign.

- For example:

<https://twitter.com/ThanetCouncil/status/1098629708781178880>

<https://twitter.com/fstonehythedc/status/1098579845083103232>

 Communications Team
@ThanetCouncil

It is because of incidents like this, that we are working with Kent Police to report dangerous and impatient drivers. 🚗⚙️
Would it kill you to wait a minute? It could kill someone if you don't. #stopDROPs



 Folkestone & Hythe District Council
@fstonehythedc

No employee should have to accept that this behaviour is 'part of the job'
Be patient and stay behind the recycling & waste vehicle until there is a safe moment to overtake.
#stopDROPs @kent_police @Veolia



Campaign examples

- Health and Safety executive campaign.
- Some outdated language but encourages empathy.

<https://www.hse.gov.uk/waste/campaignpdfs/binmenposter.pdf>

BIN MEN: THEY'RE ALL THE SAME

They all go to work. They all lift the equivalent of a double decker bus each day. They all cross the road on average 30,000 times a year. They all have two arms, two legs and a spine that is made out of bone. They all work in an industry that has a fatal accident rate 10 times higher than the national average. They all have families, and girlfriends, and wives, and children. They all need to work. They all need you to never over-load your bin. They all need you to drive safely around their waste and recycling lorry. And if you can do all this, they'd all be very grateful. Thank you for reading this on behalf of your bin man, and the Health and Safety Executive. We're here to make life safer for people in the workplace.

WATCH OUT FOR YOUR BINMAN.



Better health & safety
benefits everyone

Proposal for our campaign

- Use a mix of soft and harder messaging.
- Use positive images of real crew members.
- Build on perceptions of Environment First during the pandemic of hardworking teams who are proud of doing a good job.
- Back up images with more shocking statistics in accompanying copy.
- Share shocking footage from other authority areas in support of campaign.
- Back the campaign up by encouraging operatives to report near misses and update crews on next steps e.g. reports to Sussex Police.

Mock-up graphic example 1



Reckless driving risks lives.
Please take care when
passing our crews.

ENVIRONMENT FIRST

Mock-up graphic example 2



Reckless driving risks lives.
Please take care when
passing our crews.

ENVIRONMENT FIRST

Mock-up graphic example 3



Example social media copy

In the last year alone, we received nine reports of dangerous driving around our waste lorries, many of which resulted in damage to vehicles and came very close to causing a serious injury to our waste operatives.

Our waste and recycling crews work hard year-round in all conditions to make sure your waste is collected and to keep the district tidy. Nobody enjoys waiting in traffic but putting the lives of our staff and residents in danger just to save a few seconds on your journey is simply not acceptable. Our team deserve to go home to their families safe and unharmed at the end of their shift.

Luckily, our waste crews all undergo extensive safety training and our lorries are fitted with on-board CCTV cameras so we can report incidents to Sussex Police if needed.

So, smile next time you're passing one of your lorries as you'll be on camera! And please always be patient and take care when passing.

Supporting ideas

- Signage on the back of lorries
- Video messages from waste ops about near misses they have experienced
- Linking with THINK! campaign linked with updates to the Highway Code

Feedback

- Mix of approaches
- Mock-up visuals
- Draft copy
- What else could we be doing?